

ONLINE-KONFERENZ
DAS KUNSTMUSEUM IM
DIGITALEN ZEITALTER
2024

ONLINE CONFERENCE
THE ART MUSEUM IN
THE DIGITAL AGE
2024

15.–19.1.2024

WORKSHOPS
& PODIUMS-
DISKUSSION

belvedere



Institute for Digital Culture

RESEARCH OBSERVATORY WORKSHOP

FRIDAY, JANUARY 19, 2024

The Institute for Digital Culture works with the culture sector globally to support its adaptation to a digital world. The Institute leads and supports interdisciplinary research that purposefully responds to points of evidenced need within the sector internationally—convening partnerships, identifying resources, and coordinating the pathways to impact and use. The Institute's network of Digital Culture Research Observatories around the world are one important way in which cultural organizations, professional bodies, policymakers, communities of practice, and researchers in the area of digital culture (and its wider related fields) come together to identify where our collective work can be best focused. The Institute is proud to partner with the Belvedere Research Centre and its annual conference, The Art Museum in the Digital Age, and to host the latest edition of its Observatory.

FRIDAY, JANUARY 19, 2024, 2:00–4:30 P.M.

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| 2:00–2:20 p.m. | Greeting and introduction to the session |
| 2:20–3:00 p.m. | Round 1
(participants choose their first roundtable discussion to join) |
| 3:00–3:15 p.m. | <i>Break</i> |
| 3:15–4:00 p.m. | Round 2
(participants choose their second roundtable discussion to join) |
| 4:00–4:30 p.m. | Summaries and action |

This is a dynamic session in which participants will be able to move across a series of research discussions—each facilitated by different expert hosts. Together, participants will build a rich picture of the research and development needs of the culture sector today, as it continues to adapt in a digital world, and initiate potential alliances for projects that can address these needs.

ROUNDTABLE 1 TECHNOLOGY

(Creative Computing for Visitor, Audience, and Community Engagement)

Paul Long, director, MBD Ltd., and honorary research fellow, Institute for Digital Culture, University of Leicester

Paul Long is an artist and producer, working on a variety of award-winning projects since 1997. He is cofounder of MBD (metro-boulot-dodo), supported by Arts Council England, that specializes in Immersive Storytelling using VR, AR, and 3D projection mapping. He has worked nationally and internationally on projects that combine light, sound, projection, and performance in a myriad of settings. Projects can range from individual experiences through to large-scale spectacle for over five thousand. Long specializes in the technical design, integration, and realization of complex shows that can include VR, AR, video mapping, original soundtrack, digital automation, and app-based trails.

ROUNDTABLE 2 LEADERSHIP

(Strategy and Skills for Tomorrow's Cultural and Creative Organizations)

Prof. Ross Parry, director, Institute for Digital Culture, University of Leicester

Ross Parry is principal fellow of the Higher Education Academy and one of the founding trustees of the Jodi Mattes Trust for Accessible Digital Culture. He is a member of the UK Research and Innovation's steering committee of its over eighteen-million-pound digital cultural heritage initiative Towards a National Collection. With Art UK and the Collections Trust, he also coleads the new Museum Data Service, funded by Bloomberg Philanthropies and the Arts and Humanities Research Council, UK. Parry's recent books include *Museum Thresholds: The Design and Media of Arrival*, edited with Ruth Page and Alex Moseley (Routledge, 2018), and *The Routledge Handbook of Media and Museums* (2019), edited with Kirsten Drotner, Vince Dziekan, and Kim Christian Schrøder. In 2018 Parry was listed in the Education Foundation's EdTech50 as one of the fifty most influential people in the UK education and technology sectors.

ROUNDTABLE 3 DESIGN

(Technologies to Enable and Empower People in All Their Diversity)

Dr. Vince Dziekan, senior academic and practitioner-researcher at Monash Art Design and Architecture (MADA), Monash University, Australia, and honorary research fellow, Institute for Digital Culture, University of Leicester

Together with Ross Parry, Vince Dziekan is the series editor of a newly launched book series with Routledge, *Critical Perspectives on Museums and Digital Technology*. Dziekan's work engages with the transformation of contemporary curatorial practices at the intersection of emerging design practices, creative technology, and museum culture. The scope of this interdisciplinary investigation was outlined previously in his book *Virtuality and the Art of Exhibition: Curatorial Design for the Multimedial Museum* (Intellect/University of Chicago Press, 2012). He has published widely in traditional and scholarly as well as nontraditional modes through his independent curatorial practice. He has served as associate editor of *Curator: The Museum Journal* (Wiley), founding curator of MWX—the exhibition initiative of Museums and the Web (United States), and as an international advisor on One by One—a major Arts and Humanities Research Council–funded research project. He is currently serving as general editor of *The Encyclopaedia of New Media Art* (Bloomsbury; forthcoming).

