



AVICOMNEWS 2-2023

Dear AVICOM friends,

St Andrews - this name is associated not only with the most famous golf club in the world, but also with Scotland's oldest university. Research here includes computer science, and this research institute won an award at the AVICOM media festival f@imp for its production of a Virtual Museum about the Orkney Islands.

We are delighted to be able to hold this year's General Assembly and Conference alongside the f@imp festival in St Andrews from 21st to 24th September.

And we cordially invite you to be part of this event. The event will be held in English and in hybrid form. If you can't be there on site, you have the option to participate online.

Below you will find the provisional program:

As you can see, it is multifaceted and exciting. Above all, we are pleased that we will have a series of interdisciplinary contributions, from museum, IT and marketing professionals.

Click here for the [registration form](#) and other useful information:

<https://avicom.mini.icom.museum/fimp-media-festival-and-general-assembly-conference-2023-welcome-to-st-andrews/>

Please register your participation by the end of August 2023 at the latest.

Hope to see you in St Andrews or at least on screen!

Best wishes,

Ildikó Fejes, Director of the f@imp festival

Dr Michael H. Faber, President of AVICOM



St Andrews - ce nom est associé non seulement au club de golf le plus célèbre du monde, mais aussi à la plus ancienne université d'Écosse. La recherche ici comprend l'informatique, et cet institut de recherche a remporté un prix au festival média AVICOM f@imp pour sa production d'un musée virtuel sur les îles Orcades.

Nous sommes ravis de pouvoir organiser cette année l'Assemblée générale et la conférence du Musée virtuel parallèlement au festival f@imp à St Andrews du 21 au 24 septembre.

Et nous vous invitons cordialement à faire partie de cet événement. L'événement se tiendra en anglais et sous une forme hybride. Si vous ne pouvez pas être présent sur place, vous avez la possibilité de participer en ligne.

Vous trouverez ci-dessous le programme prévisionnel : Comme vous pouvez le voir, il est multiforme et passionnant. Surtout, nous sommes heureux d'avoir une série de contributions interdisciplinaires, de professionnels des musées, de l'informatique et du marketing.

Cliquez ici pour le **formulaire d'inscription** et d'autres informations utiles.

<https://avicom.mini.icom.museum/fimp-media-festival-and-general-assembly-conference-2023-welcome-to-st-andrews/>

Veillez enregistrer votre participation d'ici fin août 2023 au plus tard.

Nous espérons vous voir à St Andrews ou au moins à l'écran !

Sincèrement,

Ildiko Fejes
Directeur du festival f@imp

Dr. Michael H. Faber
Président d'AVICOM



Photo: Charles Clegg (https://commons.wikimedia.org/wiki/File:A_view_of_St_Andrews_8515359035_d7fb968324_o.jpg), „A view of St Andrews 8515359035 d7fb968324 o“, <https://creativecommons.org/licenses/by-sa/2.0/legalcode>

Queridos amigos de AMICOM,

St Andrews: este nombre está asociado no solo con el club de golf más famoso del mundo, sino también con la universidad más antigua de Escocia. La investigación aquí incluye informática, y este instituto de investigación ganó un premio en el festival de medios AVICOM f@imp por su producción de un Museo Virtual sobre las Islas Orcadas.

Estamos encantados de poder celebrar la Asamblea General y Conferencia del Museo Virtual de este año junto con el festival f@imp en St Andrews del 21 al 24 de septiembre.

Y le invitamos cordialmente a ser parte de este evento. El evento se llevará a cabo en inglés y en forma híbrida. Si no puede estar allí en el sitio, tiene la opción de participar en línea.

A continuación encontrará el **programa provisional**: Como puede ver, es multifacético y emocionante. Sobre todo, nos complace contar con una serie de contribuciones interdisciplinarias de profesionales de museos, TI y marketing.

Haga clic aquí para obtener el **formulario de registro** y otra información útil.

<https://avicom.mini.icom.museum/fimp-media-festival-and-general-assembly-conference-2023-welcome-to-st-andrews/>

Registre su participación a más tardar a fines de agosto de 2023.

¡Espero verte en St Andrews o al menos en la pantalla!

Atentamente,

Ildiko Fejes
Director del festival f@imp

dr. Michael H. Faber
Presidente de AVICOM

Sustainable Preservation and Promotion of Heritage: The Virtual Museum

The Preliminary Program

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 Sustainability

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: N.N.

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 – 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: N.N.

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.)

<https://faimpavicom.org/#/faimp/work>

Here you can view the media submitted for the last f@imp Festivals.
The awards won will be announced at the ceremony in St Andrews on 23 September.
The winners will be informed in advance.

Ici vous pouvez voir les médias soumis pour les précédents festivals f@imp.
Les prix remportés seront annoncés lors de la cérémonie à St Andrews le 23 septembre.
Les gagnants seront informés à l'avance.

Aquí puede ver los medios presentados para los festivales f@imp anteriores.
Los premios ganados se anunciarán en la ceremonia en St Andrews el 23 de septiembre.
Los ganadores serán informados con antelación.



