

PROGRAM



SMART CULTURE MID-TERM CONFERENCE

9:30-10:00 WELCOMING

10:00-11:30 SMARTCULTURE PROJECT / ROOM 1

INTRODUCTION

Raouti CHEHIH, *EuraTechnologies director, France*

CULTURE 3.0

Pier Luigi SACCO, *SmartCulture Steering Board, Siena*

SWOT ANALYSIS

Lisa DE PROPIS, *University of Birmingham, England*

RESEARCH AGENDA

Snezhina GABOVA, *Sofia Development Association, Bulgaria*

CONCLUSIONS

Veronica BUEY, *Madrid Audiovisual Cluster, Spain*

11:30-12:00 INNOVATIVE VISIONS

*Tagtagcity, TAKTUS, Idées3com, Subjectile, Tech a way
Vicomtech-IK4 Applied Research Centre (Excora, GeneraTour, MultiPod, Replay)*

12:00-13:00 LUNCH

13:00-16:00 THEMATIC ROUND TABLES

13.00

1 / SMARTMUSEUMS
MUSEUMS OF THE FUTURE

4 / TECHNOLOGIES & HERITAGE
NEW CULTURE OF MARKET ?

14.00

2 / SMARTCITIES
EUROPEAN CAPITAL OF CULTURE

5 / MORE CULTURE...
BY and FOR MORE PEOPLE ?

15.00

3 / SMART INNOVATIONS
PUBLIC PRIVATE PARTNERSHIPS
THROUGH CULTURAL HERITAGE

6 / EUROPEAN STRATEGIES
FOR SMART...CULTURES

16:00 CLOSING SESSION

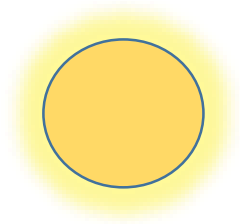
SMART CULTURE



MID-TERM CONFERENCE ROUND TABLES

13:00 - 14:00



1 / SMARTMUSEUM : MUSEUMS OF THE FUTURE



**Experiences and challenges of digital and new technologies cultural applications through museum spaces.
Sharing best practices from innovative research developments.**

From its greek etymology the *mouseion* designated a knowledge dimension and a cognitive space where persons could be inter-subjectively related to works of arts and cultural references (scientific, philosophical, poetical references...). In this framework, in which way new and digital technologies today are enhancing, deepening and empowering the mediation potential of museums ?

- Are new technologies enabling the development of peoples capacities to interact with cultural knowledge
- How can they better appropriate themselves and share content, experiences with others through these technologies ?
- What about creating new or different forms of knowledge ?
- What are the necessary links to tie-up between cultural resources and cultural or political institutions (public/private organizations, civil persons) to answer these issues ?
- Are the different dimensions of education, research, technology better integrated in the museum project ?
- What would be the perspectives for the future ?

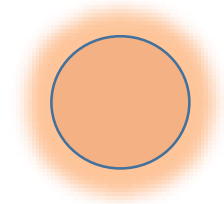
 **MODERATOR/ Camille ROUZE, SmartCulture coordinator, Project manager EuraTechnologies, NPDC**
 **SECRETARY/ Françoise VOS, SmartCulture coordinator, Design Cooperation Brainport, EINDHOVEN**

SPEAKERS

- **Stéphanie ROUSSEL**, Researcher CRIL, Computing Research Center of Lens (**NORD PAS DE CALAIS**)
- **Camille FRANCOISE**, Museomix (**NORD PAS DE CALAIS**)
- **Cees JAN MOL**, U Approach - eSphere, (**EINDHOVEN**)
- **Vladimir ALEXIEV**, PhD, Lead, Data and Ontology Management Group, Ontotext Corp. (**SOFIA**)
- **Elisa BRUTTINI**, Deputy Director, Fondazione Musei (**SIENA**)

14:00 - 15:00

2 / SMARTCITIES : EUROPEAN CAPITAL OF CULTURE



Recognizing the first dimension of development as *cultural*, one could say “*Cultural is Capital*”.

When developing the Cultural Capital of the person the Cultural Capital of Cities are mutually bound to each other !

Culture embodies the capacity to generate and organize the series of links through which a person, or communities can *be related with*. Connecting, and enabling to organize on a systemic way, resources between each other - from institutions, natural, human, technical, to financial resources - the cultural approach can be seen as leverage for these three dimensions including social and economic ones. From this basis and taking examples from the bids of Siena, Warsaw, Sofia, Aarhus how can we evaluate the ECoC's dynamic ?

Keeping in mind the differences between advanced and developing regions, if cities wealth depend of people's cultural capital, what different challenges are raised for each context ? What progress are generated ?

