

Mercredi 20 mai 2015, 9h00 – 17h30

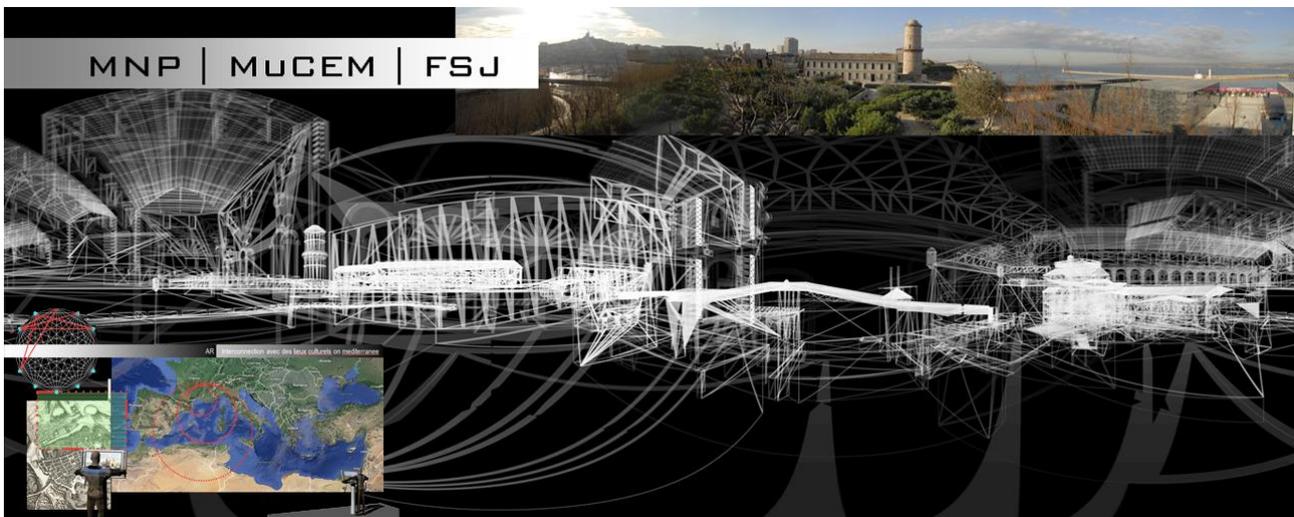
SEMINAR

MUSEUMS AS CULTURAL, URBAN, CREATIVE AND LEARNING INTERFACE (M-CSUCLI)

Technology in the Arts, Humanities and Cultural Heritage

MUCEM – Fort Saint-Jean

I2MP, 201 quai du Port 13002 Marseille



Organizers : Franz Fischnaller (IMéRA-MUCEM-Lab MAP Fellow Researcher)
IMéRA (Institut d'études avancées d'Aix-Marseille) - imera.univ-amu.fr
MUCEM (Musée des Civilisations de l'Europe et de la Méditerranée) - mucem.org

Entrée sur inscription auprès de : i2mp@mucem.org

M-CSUCLI Seminar is based on themes related to the role of the museum in times of social, cultural and technological change.

This seminar aims to provide an intersection between technology, arts, humanities and cultural heritage and to critically evaluate how technology and digital media can be effectively used to support the museums practice.

The seminar expects in contributing to provide a platform for exchange best practices in museum, raising qualitative analysis, in-depth examination, drawing inspiration, learn from them, and promote these insights.

M-CSUCLI will bring together a variety of local and international researchers, professionals, experts and practitioners working beyond traditional disciplinary boundaries that can give insight into their practices and knowledge in their field and experience.

Through the seminar will be introduce efficient models and scenarios of museum practice, case studies, innovative approaches, experimental and creative experiences, that can bring new perspectives and practices to questions, reinforcing awareness, critical thinking, enhancing what is currently practiced.

SCHEDULE

9.00 – 9.30 Welcome / Announcements

Jean-François Chougnet (President MuCEM, Marseille, France)
Nicolas Morales (IMÉRA Director)
Amine Asselah (IMÉRA Scientific Director)

9.30 - 09.45 Seminar Introductory Remarks

Franz Fischnaller (IMÉRA-MuCEM-Lab MAP Fellow Researcher)

SESSION 1 MUSEUMS AS INNOVATIVE INTERFACE

Moderator: Professor Sylvie Coëllier, LESA, Université d'Aix-Marseille, France

09.45 - 10.15

Troy Conrad Therrien (Curator, Architecture and Digital Initiatives, Solomon R. Guggenheim Foundation and Museum, New York, USA)

The museum as cultural, creative and social interface in the Digital era. Guggenheim's strategy, method and approach to become innovative agents of social change and active creative and cultural players within the digital shift.

10.15 - 10.45

Maria Anna De Lucia Brolli (Director, National Etruscan Museum-Villa Giulia and Villa Poniatowski, Rome, Italy)

*Technology in the Arts, Humanities and Cultural Heritage
Public understanding of Etruscan past in Museums*

10.45 – 11.00 Pause

11:00 - 11.30

Sònia Aran (Responsible Documentation and Research Center, CCCB-Centre of Contemporary Culture of Barcelona, Spain)

*City, Culture and Technology
New Formats and Innovation*

11.30 - 12.00

Anne Krebs (Head of Studies and Research Centre, Museum Louvre, Paris, France)

*Digital strategies and social practices
Analyzing the “real” and “virtual” relationship*

12.00 - 12.30 Discussion- Q&A

12.30 - 14.00 Lunch

SESSION 2 MUSEUMS' PRACTICES IN TIMES OF SOCIAL AND TECHNOLOGICAL CHANGE

Moderator: Professor Jean-Paul Fourmentraux, LESA, Université d'Aix-Marseille, France

14.00 - 14.30

Denis Chevallier (General Heritage Curator, Deputy Director, MuCEM, Marseille, France),
Yolande Padilla (Responsible for the development of research and international partnerships,
Scientific Officer Department of Research and Education, MuCEM, Marseille, France)

Recherche, enseignement et formation au MuCEM

14.30 - 15.00

Franz Fischnaller (IMèRA /MuCEM Research Fellow)

New Generation Interaction in Cultural Heritage

15.00 – 15.15 Pause

15.15 - 15.45

Livio de Luca (Research Director at CNRS, Director of the MAP laboratory)

Interlinking physical and conceptual dimensions of heritage artefacts into semantically-enriched representations

15.45 - 16.15

Andreas Bauer (Head of Ars Electronica Center, Linz, Austria)

Efficient models and scenarios of new generation museums' practices in times of social and technological change.

16.15 – 17.30

ROUND TABLE

INNOVATIVE INTERSECTION ACROSS ARTS, SCIENCE, TECHNOLOGY AND SOCIETY IN MUSEUMS

Moderators: Professor Sylvie Coëllier, Université d'Aix-Marseille, France /
Professor Jean-Paul Fourmentraux, Université d'Aix-Marseille, France

Avec la participation de Sylvia Girel (Aix-Marseille Université, LAMES), de Jacques Sapiéga (Aix-Marseille Université, SATIS-ASTRAM), de l'équipe du MuCEM et des intervenants.