ROUNDTABLE 4 DATA

(AI, Modelling, and Simulation for Art, Heritage, and Culture)

Dr. Alberto Cossu, lecturer in media and communication, School of Media, Communication and Sociology, University of Leicester, and fellow, Institute for Digital Culture, University of Leicester

Alberto Cossu is a sociologist and media scholar whose research is at the intersection of digital media, activism, and digital economies. Before joining the University of Leicester, he was a lecturer in new media and digital culture at the University of Amsterdam and previously a research fellow at the Department of Social and Political Sciences, University of Milan. He has conducted research on the mobilization of knowledge and art workers in Italy. Within the EU project P2PValue he was part of an international team led by Prof. A. Arvidsson on peer-to-peer models of organization and production in Italy and France on digital economy and coworking spaces in Italy and Thailand. From 2019 to 2022, he also led research on ICT and the transformation of civic participation within the Horizon 2020 DigitaGen project, with principal investigator Prof. Athina Karatzogianni.

PANEL DISCUSSION

FRIDAY, JANUARY 19, 2024, 5:00 – 6:30 P.M.

Moderation: Christian Huemer (Belvedere, Wien)

Kimmo Levä (Finnish National Gallery, Helsinki)

Nina Röhrs (Roehrs & Boetsch, Zurich)

Sophia Widmann (MUSEUM BOOSTER, Vienna)

Gerfried Stocker (Ars Electronica, Linz)

Kimmo Levä is director general of the Finnish National Gallery. His previous positions have included managing director of the Finnish Museums Association and its companies, museum director at Mobilia (National Road Traffic Museum), and director of museum services in Turku City. Levä has served as a board member of many museums and associations, including the Finnish Design Museum, the Finnish Postal Museum, Aboa Vetus Ars Nova (Museum of Archeology and Contemporary Art), the Culture for All Association, Europa Nostra Finland, and the Finnish Museums Directors Association. He also has experience in international museum organizations, such as the ICOM's International Committee for Museum Management (INTERCOM) and the Network of European Museum Organizations (NEMO). Levä specializes in the commercialization of museum services as well as strategic and financial management of museums. He holds an MBA from the University of Wales and an MA in history and political science from Tampere University. He has published several books, articles, and numerous blog posts in connection with the museum field.

Dr. Nina Röhrs is an expert on art in the digital age who supports players in the cultural sector in their digital programming and projects. After studying business economics in St. Gallen and St. Andrews, she worked for UBS for 14 years before founding Roehrs & Boetsch in 2016. For five years as a gallery and today as a hybrid consultancy, Roehrs & Boetsch is dedicated to examining the influence of digitalisation on art and society. This includes developing new forms of exhibiting where conventional methods fail, often involving new technologies such as AR, VR, apps, websites, and blockchain technology. Selected projects are: Gallery. Delivery (2018 & 2019), both a group exhibition and a performance that can be ordered online. It will be delivered by bike courier in a „White Cube“ courier bag to the address stipulated in the order, where it will be temporarily installed. CUBE (2019), a virtual reality platform that simulates a virtual gallery environment for native digital art exhibition. FitArt (2020), an in-app exhibition platform developed during the first lockdown that delivers art exhibitions

in the form of a fitness plan on your cell phone. And Minting Advent & Burning Christmas (2020), a solo exhibition by Lorna Mills that unfolds on the blockchain in the form of a minted Advent calendar. Röhrs is the curator of the exhibition DYOR at Kunsthalle Zürich—one of the first institutional art exhibitions on blockchain and NFTs, which closed in January 2023. And she developed and curated the new digital sector at Paris Photo 2023. Nina Röhrs lives and works in Zurich and in Zuoz (Engadin).

Sofia Widmann is the founder & CEO of MUSEUM BOOSTER. She oversees operations and company strategy and steers its development. With a background in economics, she gained experiences working in both nonprofit and for-profit cultural organizations in the fields of event organization, marketing, and PR. Widman's special focus is on new media technology and its impact on museum success. From 2014 to 2016, she studied this correlation as part of her MBA studies at Modul University Vienna. She is a regular speaker at international conferences on the topics of visitor experience, digital strategies, new revenue models, and innovation for the museum sector.

Gerfried Stocker (AT) is a media artist and an engineer for communication technology and has been artistic and managing director of Ars Electronica since 1995. In 1995/96 he developed the groundbreaking exhibition strategies of the Ars Electronica Center with a small team of artists and technicians and was responsible for the setup and establishment of Ars Electronica's own R & D facility, the Ars Electronica Futurelab. He has overseen the development of the program for international Ars Electronica exhibitions since 2004, the planning and the revamping of the contents for the Ars Electronica Center, which was enlarged in 2009, since 2005; the expansion of the Ars Electronica Festival since 2015; and the extensive overhaul of Ars Electronica Center's contents and interior design in 2019. Stocker is a consultant for numerous companies and institutions in the field of creativity and innovation management and is active as a guest lecturer at international conferences and universities. In 2019 he was awarded an honorary doctorate from Aalto University, Finland.