*Sustainable Preservation and Promotion of Heritage: The Virtual Museum*

## AVICOM Annual Conference & f@imp Festival 2023 – St Andrews, Scotland

**Preliminary  Program Version July 6 (All times: GMT)**

**Thursday September 21** Arrival Day**:**

15:00            Optional: Visit to the Discovery Point & RRS Discovery in Dundee, Riverside Drive
                 Meeting point: Entrance of the Pavillion



19:00            **Welcome Meeting**, School of Computer Science of the University of St Andrews, Jack
                 Cole Building, North Haugh, St Andrews

**Friday September 22:** *Sustainable Preservation and Promotion of Heritage: The Virtual Museum.* **General Assembly and Conference Part 1**
Parliament Hall of the University of St Andrews, 66 South St, St Andrews



9:30 – 10:00    **Registration**

10:00 – 10:15   **Opening**
N.N. (Representative of St Andrews)
*Alan Miller*, University of St Andrews
*Michael H. Faber*, Chair of AVICOM

**Questions of Principle and Basics**

Moderation: *Janos Tari*, Károli Gaspár University Budapest, Hungary / Ex Chair of AVICOM

10:15 – 10:35   *Gaoli Liu*, National Ainu Museum, Shiraoi Hokkaido, Japan:
*Exploring the Advantages and Challenges of Virtual Museums: A Case Study of the National Ainu Museum*

10:35 – 10:55   ONLINE: *Kathryn Nellis Medill-Torres*, Rocky Mountain College of Art and Design, Denver Colorado, USA:
*An Anecdotal Review of the Guiding Questions for AVICOM's General Assembly Conference 2023*

10:55 – 11:55   WORKSHOP: *Alan Miller, Kamila Oles*, Open Virtual Worlds Research Group, School of Computer Science, University of St Andrews, Scotland, U.K.; *Julia Römhild*, *Bernd Günter*, Faculty of Business Administration and Economics, Heinrich-Heine-Universität Düsseldorf, Germany:
*Under Construction: Defining Virtual Museums in the context of Sustainablility*

**Methodical Approaches**

Moderation: N.N.

11:55 – 12:15   *Simina Badica*, House of European History, Brussels, Belgium:
*How to create a virtual European History experience?*

12:15 – 12:30   Discussion

12:30 – 14:00   Lunch (Self-paying)

14:00 – 14:20   *Can Chen*, Bournemouth University, Poole, U.K.:
                *Media Arts in Narrative-style Exhibition : Curatorial Approaches in China*

14:20 – 14:40   *Rasa Bocyte, Max Tiel*, Netherlands Institute for Sound & Vision, Hilversum, The
                Netherlands; *Arno Verhofstadt, Wendy Van den Broeck*, Vrije Universiteit Brussels,
                Belgium:
                *Remotely Together: The Virtues and Limitations of Social XR in the Cultural Heritage
                Sector*

                **Attracting Visitors, Barrier Reduction and Sustainability**

                Moderation: <span style="color:red">*N.N.*</span>

14:40 – 15:00   *Hazem Mohammed Farrag*, Tourist Guidance & Heritage Management, Faculty of
                Arts, Ain Shams University, Cairo, Egypt:
                *Exploring the Perspectives and Expectations of Egyptian Tour Guides on the
                Incorporation of Virtual Museum Tours in Tourism Activities: Implications for
                Enhanced Tourist Engagement*

15:00 – 15:20   *Rema Zeynalova*, Azerbaijan National Carpet Museum, Baku, Azerbaijan:
                *Breaking boundries at the Azerbaijan National Carpet Museum: Virtual Museum as a
                tool for increasing accessibility*

15:20 – 15:40   *Funda Yüksel Özer*, Mersin Arkkeoloji Müzesi, Yenişehir Mersin, Turkey:
                *New Approach to Virtual Museum*

15:40 – 16:00   *Julia Römhild, Bernd Günter*, Faculty of Business Administration and Economics,
                Heinrich-Heine-Universität Düsseldorf, Germany:
                *Unveiling the Potential: Virtual Museums for Sustainable Development*

