

CONFERENCE PROGRAM

VIRTUAL MUSEUM

SUSTAINABLE PRESERVATION AND PROMOTION OF HERITAGE

21-23 09 2023

ICOM AVICOM CONFERENCE

PARLIAMENT HALL, ST ANDREWS, SCOTLAND



University of
St Andrews

M AVICOM

ICOM
international committee
for audiovisual, new technologies
and social media

22 09 2023 | 9AM-6 PM

HYBRID ICOM AVICOM GENERAL ASSEMBLY

VIRTUAL MUSEUM

SUSTAINABLE PRESERVATION
AND PROMOTION OF HERITAGE

THURSDAY SEPTEMBER 21

ARRIVAL DAY

15:00

Optional Visit to the Wardlaw Museum (Museum of the University of St Andrews)

17:00

Medieval St Andrews guided tour

Meeting point: Entrance to the Wardlaw Museum



19:00

Welcome Meeting,

School of Computer Science of the University of St Andrews,
Jack Cole Building, North Haugh, St Andrews



FRIDAY SEPTEMBER 22

PARLIAMENT HALL,
UNIVERSITY OF ST
ANDREWS, 66 SOUTH ST, ST
ANDREWS

9:30 – 10:00 Registration

10:00 – 10:15 Opening

Professor Monique MacKenzie, Vice-Principal (Digital Education, Research and Environment),
University of St Andrews
Dr Alan Miller, University of St Andrews
Dr Michael H. Faber, Chair of AVICOM

SESSION 1: 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 – 10:50 ONLINE

Constance Mulenga, Livingstone Museum, Livingstone, Zambia:

The Virtual Museum: Can the Virtual Museum support the Physical Museum?

10:50 – 11:10 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

11:10 – 12:10

WORKSHOP PART 1: Under Construction: Understanding Virtual Museum and Sustainability: 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

SESSION 2: METHODOLOGICAL APPROACHES

Moderation: Michael H. Faber, Chair of AVICOM, Germany

12.10 – 12:30

Simina Badica, House of European History, Brussels, Belgium:

How to create a virtual European History experience?

12:30 – 12:45 Discussion

12:45 – 14:00 Lunch (Self-paying); VR Exhibits accessible to explore in the Parliament Hall

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 Bočytė, 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

SESSION 3: ATTRACTING VISITORS, BARRIER REDUCTION AND SUSTAINABILITY

Moderation: Anna Maria Marras, Dipartimento di Studi Storici, Università di Torino, Italy

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 boundaries at the Azerbaijan National Carpet Museum: Virtual Museum as a tool for increasing accessibility

15:20 – 15:40

Funda Yüksel Özer, Mersin Arkeoloji Müzesi, Yenişehir Mersin, Turkey:

New Approach to Virtual Museum

15:40 – 15:50 Discussion

15:50 – 16:00 Break

16:00 – 17:00 WORKSHOP PART 2: Virtual Museums and sustainable future:

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

SESSION 4: PRACTICAL EXAMPLES / CASE STUDIES

Moderation: Aleš Kapsa, Jan Amos Komenský Museum, Uherský Brod, Czech Republic

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

Lara Corona, Universitat Internacional de Catalunya, Barcelona, Spain:

Virtual museums: a threat for 'real museums' or an additional value to them?

8:00 - 18:15 Discussion

19:30 - 22:00 Sustainable Ceilidh evening

Holly Trinity Hall, Queen's Terrace, St. Andrews KY16 9QF

All participants are welcomed to a lively gathering featuring traditional Celtic music and group dancing.

CLIMATE
JUSTICE

NO POVERTY

GENDER
EQUALITY



Sustainable Ceilidh

Dance | Stalls | VR Exhibits | Open Mike

PWW

22 SEPTEMBER | 7:30 PM

HOLY TRINITY CHURCH HALL

Queens Terrace, St Andrews, KY16 9QF

SATURDAY SEPTEMBER 23

PARLIAMENT HALL,
UNIVERSITY OF ST
ANDREWS, 66 SOUTH ST, ST
ANDREWS

PRACTICAL EXAMPLES / CASE STUDIES

Moderation: Mohamed Ismail Ibrahim, Faculty of Archaeology, Ain Shams University, Cairo, Egypt

9:30 – 9:50

Muhammad Zubair Rabbani, Bahawalpur Museum, Bahawalpur, Pakistan:

Virtual Museums: A Gateway to Cultural Exploration

9:50 – 10:00

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

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

Alan Miller, Kamila Oles Open Virtual Worlds Research Group, School of Computer Science, University of St Andrews, Scotland, U.K.:

Climate Change and the Virtual Museum

11:10 – 11:20 Discussion

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

11:35 – 11:55 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

11:55 – 12:05 Discussion

12:05 – 12:15 Michael H. Faber, Chair of AVICOM

Conclusions. 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



15:40

Assembling at the designated bus for the trip to Dundee

(specific location details to follow).

16:15 - 18:00

Guided exploration of Discovery Point and RRS Discovery in Dundee,

located along Riverside Drive (free for all participants)

19:00

Conference Dinner with Reception of the Faimp Winners at Discovery Point

(Self-paying by participants; FAIMP winners: free; meeting point will be announced later)

SCHOOL OF COMPUTER
SCIENCE, UNIVERSITY OF ST
ANDREWS

SATURDAY SEPTEMBER 23

Jack Cole Building,
North Haugh,
St Andrews

DEPARTURE DAY

10:00

Gathering at the School of Computer Science, University of St. Andrews, situated within the Jack Cole Building on North Haugh, St. Andrews. Luggage storage is available at this location, in room no 0.37. Refreshments, including coffee and tea, are provided.

THIS CONFERENCE AND MEDIA FESTIVAL IS SUPPORTED BY:



TAYA INVESTMENT COMPANY LTD.

MY NOTES: