

Open Workshop – Digital storytelling for mediation and valorisation of cultural heritage.

Berlin, 9 October 2013

9:00 – 13:00

Venue: Kulturforum, Conference room, Matthäikirchplatz, 10785 Berlin

Description

New technologies have opened new perspectives, ways and practices of telling stories. Digital storytelling exploits the potential offered by digital tools for editing and disseminating contents, to create an enriched narrative process thanks to multimedia cultural resources. This is a major opportunity for cultural heritage to pass from digitization and aggregation of content to the editorialisation of this content, and thus for cultural institutions to make their content more attractive for the public, providing new experiences and ways for engaging with new audiences. It offers great outlooks in the fields of education, tourism, cultural mediation.

This workshop is the occasion to present the study on the state of the art of digital storytelling for mediation and valorisation of cultural heritage, and to present relevant tools, projects and services for users.

This workshop is organised in the framework of the Athena+ project.

Program

9:00 – 9:30: Registration

Presentation of Michael Culture Association and Athena Plus project

9:30 – 9:40

Rosella Caffo, ICCU – MIBAC, Coordinator Athena +, Chairman of MCA

Marie-Véronique Leroi, French Ministry of Culture and Communication

Presentation of report on existing tools and devices related to narrative approaches

9:40 – 9:55

Julien Brouillard, Dédale

Presentation of projects and tools

9:55 – 10:25: Homm | Margherita Russo | Department of Economy Marco Biagi | Università degli Studi di Modena e Reggio Emilia, Italy

<http://www.homm-museums.unimore.it/>

10:25 – 10:55: Djehouti | Benjamin Hoguet | Djehouti, France

<http://www.djehouti.com/>

10:55 – 11:20: *coffee break*

11:20 – 11:50: The Builders' challenge | Benjamin Cölle | Producer, INDI Film GmbH, Germany

<http://cathedrale.arte.tv/>

11:50 – 12:20: 7 scenes | Ronald Wenz | CEO, 7 scenes, Netherlands

<http://7scenes.com/>

12:20 – 12:50: Movio | Rubino Saccoccio | Gruppo Meta, Italy

<http://www.movio.beniculturali.it/>

Conclusion

12:50 – 13:00

Tools for digital Storytelling - Workshop reserved to the project partners

7th October 2013, Berlin

15:30 – 18:00

Kulturforum Berlin, Conference room

In order to complete the open workshop on Digital Storytelling, a training session will be organised for the Athena+ project partners, to present 2 specific tools: Movio and Memoways.

15:30-17:30 MOVIO: presentation of the tool for realising digital exhibitions (by META)

17:30-18:00 MEMOWAYS: presentation of the tool (by Ulrich Fischer)