

DISCUSSION LEADERS:

Massimo Negri, EMA Director (IT)
Wim van der Weiden, EMA Chairman (NL)

THE INSTITUTIONS:

The **Istituto Beni Culturali** (IBC) of the Regione Emilia Romagna was founded in 1974 to act as an instrument of regional programming and a consulting body for local organisations in the area of museums, libraries and cultural heritage in general. The activity of IBC with regard to museums include: research, documentation, conservation, restoration, museum accreditation, the organisation of exhibitions, publishing and the training of museum professionals.

www.ibc.regione.emilia-romagna.it

The **European Museum Academy**, is a non profit foundation established on the occasion of the tenth anniversary of the loss of the distinguished museologist Kenneth Hudson (1916-1999). EMA is engaged in developing researches in the field of museum innovation, stimulating new ideas and experiences and offering its services as an incubator for new talents and new programmes to improve the quality of the museological discourse at the European level.

www.europeanmuseumacademy.eu

The **Learning Museum (LEM)**, is a European Project funded by the Lifelong Learning Programme Grundtvig (2010-2013). The project aims to create a European network of museums and cultural heritage organisations active in the lifelong learning arena.

www.lemproject.eu

The **Centro Universitario di Bertinoro**, administered by the University of Bologna, consists of three adjacent large historical buildings, in a panoramic position above the ancient town of Bertinoro. Bertinoro is situated halfway between Forlì and Cesena, By rail it is on the main Bologna-Rimini line.

www.ceub.it

The Kenneth Hudson Seminar

The series of Kenneth Hudson Seminars, named after the distinguished British museologist, began in the autumn of 2009 in collaboration with the Scuola Normale Superiore di Pisa. The first Seminar took place in San Miniato on the subject 'Collections: valuables or burdens?'. Volterra was the venue of the 2010 edition, the topic being 'European Museums and the Crisis: the impact, the problems, the reaction'.

2011 edition

organised by



in collaboration with



With the participation of members of the research group PRIN *Design for the conservation and valorisation of cultural heritage in Sicily* coordinated by Prof. Philippe Daverio, University of Palermo, Department of Architecture - Section Design.

Participation is by invitation.

Since there is a limited number of places available, participation requests should be sent to MaSani@Regione.Emilia-Romagna.it by October 15, 2011.

CONTACTS:

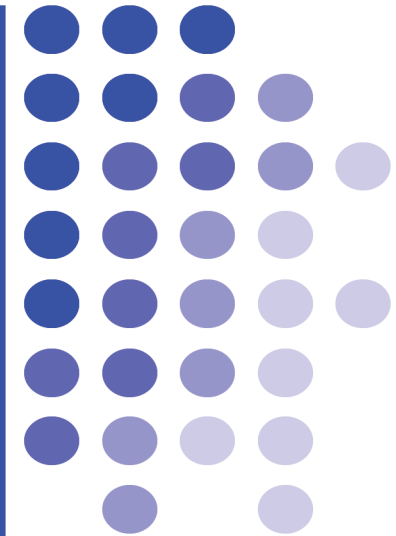
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“The Virtual Museum”



The Kenneth Hudson
Seminar 2011

17-19 November 2011
Centro Universitario
di Bertinoro
Forlì, Italy

By “Virtual Museum” one understands both a museum which holds art or objects originally created digitally, but more often a museum that takes advantage of the technology, in particular the World Wide Web, to display digital representations of its collections, stage on-line exhibitions and interactive features, elicit the reactions and contributions of its public through social networks, etc.

In some cases, like in the Google Art project, museums that physically exist create an online environment which allows visitors to explore them virtually.

The extensive use of technology and of web 2.0 tools has significant implications on the planning, the organisation and management of museums, requires new skills and professional figures, and introduces a different way of relating to the public through participatory models, which change the traditional top down way of communicating to the visitors, in favour of a multidirectional flow of information between the institution and its users.



Virtual museums seems also to be one of the possible elements to face the global financial crisis which is affecting most European museums in terms of “cuts” to public funding and a certain reluctance of traditional sponsors to be involved in long term partnerships with museums.

Originally perceived as a danger to real museums, physical visiting and access to objects, virtual museums are therefore increasingly seen as a resource in times of limited budgets and in the pursuit of sustainability, even though this means a real change in the functioning of the institution.

The seminar will look both at:

How technology is changing museums:

- From visitors to users, the multitasking dimension
- From physical to digital conservation
- From physical to distance accessibility
- From outreach to social networking
- From actual to on-line exhibitions

How museums must become learning organisations in order to use and exploit the new technologies:

- Learning to deal with the different media
- Learning to deal with different digitally competent visitors
- Learning to address a multitasking audience
- Creating in house digital competences or outsourcing



PROGRAMME

17 November 2011

Arrival in the late afternoon and Registration.
Presentation of the EMA Kenneth Hudson Seminar 2010 publication “Museums and the Global Financial crisis” and Welcome buffet

18 November 2011 (9:30-13:00—14:30-18:00)

Introduction

MASSIMO NEGRI, WIM VAN DER WEIDEN
“Virtual museums – a shift in meaning”

DIRK HOUTGRAAF

“Virtual networks and the changing position and role of museums and cultural institutes”

GIAMPAOLO PRONI

“The metamorphosis of the users”

PAOLO GALLUZZI

“From visitors to users”

Lunch

SILVIA FILIPPINI FANTONI

“Understanding personalization through IT in museums”

DAVIDE GASPERI

“The museum space between real and virtual”

RENÉ CAPOVIN

“*ASSETS for Europeana*. Digital resources and real users”

PAOLO PAOLINI

“Merging visitors with users: anytime, anywhere, anyhow”

19 November 2011

Departure of participants