**Cultural Heritage Communities and Audiences in Today’s Digital Environment**

Berlin, 19 June 2018
Museum for Communication, Leipziger Straße 16, 10117 Berlin-Mitte

**Making Cultural Heritage Accessible:**
**Digital Infrastructures and New Competencies for Museum Professionals**

A session organised by the Istituto Beni Culturali della Regione Emilia-Romagna in collaboration with the Mu.SA Project

09:30 - 10:00 ▶ Welcome Coffee
10:00 - 10:30 ▶ Opening by Julia Pagel, NEMO
10:30 - 11:00 ▶ Keynote

**Audience and access in the digital era**

11:00 - 12:30 ▶ Presentation of case studies

**Pier Luigi Sacco**
Professor of Cultural Economics at IULM University Milan and Advisor to the EU Commission for Culture for the European Year of Cultural Heritage

**Dirk Houtgraaf**
Former Director of Information Services at the Cultural Heritage Agency of the Netherlands

**Francesca Ricci**
Istituto Beni Culturali della Regione Emilia-Romagna

**Melanie Lauer**
Media Officer with the Museum Foundation Post and Telecommunication

**Achilles Kameas**
Coordinator Mu.SA project

**Museums in the international information infrastructure. Do we know what will happen? And what are we going to do?**

**Sharing data, sharing values: re-use of regional catalogues**

**The new normal. Reinventing our digital strategy**

**Empowering museum professionals with digital and transversal skills**

12:30 pm - 13:30 pm ▶ Lunch

**Lunch Break Programme**

- Free, EU funded, entrepreneurship training for heritage professionals
- Museums and videogames, a case of success: the Father and Son’s experience
HOW TO MAKE CULTURAL HERITAGE WIDELY VISIBLE: THE CASE OF DIGITAL EXHIBITIONS

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A session organised by the Institut für Museumsforschung and Michael Culture network

Monika Hagedorn-Saupe → Moderator

Anne-Myrtille Renoux ▶
The Louvre
Coordinating digital innovation in museums

Marie-Veronique Leroi ▶
French Ministry of Culture – DIN
Performing the Digital Museum

Susan Hazan ▶
Israel Museum
Virtual exhibition: “Martin Luther und die Reformation in Bayern”

Klaus Kempf ▶
N.N., Bayerische Staatsbibliothek
Creating virtual exhibitions with MOVIO

Maria Teresa Natale ▶
Michael Culture
I want to see how you see – Curatorial practices of exhibiting virtual reality

Ina Neddermeyer ▶
Zeppelin Museum

13.30 – 14.00 ▶ Keynote

15:30 pm - 16:00 pm ▶ Conclusions

To register via Sharing Heritage (until 1 June) ▶ www.bit.ly/Conference19JuneSH
To register via NEMO (until 18 June) ▶ www.bit.ly/Conference19June