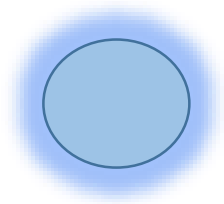
- Are ECoC's leverage for people to better know and to respect cultural identities : their own as other ones ?
- How does it give better value/visibility to cultural diversity, cultural heritages from territories ?
- Does it enable more participation from people into cultural life, both at public and private levels ?
- Does it foster better access to knowledge, to education ? Can we see ECoC's as an every-day life training during one year?
- Regarding the access at information(s) : can it be improved on a qualitative way through ECoCs ?
- Is it a way to develop cooperation or support networking (inter-local, trans-local, and not restricted to cultural domain)?
- Can it engrain new practices from institutions, private organisations, or from the civil society ?
- Does it reduce disparities between people in cities or between territories ?

Cultural policies being often considered as investment policies, consequently, ECoCs do they generate long-term effects ?

- 🌀 **MODERATOR / Snezhina GABOVA, SmartCulture coordinator Sofia Development Association, SOFIA**
- 🌀 **SECRETARY / Svetlana LOMEVA, SmartCulture coordinator Sofia Development Association, SOFIA**

SPEAKERS

- **Todor CHOBANOV**, PhD, Deputy Mayor of Culture, (SOFIA)
- **Adam CHMIELEWSKI**, Professor, Urban culture consultant, The University of Wroclaw (POLAND)
- **Elisa BRUTTINI**, Deputy Director, Fondazione Musei (SIENA)
- **Erik BACH ANDERSEN**, SmartCulture Steering Board, Senior consultant, Regional development department, Central Denmark Region (MIDTJYLLAND)



15:00 - 16:00

3 / SMART INNOVATIONS

PUBLIC-PRIVATE PARTNERSHIPS THROUGH CULTURAL HERITAGE

When considering (Digital) Cultural Heritage as a priority for development, public as private organisations from cross-sectors become crucial stakeholders in this value-chain considering the production, access, sharing, and transmission of these cultural resources for people.

These new forms of interactions and synergies between sectors and types of organisations seem necessary to answer a democratic management of Cultural Heritage and Digital Cultural Heritage in particular. Regarding this common line of action from a cultural-knowledge and innovation-based approach, how to improve nevertheless, the transectorial cooperation and translocal partnerships between the different domains involved, from ICT to CCIs but also from research stakeholders, SMEs and associations or public authorities ?

- What are the final common goals of such partnerships ?
- What are the mutual values and the added-values ?
- To which specific challenges partners working together on DCH issues have to pay attention at ?
- How to provide innovative and “adequate” solutions while DCH seem continuously updating itself ?
- Are these synergies helping to overcome obstacles such as, access to funding, lack of human resources, transfer of specific or other types of knowledge ?

To conclude, public and private partnerships do they not enable to initiate new types of knowledge-transfer and capacities-building fostering the person’s cultural capital or allowing the mutual feeding, exchanges between partners practices ?

Regarding these issues, key elements can be provided by the SmartCulture project or other European initiatives.

- 🌀 **MODERATOR / Anthony HUGHES, SmartCulture coordinator, University of Birmingham, WEST MIDLANDS**
- 🌀 **SECRETARY / Marianne Vaessen, SmartCulture coordinator, Design Cooperation Brainport, EINDHOVEN**

SPEAKERS

- **Joseph SIVELL, Creative Director, Digital Humanities Hub (WEST MIDLANDS)**
- **Peter BOESEN, consultant at Seismonaut and more.creative (MIDTJYLLAND)**
- **Laurent GRISONI, PhD, Mint Lab, University Lille 1- INRIA (NORD PAS DE CALAIS)**
- **Mariate LINAZA, Head of department eTourism & Cultural Heritage - Vicomtech-IK4 Applied Research Centre. (BASQUE COUNTRY)**

13:00 - 14:00

4 / TECHNOLOGIES & HERITAGE : NEW CULTURE OF MARKET ?



During the past 10 years, the way to consider interactions between markets and states, or the ways to manage the “commons” have been evolving significantly. Designing new possibilities to value and share each ones heritages digital technologies are consequently fostering a new culture of market based on the “commons”.

On the one hand, since 2001 cultural diversity, being considered as part of humanity’s common heritage, it has been progressively integrated as a crucial basis for wealth and development. On the other hand, technologies and digital cultures have been enhancing this reshaping of social spaces from modifying professional practices of all sectors, to changing the way to build personal identities or relationships. Indicators of wealth are now more and more enlarged to systemic approaches and centered on human capacities, in line with these new paradigms of development. Technologies and Digital Space, seen as new media to people’s cultural heritages have also improved the understanding and integration of this domain into development frames centered on the human person.

Understanding first, the concept of “cultural heritage” as a “capital” or secondly, growth from a cultural based-and centered-person approach, the space of markets are drawing new perspectives. Integrated in public space, new (forms of) links can be tied-up inspired through the culture of the “commons” for instance which, in real economy enable to better balance cooperation and competitiveness, or to better value the multiple and heterogeneous dimensions of wealth.