16:00 – 16:30   Break

16:30 – 16:50   *Kamila Oles, Alan Miller*, Open Virtual Worlds Research Group, School of Computer
                Science, University of St Andrews, Scotland, U.K.:
                *Promoting Sustainable Development with Emergent Immersive and Mobile
                Technologies*

16:50 – 17:00   Discussion

                **Practical Examples / Case Studies**

                Moderation: <span style="color:red">*N.N.*</span>

17:00 – 17:20   *Eva Schubert*, Museum With No Frontiers (MWNF), Vienna, Austria
                *The transnational Museum With No Frontiers programme – online collections,
                exhibitions, galleries, tours – and hosting the largest online resource dedicated to the
                artistic legacy of Islam*

17:20 – 17:40    *Mohamed Ismail Ibrahim*, Faculty of Archaeology, Ain Shams University, Cairo, Egypt:
*Building a Virtual Museum within a Museum: The Zafaran Museum as an Example*

17:40 – 18:00    *Angelina Hayryan*, Sergey Parajanov Museum, Jerewan, Armenia:
*The virtual museum as a unique approach to contemporary arts*

18:00 – 18:20    *Lara Corona*, Universitat Internacional de Catalunya, Barcelona, Spain
*Virtual museums:  a threat for 'real museums' or an additional value to them?*

18:20 – 18:30    Discussion

19:00            **Meeting in a traditional Pub**

**Saturday September 23:** *Sustainable Preservation and Promotion of Heritage: The Virtual Museum.*
**General Assembly and Conference Part 2**
Parliament Hall of the University of St Andrews, 66 South St, St Andrews

**Practical Examples / Case Studies**

Moderation: *N.N.*

9:30 – 9:50      *Muhammad Zubair Rabbani*, Bahawalpur Museum, Bahawalpur, Pakistan:
*Virtual Museums: A Gateway to Cultural Exploration*

9:50 – 10:00     *Kamila Oles, Alan Miller*, Open Virtual Worlds Research Group, School of Computer
Science, University of St Andrews, Scotland, U.K.:
*The digital curation of open-air museum Augmented Reality (AR) and Virtual Reality
(VR) mobile apps*

10:00 – 10:10     *Kamila Oles, Alan Miller*, Open Virtual Worlds Research Group, School of Computer
Science, University of St Andrews, Scotland, U.K.:
*Climate Change and the Virtual Museum*

10:10 – 10:30    *Nina Pearlman, Andy-Hudson Smith, Valerio Signorelli, Leah Lovett, Jason McEwan*,
UCL Museums, UCL, London, U.K.:
*Bridging Worlds: Novel panoramic capture and virtual navigation of exhibition spaces
at UCL*

10:30 – 10:50    *Kaji Appolinaire*, Musée La Blacktude, Yaoundé, Cameroon:
*Virtual exhibition on traditional African musical instruments: Issues and audiences*

10:50 – 11:10    *Yuqiao Hu*, School of Museum Studies, University of Leicester, U.K.:
*Empowering Small Museums in Creating Virtual Museums on Social Media Platforms
- A Case Study of Longxi County Museum, China*

11:10 – 11:20    Discussion

11:20 – 11:35    Short Break („1 coffee")

11:35 – 12:00    ONLINE: *Nicolle Manuelle Bahia Bittencourt*, Graduate School of Asia-Pacific Studies Waseda University, Tokyo, Japan:
*From physical to virtual: Information and Communication Technologies Strategies adopted by the National Museum of Brazil and Shurijo Castle in Japan after a destructive fire*

Discussion

12:00 – 12:15    *Michael H. Faber*, Chair of AVICOM
*Conclusio. Results of the Conference*

12:15 – 12:45    **General Assembly of AVICOM** (for AVICOM members only)

12:45 – 14:00    Lunch (Self-paying)

14:00 – 15:30    **Faimp Award Ceremony**

15:30 – 18:00    **Visit to St Andrews** (Guided Tour)

19:00            **Conference Dinner with Reception of the Faimp Winners**
(Self-paying by participants; Winners: free)
(Meeting point will be announced later.)

**Sunday September 24** Departure Day

10:00            **Meeting**, School of Computer Science of the University of St Andrews, Jack Cole Building, North Haugh, St Andrews (You can leave your luggage here.)