



Virtual Museum Academy 2014



Object: Call for participation to the Virtual Museum Academy - 2014

Application deadline: 18th September 2014

Number of participants: max. 50

Admissions requirements: cultural heritage operators

How to apply: application form attached

web: <http://v-must.net/schools/virtual-museum-academy-2014>

mail: keys2rome@v-must.net; ivana.cerato@itabc.cnr.it

1. Description:

The Virtual Museum Academy is organized by V-Must (Network of Excellency for Virtual Museum, FP7 EU funded project), in cooperation with Imperial Fora Museum under the umbrella of events organized for “Keys to Rome. The City of Augustus” (<http://www.keys2rome.eu/>).

The Virtual Museum Academy is a series of **workshops and public presentations** aiming to provide the cultural heritage operators with an overview of the **technologies** that can be used in museums and exhibitions in order to create a new and personalized visitor experiences.

The Academy analyses the following themes: **Travelling into the space and time; Playing with heritage; Interactive exploration of landscapes and cityscapes; Augmenting Heritage; Tangible Heritage; Expert Communication.** Each theme will be analyzed by experts in technologies applied to cultural heritage field during lectures and thematic visits to “Digital Museum Expo” hosted in the tabernae of the Trajan’s Market. During the workshop, different technologies analyzing planning, time and cost of realization will be introduced: stereo 3D videos, system for natural interaction, immersive applications, serious games, multimedia touch applications, augmented reality, interactive holographic devices, web3D applications and digital library, interactive applications for smartphone. One of the workshops will be focused on the funding instruments available for Italy and EU.

The interdisciplinary approach will provide useful expertise about innovative tools to develop and communicate to an industry in continuous growth.

At the end of the course a **certificate of attendance** will be given.

2. General information

Chair:

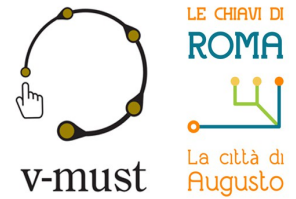
Sofia Pescarin (V-MUST Scientific coordinator and CNR ITABC researcher);

Lucrezia Ungaro (Trajan’s Market – Museum of Imperial Fora Director)



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 270404





Teachers:

- G. Boetto Cohen (Journalist)
- R. Beacham (expert in virtual archaeology and technologies applied to the roman theatre)
- E. D'Annibale (CNR ITABC)
- B. Fanini (CNR ITABC)
- H. Graf (Fraunhofer IGD)
- J. Keil (Fraunhofer IGD)
- D. Pletinckx (Visual Dimension)
- R. Scopigno (CNR ISTI)
- A. Guidazzoli (CINECA)
- B. Cerbini (APRE)

Location:

This year the school is hosted in the picturesque setting of the Imperial Fora Museum –Trajan’s Market. The spaces of the Trajan’s Market, an archaeological complex incomparable in Rome and all over the world, hosts a museum dedicated to architecture and sculpture of the Imperial Fora. The building underlines structures and functionalities of the ancient buildings in the Fora. From September 23th the Trajan’s Market will also hosts the exhibition “Keys to Rome. The City of Augustus”.

Programme:

Wednesday 24th September 2014

- Morning
- Introduction to Virtual Museums –S. Pescarin
- Communication at the Museum of Imperial Fora – L. Ungaro
- Communication of Cultural Heritage through the new media – G. Boetto Cohen
- Afternoon
- Smartphones applications (Matrix) - J. Keil
- Augmented reality applications (ARtifact) - H. Graf
- Interactive 3D graphics methodologies for study, fruition and restoration - R. Scopigno

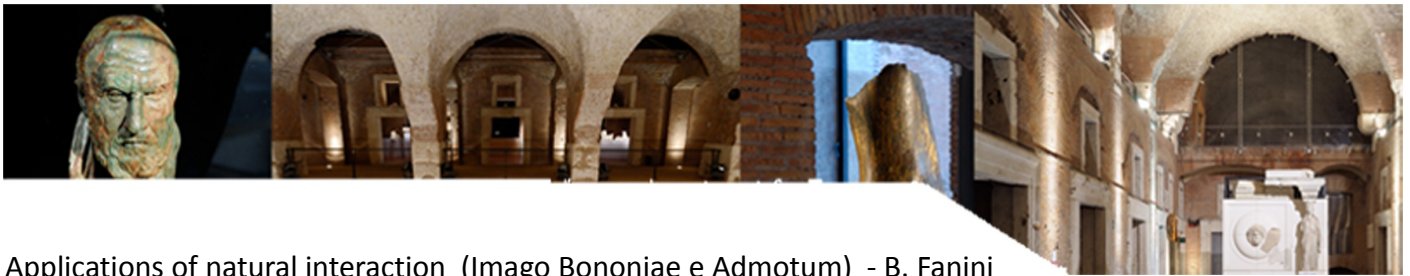
Thursday 25th September 2014

- Morning
- Tangible interfaces: (Virtex) - D. Pletinckx

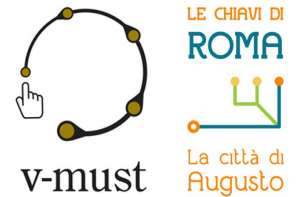


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Applications of natural interaction (Imago Bononiae e Admotum) - B. Fanini
Interactive holographic display (Holobox) - E. d'Annibale
- Afternoon
3D stereo video and transmediality - A. Guidazzoli
Funding instruments - Apre
Closing and delivery of the certificates - S.Pescarin, L. Ungaro



Friday 26th September 2014

workshop expected (to be confirmed):
Theatre and Technology: Richard Beacham

Future Technologies in Art: *The interactive workshop creates a unique opportunity to discuss emerging and trending technologies and their uptake in art.*

After a series of stimuli participants are actively called to discuss the use of technology in specifically creative sectors, analyzing actual barriers and future opportunities.

3. How to apply

The workshop is open to those who work in the institutions for the protection and development of the cultural heritage: Superintendences, Museums, Public Institutions and private managers of Museums, archaeological areas, and libraries.

To apply, fill in the application form on line (<http://v-must.net/schools/virtual-museum-academy-2014/application-form>). It is possible to attend either to one or both days.

The first 50 applications have access to the school. For the others will be created a waiting list.

Contacts

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