

**Creating the Magic: Matching Culture and ICT
eCult Dialogue Day**

14 May 2014

Tallinn, Estonia

Venue: [Art Museum of Estonia, Kumu Art Museum](#)

RATIONALE: The **aim** is to identify the technological requirements of museums and cultural heritage owners and present existing technology solutions addressing such needs. Panels and the audience will discuss **approaches** and **processes** in a participative way.

WHO SHOULD ATTEND: The workshop is addressed to **museum** and other **cultural heritage representatives** and **technology providers** to discuss feasible solutions to enhance the accessibility and experience of cultural collections, eventually leading to **mutual “benefit models”**.

PROGRAMME

Welcome and Opening Panel		09.30-10.30
Welcome Address	Sirje Helme, Director General, Art Museum of Estonia	
Introduction to the Workshop scope and method (objectives, what we want museums to focus on, what we want solution providers to focus on)	Margaretha Mazura, Secretary General, EMF-The Forum of e-Excellence & Goranka Horjan, Chair, European Museum Forum	
Opening Panel: Valorising Cultural Assets – Opportunity or Taboo?	Philippe Wacker, Executive Director, EMF-The Forum of e-Excellence Wim De Vos, Chair, EMYA Judging Panel Hanna Pennock, General Director, ICOM	
Coffee Break		10.30-11.00
Use Case Scenarios		11.00-12.30
The activity of the NIMOZ's Centre of Excellence for Digitisation in Museums	Monika Jędralska, expert, Polish Kultura+ government programme	
ICOM BIH on the web	Alma Leka, Secretary, National Committee of ICOM	

<p>Low-cost imaging technologies</p> <p>The TAGCLOUD project: Cultural heritage experience through cloud technology</p> <p>Estonian Museums Public Portal as a shared service</p>	<p>Antonino Cosentino, Cultural Heritage Science Open Source</p> <p>Silvia de los Rios, Life Supporting Technologies, Universidad Politecnica de Madrid</p> <p>Raivo Ruusalepp, Estonian National Library</p>
<p>Networking Lunch 12.30-13.45</p>	
<p>Use Case Scenarios (continued) 13.45-16.45</p>	
<p>Europeana as a Cultural Innovator</p> <p>Hello, Ice Age Neighbour! A virtual project connecting the Ice Age Europe network members</p> <p>Language technologies for museums</p> <p>The JocondeLab project</p> <p>CENDARI: The Collaborative European Digital Archive Infrastructure</p> <p>The Swarovski Crystal Worlds project</p> <p>Visualising the Invisible: ICT implications in “Bosch & Bruegel – Four Paintings Magnified” and “Rode Altarpiece in Close-up” projects</p> <p>Developing a digital strategy. Experiences from the Museum für Kunst und Gewerbe Hamburg</p> <p>The CHARISMA transnational access program: a profitable tool for the study and conservation of cultural heritage in Europe</p>	<p>Jill Cousins, Director, Europeana</p> <p>Katrin Hieke, Head of Project Office, Ice Age Europe – Network of Heritage Sites</p> <p>Indra Samite, Head of Marketing, TILDE</p> <p>Brigitte Tran, Ministère de la Culture et de la Communication, Délégation générale à la langue française et aux langues de France</p> <p>Francesca Morselli, Trinity College Dublin</p> <p>Christian Bauer, CEO, Atlans GmbH</p> <p>Hilkka Hiiop, Acting Head of the Conservation Department of the Art Museum of Estonia & Hembo Pagi, Research Assistant, Southampton University and member of the Archaeological Computing Research Group</p> <p>Antje Schmidt, Head of Digital Cataloguing, Museum für Kunst und Gewerbe Hamburg</p> <p>B.G. Brunetti, Dipartimento di Chimica and Centre SMAArt,</p>

<p>3D recording techniques in archaeology and cultural heritage</p> <p>The CultAR project – a mobile reality platform for cultural content in an urban context</p>	<p>Università di Perugia</p> <p>James Miles, Archaeovision</p> <p>Antti Nurminen, Aalto University, Mobile 3D Maps and Mobile Communication Laboratory Manager</p>
<p>Conclusions & Outlook 16.45-17.00</p>	
<p>Summary Conclusions & Next Steps</p>	<p>Margaretha Mazura, Secretary General, EMF-The Forum of e-Excellence & Cristina Vannini, European Museum Forum</p>
<p>Networking: EMYA 2014 Reception (for speakers)</p>	<p>20.00</p>