

INTERNATIONAL CONFERENCE

Surfing and walking: museums and the 2.0 challenges

OVAL, Turin, Italy

Saturday, 2nd October 2010

The International conference aims at fostering the exchange and the sharing of practices, experiences and evaluations on the new opportunities that the new technologies and the Internet offer to museums in terms of access, interpretation, communication and listening.

It will focus especially on the ways museums are using some Web tools (such as institutional webs, social networks, virtual worlds, content gatherers, blogospheres) in order to develop their audiences, to supply with additional modalities of access to museum contents, to prepare and better the visit experience, to promote its intensification and to meet more easily the different learning needs. It will give the opportunity to present cases and experiences both of international and national level.

WELCOME

(9.45 am– 10.00 am)

Mario Resca, the General Director for the Cultural Heritage Development is invited to open the conference, Mibac, Rome , Italy

Regione Piemonte, Culture Directorate, Turin, Italy

SESSION I *Internet and Web 2.0: prepare, extend and enhance the museum visit*

(10.00 am – 11.40 am)

- 10.00 am – 10.10 am Chair - Alessandro Bollo, Fondazione Fitzcarraldo, Research Area Coordinator, Turin, Italy www.fitzcarraldo.it www.fizz.it
- 10.10 am – 10.30 am Christian Ghiron e Giuseppe Ariano , Italian Ministry for Cultural Heritage and Activities: the 2.0 communication of the MiBAC
- 10.30 am – 11.10 am Shelley Bernstein, Chief of Technology at the Brooklyn Museum, NY, U.S.A. www.brooklynmuseum.org
- 11.10 am – 11.30 am Tamara Sztyma-Knasiaecka, Virtual Shtetl Project, Museum of the History of Polish Jews, Warsaw, Poland www.jewishmuseum.org.pl

With the contribution of

Satellite programme of

SESSION II *Communicate, promote, involve in the 2.0 age: opportunities, challenges and sensibility*
(11.30 am – 1.10 pm)

- 11.50 am - 11.40 am Chair - Ludovico Solima, Seconda Università di Napoli, Naples, Italy
- 11.40 am - 12.00 am Diane Drubay, founder of www.buzzeum.com , France
- 12.00 am – 12.20 am Luca Melchionna, Press Office, MART, Modern and Contemporary Art Museum, Trento and Rovereto, Italy www.mart.trento.it
- 12.20 am - 12.40 am Jim Richardson, SUMO, “I like...museums. A guide to north east museums.”, UK
<http://www.sumodesign.co.uk> www.ilikemuseums.com
- 12.40 am – 1.10 pm Alessandro Isaia, Head of Marketing and Communication, Fondazione Torino Musei, Italy www.fondazionetorinomusei.it
- Carlotta Margarone, Junior Curator, Palazzo Madama, Turin, Italy
www.palazzomadamatorino.it