

The Beauty & the Beast: How to approach Culture and ICT?

eCult Stakeholder Workshop

21 January 2014

Hamburg, Germany

Venue change! Kulturbehörde Hamburg, Große Bleichen 30, 4th floor

In collaboration with [MAXICULTURE](#)

RATIONALE: The **aim** is to identify requirements on the side of museums and cultural heritage owners, hear the voice of users, intermediaries, and artists, and present existing technology solutions to such needs. Panels and the audience will discuss **approaches** and **processes** in a participative way inspired by the “BarCamp” method in order to present **recommendations** and potential **processes** to close the gap between technology and culture.

A. DRAFT AGENDA

Welcome and Introduction	9.30-10.30
Welcome Address	
Introduction to the Workshop scope and method	Margaretha Mazura, EMF
Broadening access to culture through technologies: Experience share A continuous dialogue – stakeholders’ needs and experts’ opinions How do EU projects impact access to culture? Mutual benefits – the magic formula for SMEs and Cultural Institutions	Eleni Toli, ATHENA Francesca Spagnoli, MAXICULTURE Philippe Wacker, EMF
Panel Presentations	10.45-12.15
Panel 1: ICT for Access to Cultural Heritage - the museum view Chair: Goranka Horan, European Museum Forum Panelists to very briefly describe the experience level of ICT for Cultural Heritage, ending with a provocative statement.	<i>Panelists:</i> - Hamburg museum Representatives; Dirk Petrat, Kulturbehörde Hamburg; -TEMF museum representative; -Creative SMEs; -M. Höckendorff (Universität Hamburg; tbc) -Vito Cappellini (Florence, expert Maxiculture)
Panel 2: Technology solutions for cultural scenarios – the techie view Chair: George Ioannidis, in2, MAXICULTURE Panelists to very briefly describe the technology available in terms of use scenario for Cultural Heritage, ending with a provocative statement.	
Panel 3: Intermediaries & Users & Artists Chair: Dejan Pestotnik, KIBLA	

Panelists to very briefly describe what to expect in terms of better access to or experience of cultural heritage thanks to new technologies, ending with a provocative statement	-Hélène Herniou (expert eCultValue) - Katerina Iatropoulou (EFG1914 Project)
Identification of discussion topics	12.15-13.00
<p>BarCamp inspired method – introduction: Based on the Panel Presentations and with the aim to find methods, processes etc. to bring ICT and culture closer in an effective and efficient way, the audience is asked to suggest <i>ad hoc</i> topics for a 5 minutes “IntroTalk” in the afternoon. The topic title will be put on a post-it and forwarded to the panel s/he wants to interact with.</p> <p>Selection: Panels will check the topics; if too many, the audience will vote.</p>	Hélène Herniou
Networking Lunch	13.00-14.00
“BarCamp” presentations	14.00 – 15.30
The selected topics will be presented (max. 5 minutes each) and answered by a Discussant assigned by the Panel. Each Panel will have an especially dedicated rapporteur to keep track of the discussions.	Moderator: Dejan Pestotnik
Panels Conclusions	15.45 – 16.30
<p>The Panels will suggest answers to the following questions, each from their point of view and taking into account the BarCamp IntroTalks:</p> <ul style="list-style-type: none"> - What could be the benefits for cultural heritage owners to engage in a dialogue with technology providers and implement ICT solutions? - How can such a dialogue be started and continuously maintained? - What need technology providers consider when approaching museums? - Where and when are user-centred solutions needed? 	
End	17.00