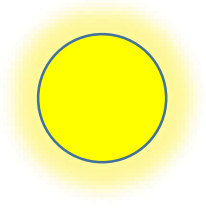
But more precisely, how Cultural Heritage can be seen as leverage to new business perspectives creating added value at social and economic levels? To what extent can SMEs, Research Centers or Industries foster development through a cultural and a knowledge based integrated approach? How does this contribute to enrich social diversity and economic performance? In a reciprocal way, how can European enterprises foster their potential through (ICT and digital) Technologies applied to Cultural Heritage ?

Eventually, what are also, the limits when considering Cultural Heritage as a market ?

- 🌀 **MODERATOR / Pier Luigi SACCO, SC Steering Board, Professor of Cultural Economics, SIENA**
- 🌀 **SECRETARY / Guido FERILLI, SmartCulture coordinator, PhD - Economics of Art and Culture, MILAN**

SPEAKERS

- **Thierry DEMOL**, CITC Contactless Technologies (**NORD PAS DE CALAIS**)
- **Clayton SHAW**, SAMPAD Operations Manager (**WEST MIDLANDS**)
- **Angelo ROMAGNOLI**, Chief Artistic Coordinator of Siena 2019 ECoC Bid (**SIENA**)
- **Mariate LINAZA**, Department Head eTourism & Cultural Heritage - Vicomtech-IK4 Applied Research Centre. (**BASQUE COUNTRY**)



14:00 - 15:00

5 / MORE CULTURE : BY AND FOR MORE PEOPLE ?

If technologies today offers new possibilities for a wide range of people into participating in cultural life, and can therefore be seen as a leverage for social inclusion, what are the challenges to be addressed to unlock and give efficiency to this potential ?

Our social materiality has been strongly evolving in the last decades. Diverse situations and scenarios are now to be taken into account : from the way to consider family (single parents to blended families), or mobility and education. As well, issues such as situations of poverty, cultural diversity or the ageing of the population cannot be forgotten. In this idea, considering different types of initiatives which involve specifically digital and ICTs based models, we will evaluate how citizens are actively encouraged to take part in cultural experiences related to Heritage.

We will try to consider how these cultural initiatives include and answer social issues such as :

- How can be improved youth access to culture through education ?
- How can be provided better integration of these cultural approaches in social development policies?
- From which basis should we ensure and evaluate that technological innovations are effective spaces and medias regarding inclusion and participation of people in cultural life ?
- Is this effective also for marginalized people when considering problem of disability, illness, familial or domestic violences, education drop-out, migrants or refugees situations ?
- How can SMEs, businesses and other private organizations with public partnerships (R&D, public authorities, NGOs, associations) propose projects or experiences, where technologies participate to answer such issues?

🌀 **MODERATOR / Lone HEDEGAARD KRISTENSEN, SmartCulture coordinator, Head of department, Meaning Making Experience, MIDTJYLLAND**

🌀 **SECRETARY / Bo SKAARUP, Museums director, Natur Historisk Museum of Aarhus MIDTJYLLAND**

SPEAKERS

- **Angelo ROMAGNOLI**, Chief Artistic Coordinator of Siena 2019 ECoC Bid (**SIENA**)
- **Gemma DHAMI**, Museum Development Officer for Worcestershire County Council, project lead for Audiences, Digital and Social Media in the West Midlands. (**WEST MISLANDS**)
- **Evgenia SENDOVA**, Researcher, Institute of Mathematics and Informatics at Bulgarian Academy of Sciences (**SOFIA**)

15:00 - 16:00



6 / EUROPEAN STRATEGIES : FOR SMART CULTURES ?

Facing a context of systemic and structural crises, Europe is at a turning point. Territories, public bodies and citizens are called upon to answer major challenges such as lifting 20 million people out of poverty, employment access raising, improving education and long-life training, devoting 3% of GDP for Research and Development, and answering as much at environmental responsibility than economic performance.

This asks for new strategies such as **EU2020** which embraces three main levels: "smart growth" reinforcing the knowledge-based approach, "sustainable growth" through promoting renewable, greener and more competitive economy, "inclusive growth" to support creative economy, jobs, social and territorial cohesion. If we cannot afford wastage neither in terms of natural impact, than in cultural and social dignity, or in economic systems ; we need intelligence and good efficiency to answer these issues.

What are these "SMART" initiatives at European level ?

Exemplified through case studies, how can be motivated one step further in the feeding and supporting of European propositions ? How can be improved the strategies at regional and transnational levels ? How to reach a collective building of this european SMART agenda from the cultural diversity of all citizens ? Which heritages can be recognized and valorized so that each people capital can contribute to "common wealth" ?

- 🌀 **MODERATOR / Lisa DE PROPIS, SmartCulture coordinator, University of Birmingham WEST MIDLANDS**
- 🌀 **SECRETARY / Aiala FERNANDEZ, SmartCulture coordinator, Audiovisual Basque Cluster BASQUE COUNTRY**

SPEAKERS

- **Aase HØJLUND NIELSEN, Central Denmark EU Office (BRUSSELS)**
- **Jonas KROUSTRUP, Central Denmark Region (MIDTJYLLAND)**