



**FIRST eCult DIALOGUE DAY:**  
**Reflecting the past, projecting the future:**  
**3D, Storytelling and Social Media for Cultural Heritage**

in collaboration with the "[Best in Heritage](#)" event

**Scope:** eCult Dialogue Days bring together all actors in ICT and cultural heritage to explore together new solutions for new experiences and better access to Europe's Cultural Heritage.

**Venue:** Art Gallery Dubrovnik

**Programme**

9.00 – 9.30	Registration at the <b>Best in Heritage welcome desk</b> in the theatre	
9.30 – 10.00	<b>Welcome Addresses</b>	<p><b>Vesna Delić Gozze</b>, Director of the Dubrovnik Art Gallery</p> <p><b>Tomislav Šola</b>, Director of the Best in Heritage</p> <p><b>Margaretha Mazura</b>, Forum of E- Excellence, eCultValue Project</p> <p><b>Goranka Horjan</b> – Chair of the Board of Trustees EMF</p> <p><b>City of Dubrovnik</b> – representative to be confirmed</p> <p><b>Ministry of Culture of Croatia</b> – representative to be confirmed</p>
10.00 – 10.30	<b>Keynotes on policies, culture and new technologies</b>	<p><b>Vesna Marjanović</b>, Council of Europe representative</p> <p><b>Hans-Martin Hinz</b>, President of ICOM - tbc</p> <p><b>John Sell</b> – Vice-President of Europa Nostra</p> <p><b>Jonathan Purday</b>, EUROPEANA, UK</p> <p><b>Andreja Rihter</b>, Forum of Slavic Cultures, Slovenia</p> <p><b>Wim de Vos</b> – Advisor to Belgian Federal Minister in charge of Federal Scientific Institutions, Belgium</p> <p><b>Case study:</b></p> <p><b>Lawrence Fitzgerald, Manager</b>, Riverside Museum, Glasgow Life\Glasgow Museums, UK</p>
10.30 – 11.00	<b>Coffee Break</b>	



The eCultValue project is co-funded by the FP7 programme of the European Commission.  
 DISCLAIMER: The content of this website reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained herein.

<b>11.00 – 13.30</b>	<b>Technology meets Museums</b>	
11.00 – 11.30	2-minutes “elevator pitches” of <b>Museums</b> present: Name, Museum, experience/ problems with new technologies	<b>Maria Jose Santos</b> , Penafiel Museum, Portugal <b>Janet Dugdale</b> , Museum of Liverpool, UK <b>Irena Matković</b> , Region of Digital Museums, Croatia <b>Jutta Engelhard and Klaus Schneider</b> , Rautenstrauch-Joest-Museum - Cultures of the World, Köln, Germany <b>Vlasta Krklec</b> , Krapina Neanderthal Museum, Croatia <b>Idoya Otegui</b> , Director TOPIC Museum, Spain <b>Ivona Michl, Marina Filipović and Darko Milošević</b> , Museums of Dubrovnik, Croatia <b>Meri Stojanova</b> , Museum of Bitola, Macedonia <b>Lada Dražin Trbuljak</b> , Museum Documentation Centre, Zagreb
11.30 – 11.45	Digital Storytelling for personalised cultural experiences – <a href="#">CHES project</a>	<b>Niki Doli</b> , Director of the President's Office at the Acropolis Museum, Greece
11.45 – 12.00	Personalised paths through digital library collections – <a href="#">PATH project</a>	<b>Kate Farnie</b> , MDR Partners (Consulting) Ltd. U.K.
12.00 – 12.15	Database for museum documentation	<b>Goran Zlodi</b> , LINK2
12.15 – 12.30	Museum interactive games	<b>Ervin Šilić</b> , NOVENA
12.30 – 12.45	3D Apps for new visual experiences – <a href="#">DIGIBIC project</a>	<b>Guido Ranzuglia</b> , Visual Computing Lab-ISTI-CNR, Italy
12.45 – 13.00	Social Networks and Internet usages by the Young Generations – <a href="#">eCultValue project</a>	<b>Sophie Tan-Ehrhardt</b> , EMF
13.00 – 13.30	Discussion	
13.30 – 14.30	<b>Lunch Break</b>	

14.30 – 15.00	Language technologies and the intelligent layer of cultural content	<b>Philippe Wacker</b> , <a href="#">LT Innovate</a>
	<a href="#">i-Treasures</a> project	<b>Nikos Grammalidis</b> , Centre for Research and Technology Hellas
15.00 – 16.30	<b>Open Dialogue</b> The open dialogue will be organised as "World Café" Round tables: Three Round Tables will discuss three topics. The suggested topics are: - <b>3D Apps for mobile art consumption?</b> - <b>How can Social Media attract – real – visitors?</b> - <b>Storytelling: a means to reflect the past and project the future?</b> The principle of "World Café" is that the discussants rotate so that in the end, all give their voice to the topics. Each round lasts 30 minutes, with a plenary at the end where the table rapporteurs will summarise the results.	
16.30 – 17.00	<b>Plenary with results from World Café</b>	
19.00 – 20.30	Best in Heritage Keynotes – <a href="#">Marin Držić Theatre</a>	
21.00	Reception at – <a href="#">Sponza Palace</a>	

More Information and registration: <http://www.ecultobservatory.eu/content/ecult-dialogue-day>