Photo: Takver from Australia ([https://commons.wikimedia.org/wiki/File:Climate_Emergency_-_PeoplesClimate-Melb-IMG_8280_\(15121150847\).jpg](https://commons.wikimedia.org/wiki/File:Climate_Emergency_-_PeoplesClimate-Melb-IMG_8280_(15121150847).jpg)), „Climate Emergency - PeoplesClimate-Melb-IMG 8280 (15121150847)“, <https://creativecommons.org/licenses/by-sa/2.0/legalcode>

Museums, Virtual Reality and Sustainability in the Climate Emergency

Online Workshop
13th September 2023
2 pm (CET)

The Climate Emergency represents an existential threat to culture and heritage. Yet museums can use VR to help mobilise climate action. The AVICOM General Assembly 2023 pre-conference meeting in St Andrews proudly presents an innovative and timely online panel, focusing on the intersection of climate change, heritage preservation, and the vast potential of virtual museums.

The workshop will draw upon experience of climate scientists, aid workers, museum practitioners and communities to understand how best we can mobilise climate action to address the climate emergency.

Topics to be addressed include:

- Using citizen science to monitor the impacts of climate change.
- How digitisation can contribute to preservation and adaptation to climate change.
- How does climate threaten our heritage?
- Imagining potential climate futures.
- Digital strategies for mitigating climate change.
- Using immersive and mobile technologies to promote understanding of climate threats and solutions.

If you would like to contribute to the workshop please email Dr Alan Miller ahr1@st-andrews.ac.uk or Dr. Michael H. Faber Dr.M.Faber@t-online.de

If you would like to participate in the workshop please reserve a ticket through eventbrite.

<https://www.eventbrite.com/e/museums-virtual-reality-and-sustainability-in-the-climate-emergency-tickets-684726755157?aff=oddtcreator>

Musées, réalité virtuelle et durabilité dans l'urgence climatique. Atelier en ligne 13 septembre 2023

L'urgence climatique représente une menace existentielle pour la culture et le patrimoine. Pourtant, les musées peuvent utiliser la réalité virtuelle pour aider à mobiliser l'action climatique. La réunion pré-conférence de l'Assemblée générale d'AVICOM 2023 à St Andrews présente fièrement un panel en ligne innovant et opportun, axé sur l'intersection du changement climatique, de la préservation du patrimoine et du vaste potentiel des musées virtuels.

L'atelier s'appuiera sur l'expérience des climatologues, des travailleurs humanitaires, des praticiens des musées et des communautés pour comprendre comment nous pouvons mobiliser au mieux l'action climatique pour faire face à l'urgence climatique.

Les sujets à aborder incluent :

- Utiliser la science citoyenne pour surveiller les impacts du changement climatique.
- Comment la numérisation peut contribuer à la préservation et à l'adaptation au changement climatique.
- Comment le climat menace-t-il notre patrimoine ?
- Imaginer les futurs potentiels du climat.
- Stratégies numériques pour atténuer le changement climatique
- Utiliser des technologies immersives et mobiles pour promouvoir la compréhension des menaces et des solutions climatiques.

Si vous souhaitez contribuer à l'atelier, veuillez envoyer un e-mail au Dr Alan Miller ahr1@st-andrews.ac.uk ou au Dr Michael H. Faber Dr.M.Faber@t-online.de

Si vous souhaitez participer à l'atelier, veuillez réserver un billet via eventbrite.

<https://www.eventbrite.com/e/museums-virtual-reality-and-sustainability-in-the-climate-emergency-tickets-684726755157?aff=oddtcreator>

Museos, Realidad Virtual y Sostenibilidad en la Emergencia Climática. Taller en línea 13 de septiembre de 2023

La Emergencia Climática representa una amenaza existencial para la cultura y el patrimonio. Sin embargo, los museos pueden usar la realidad virtual para ayudar a movilizar la acción climática. La reunión previa a la conferencia de la Asamblea General de AVICOM 2023 en St Andrews presenta con orgullo un panel en línea innovador y oportuno, que se centra en la intersección del cambio climático, la preservación del patrimonio y el vasto potencial de los museos virtuales.

El taller se basará en la experiencia de científicos del clima, trabajadores humanitarios, practicantes de museos y comunidades para comprender cómo podemos movilizar mejor la acción climática para abordar la emergencia climática.

Los temas que se abordarán incluyen:

- Uso de la ciencia ciudadana para monitorear los impactos del cambio climático.
- Cómo la digitalización puede contribuir a la preservación y adaptación al cambio climático.
- ¿Cómo amenaza el clima nuestro patrimonio?
- Imaginar futuros climáticos potenciales.
- Estrategias digitales para mitigar el cambio climático.
- Uso de tecnologías inmersivas y móviles para promover la comprensión de las amenazas y soluciones climáticas.

Si desea contribuir al taller, envíe un correo electrónico al Dr. Alan Miller ahr1@st-andrews.ac.uk o al Dr. Michael H. Faber Dr.M.Faber@t-online.de

Si desea participar en el taller, reserve un boleto a través de eventbrite.

<https://www.eventbrite.com/e/museums-virtual-reality-and-sustainability-in-the-climate-emergency-tickets-684726755157?aff=oddtcreator>



University of St Andrews

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**Do not forget!
St Andrews welcomes you!**

**N'oubliez pas !
St Andrews vous souhaite la bienvenue !**

**¡No lo olvide!
¡St Andrews le da la bienvenida!**

M AVICOM ICOM
international committee
for audiovisual, new technologies
and social media

avicom@icom.museum

<https://www.avicom.mini.icom.museum>
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