

NEWS FROM THE DIGITAL MUSEUM WORLD AVICOM ANNUAL CONFERENCE

TURIN
17 – 19 OCTOBER
2024



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ICOM International Committee for Audiovisual, New Technologies, and Social Media (AVICOM) is one of ICOM's oldest international committees, established in June 1991. Each year, AVICOM organizes a conference focusing on various topics related to digital technology and museums. This year, the conference will be held in Turin, Italy. All museums and museum professionals are welcome to participate.

The main language of the conference will be English.

Thursday 17th

AVICOM Annual Conference

Cavallerizza Reale

Friday 18th

Conference & General Assembly
Palazzo Nuovo

Saturday 19th

Off-site Meeting

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

Preliminary Program (all times: CET)

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:

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

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

Preliminary Program (all times: CET)

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 Idraine (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)

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Practical Information

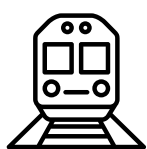


Event venues are centrally located in Turin.

Turin, the capital of the Piedmont region, is a city of great charm and historical significance, located in the north-west of Italy.

Thanks to its excellent transportation network, it is easily accessible and offers valuable architectural heritage, prestigious museums, and a vibrant cultural life.

In addition to hotels, consider exploring accommodation options on Airbnb, near Piazza Castello, Mole Antonelliana and Piazza Vittorio. There are several hotels and B&Bs that can be booked through various online platforms.



Transportations

Turin features two primary train stations, namely Porta Nuova and Porta Susa, with a bus station conveniently located near Porta Susa station.

The city boasts excellent transportation connections, including a metro line. For additional information, visit [GTI](#).

The nearest airport is Turin-Caselle Airport

For transport from Turin Caselle Airport to Turin City Center, travelers have the option of taking a train or bus. The train service can be accessed through [Trenitalia](#) while bus services are available [Flibco](#) and [Arriva](#).

You can also reach Turin from Milan Malpensa and Milan Linate airports.

Travelers arriving at Milan Malpensa or Linate airports can access direct buses to Turin, with travel time averaging 2 hours, or opt for train services.

From Malpensa Airport to Turin: [Arriva](#), [Flibco](#), [FlixBus](#).

For those arriving at Malpensa Airport, there is also the option to take a train to Milan Central Station and transfer to another train bound for Turin. Train services are available through [Trenitalia](#) and [Italo](#).

From Linate Airport to Turin, travelers can take a [bus](#) from the airport to Milan Central Station and board a train to Turin.

A map highlighting key locations can be accessed [here](#).

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Información Práctica

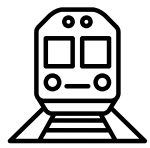


Lugares del Evento

Los lugares del evento están ubicados en el centro de Turín.

Turín, capital del Piemonte, es una ciudad de gran encanto e importancia histórica, ubicada en el noroeste de Italia. Gracias a su excelente red de transporte, es fácilmente accesible y ofrece un valioso patrimonio arquitectónico, museos prestigiosos y una vibrante vida cultural.

Además de los hoteles, considera explorar opciones de alojamiento en Airbnb, cerca de la Piazza Castello, la Mole Antonelliana y la Piazza Vittorio. Hay varios hoteles y B&B que se pueden reservar a través de diversas plataformas en línea.



Transporte

Turín cuenta con dos estaciones de tren principales: Porta Nuova y Porta Susa, con una estación de autobuses convenientemente ubicada cerca de la estación de Porta Susa.

La ciudad ofrece excelentes conexiones de transporte, incluida una línea de metro. Para información adicional, visita [GTI](#)

El aeropuerto más cercano es el Aeropuerto de Turín-Caselle.

Para el transporte desde el Aeropuerto de Turín-Caselle hasta el centro de Turín, los viajeros tienen la opción de tomar un tren o un autobús. El servicio de tren se puede acceder a través de [Trenitalia](#), mientras que los servicios de autobús están disponibles con [Flibco](#) y [Arriva](#).

También puedes llegar a Turín desde los aeropuertos de Milán Malpensa y Milán Linate.

Los viajeros que lleguen a los aeropuertos de Milán Malpensa o Linate pueden tomar autobuses directos a Turín, con un tiempo de viaje promedio de 2 horas, o optar por los servicios de tren. Desde el Aeropuerto de Malpensa a Turín: [Arriva](#), [Flibco](#), [FlixBus](#).

Para aquellos que lleguen al Aeropuerto de Malpensa, también existe la opción de tomar un tren hasta la Estación Central de Milán y hacer transbordo a otro tren con destino a Turín. Los servicios de tren están disponibles a través de [Trenitalia](#) e [Italo](#).

Desde el Aeropuerto de Linate a Turín, los viajeros pueden tomar un [autobús](#) desde el aeropuerto hasta la Estación Central de Milán y abordar un tren hacia Turín.

Un mapa que resalta los lugares clave se puede consultar [aquí](#).

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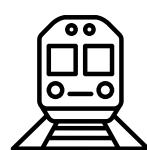
Turin

Informations Pratiques



Lieux de l'événement

Les lieux de l'événement sont situés au centre de Turin, près de la Piazza Castello, de la Mole Antonelliana et de la Piazza Vittorio. En plus des hôtels, pensez à explorer les options d'hébergement sur Airbnb. Il y a plusieurs hôtels et B&B qui peuvent être réservés via diverses plateformes en ligne.



Transportation

Turin dispose de deux principales gares ferroviaires, à savoir Porta Nuova et Porta Susa, avec une gare routière située près de la gare de Porta Susa.

La ville offre d'excellentes connexions de transport, y compris une ligne de métro. Pour plus d'informations, visitez [GTT](#).

L'aéroport le plus proche est l'Aéroport de Turin-Caselle.

Pour le transport de l'aéroport de Turin-Caselle au centre-ville de Turin, les voyageurs ont la possibilité de prendre un train ou un bus. Le service ferroviaire est accessible via [Trenitalia](#), tandis que les services de bus sont disponibles avec [Flibco](#) et [Arriva](#).

Vous pouvez également rejoindre Turin depuis les aéroports de Milan Malpensa et Milan Linate.

Les voyageurs arrivant aux aéroports de Milan Malpensa ou Linate peuvent prendre des bus directs pour Turin, avec un temps de trajet moyen de 2 heures, ou opter pour des services ferroviaires. Depuis l'aéroport de Malpensa vers Turin: [Arriva](#), [Flibco](#), [FlixBus](#).

Pour ceux arrivant à l'aéroport de Malpensa, il y a également la possibilité de prendre un train jusqu'à la gare centrale de Milan et de transférer vers un autre train à destination de Turin. Les services ferroviaires sont disponibles [Trenitalia](#) et [Italo](#).

Depuis l'aéroport de Linate vers Turin, les voyageurs peuvent prendre un [bus](#) de l'aéroport jusqu'à la gare centrale de Milan et monter à bord d'un train pour Turin.

Une carte indiquant les principaux emplacements est accessible [ici](#).