



“Re-designing museums. Digital skills for change and innovation”

Rome, 13th July 2017

Link Campus University, via del Casale di S. Pio V, 44.

From 10:00 to 13:00

Moderator

Valentina Tanni, *Artribune*

Introduction

Mu.SA project presentation - Achilles Kameas - Associate Professor, School of Science & Technology, Hellenic Open University

Digital transformation decalogue

Antonia Silvaggi, MeltingPro Learning/ Claudia Matera, *Link Campus University*

Case histories

Duncan Gough - Tech Lead at Victoria and Albert Museum
Paolo Cavallotti – Head of Digital at Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci

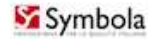
Roundtable

Anna Maria Marras - Technology Commission ICOM Italy
Cristina Da Milano - Eccom. Idee per la cultura & Board Member Culture Action Europe
Natalie Giorgadze - Communications Officer Culture Action Europe
Achilles Kameas - School of Science & Technology, Hellenic Open University
Prisca Cupellini - Online Communications and Digital Projects Curator, Fondazione MAXXI, Roma
Margherita Sani - Istituto Beni Culturali della Regione Emilia-Romagna
Alexandre Matos - ICOM Portugal
Artemis Stamatelou - ICOM Greece



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From 14:30 to 17:00

Workshops on:

The UX of the Connected Museum, held by Massimiliano Dibitonto and Claudia Matera (Link Campus University)

Audience Development and digital strategy, as a strategic process towards a common goal: developing meaningful relationships with audiences, held by Antonia Silvaggi (Melting Pro) and Prisca Cupellini (Fondazione MAXXI)

Multimedia narrative as educational tool, held by Federica Pesce and Laura Bove (Melting Pro)

From 18:00 Aperitif in the garden of Link Campus University



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