

AVICOM Conference 2024: "News from the Digital Museum World" Turin, Italy

Preliminary Program (all times: CET)

Thursday, October 17 – Cavallerizza Reale, Via Giuseppe Verdi 9

9:00-9:30 Registration

9.30-10:00 Opening / Welcome
Representative University
Representative ICOM Italy
Michael H. Faber, Chair AVICOM

Session I: Sustainability, Climate Change and Protection, Equality and Inclusion: in the Digital Museum World?
Moderation: Michael H. Faber

10:00-10:20 Alan Miller (UK): Realising the Potential of Emergent Technology for Connecting Heritage with Sustainable Development in Remote Areas

10:20-10:35 Avigail Rotbain / Sofie Öberg Magnusson (Sweden): Make it last: Exploring Sustainable Digital Communication

10:40-10:55 Salsabilla Sakinah (UK): Communicating Environmental Crisis through Immersive Experiences: Indonesian Museums' Perspectives

10:55-11:10 Konul Rafiyeva (Azerbaijan): Digital Innovation for Sustainability and Inclusivity in Museums

11:10-11:25 Giulia Dore, Rana Muhammad Umar (Italy): Designing Business Model Canvas for Open Culture Management

11:25-11:30 Discussion

11:30-11.45 Break

11:45-12:00 Riyazul Samad Binmohammad, Zia Ul Haque, Wahaj Akthar Abedeen (India): Advancing Sustainable and Inclusive Digital Practices in Indian Museums: Addressing Research Gaps through a Case Study of the Red Fort Museum, Delhi

12:05-12:20 Arafat Ali (Bangladesh): Integrating Sustainability and Inclusivity into Digital Museum Practices

12:20-12:35 Licia Calvi (The Netherlands): Preservation and Memory in the Age of New Media

12:35-12:50 Ana Katuric (Italy): Bridging Digital and Analog for Climate Action and Inclusive Engagement

12:50-13:05 Michael Eulenstein (Germany): Digital Educational Escape Rooms for Sustainability and New Perspectives for Museum Education

13:05-13.20 Eva Pietroni (Italy): e-Archeo: A Sustainable and Multichannel Project for the Multimedia and Virtual Valorization of 8 Italian Archaeological Sites, combining Scientific Approach, Emotional Dimension and New Technologies

- 13:20-13:30 Discussion
- 13:30-14:50 Break
- Session II: Digital Engagement: Desiderata, Opportunities, Examples**
Moderation: **Rossana Damiano?**
- 14:50-15:05 Stéphane Bezombes (France): Friction as a Design Principle - Redefining Digital Engagement in Museums
- 15:05-15:20 Khushi Kesari, Shivani Singh (India): Digitizing Culture: Legal and Ethical Dimensions in Indian and International Museums
- 15:20-15:35 Afoue Diane Kra (Ivory Coast): The Use of Digital Tools in a Museum
- 15:35-15:50 Roberto Lazzaroni (Italy): Ethnographic Analysis on the Use of Digital Technologies in two Local Museums
- 15:50-16:00 Tan ShanShan (P. R. China): Corner Project Technology. A Project in Shanghai
- 16:00-16:15 Lara Corona (Spain): Rethinking Sustainability in Museum: How to Enhance Visitor Awareness and Engagement
- 16:15-16:25 Discussion
- 16:25-16:40 Break
- 16:40-17:40 Poster Presentations
- 18:00-19:00 **AVICOM Board Meeting** (for board members / affiliated members only)
- 19.30- ... **Event**

Friday, October 18 – Palazzo Nuovo, Via Sant’Ottavio 20

Session III: Virtual Museum = Virtual Museum?
Moderation: Ildikó Fejes

- 9:00-9:15 Olha Frasyniuk (Ukraine): The Virtual Museums: First Attempts of Creation
- 9:20-9:45 Bernd Günter (Germany): Virtual Museums as Cultural Market Players – Marketing Aspects
- 9:45-9:55 Bernd Günter (Germany): Short Presentation of the New Book on „Virtual Museums“
- 9:55-10:10 Zhi Ye (U.K): Go Digital or Remain In-Person? Will Virtual Blockbuster Exhibitions Become Audiences’ New Favorites?
- 10:10-10:25 Cristina C. Amitrano (Italy): Virtual Technologies for Museums and Art Collections – The CHANGES Case Study
- 10:25-10:35 Discussion
- 10:35-10:50 Break

10:50-11:10 Sharon Pisani, Alan Miller, Iain Oliver (U.K.): Developing a Virtual Museum that Promotes the Sustainable Development Goals

11:10-11:15 Discussion

Session IV: Artificial Intelligence: Museum Relevance, Ethical and Legal Aspects

Moderation: Anna Maria Marras

11:15-11:30 Anna Maria Marras (Italy): AI for Heritage: an Introduction

11:30-11:45 Paolo Mazzanti and Marco Bertini (Italy): ReInHerit AI Toolkit: Enhancing Museum User Interaction and addressing Ethical Aspects

11:45-12:00 Francesco Elmi (Italy): The Impact of Generative and Conversational AI on Museum Applications and Social Inclusion

12:00-12:15 Alfonso Villanueva (Spain): AI MUSEUM, Learning from Oblivion

12:15-12:25 Discussion

12:25-14:00 Break

14:00-14:15 Kamani Perera (Sri Lanka): Integrating Artificial Intelligence in Museums: Enhancing Visitor Experiences and Operational Efficiency

14:15-14:25 Marion Carré (France): Unleashing Knowledge sharing in Museums with Generative AI

14:25-14:30 Discussion

Session V: From Student to Museum Expert: Cooperations between Universities and Museums in the Digital Field

Moderation: János Tari

14:30-14:50 János Tari (Hungary): Creative Visualisation of Edutainment and Digital Learning in the Socially Connected Museums and Higher Education

14:50-16:05 Mohamed Ismail Ibrahim (Egypt): Small Museums and IoT

16:05-16:20 Omar Idtnaine (Morocco): Assessing the Influence of Museum Visits on University Curricula

16:20-16:35 Break

16:35-16:50 Ana Avalar, Renata Reis (Brazil): From University to Museum: Pioneering the Creation of the First Digital Art Collection for a Brazilian Public Museum

16:50-16:55 Discussion

Coming to an End ...

17:10-17:25 Michael H. Faber (Germany): Conclusion et Desiderata: Results of the Conference

17:25-17:40 Ildikó Fejes (Hungary): AVICOM's f@imp Festival 2024-2025 in Dubai: Presentation and Invitation

17:40-18:00 Break

18:00-19:00 **AVICOM General Assembly 2024** (for AVICOM members only)

19:40 ... **Off-Site Meeting** (paid by Participants)

Saturday, October 19 – Meeting Point will be announced later

9:30-12:30 **Off-Site Meeting** (paid by Participants)