



Una Europa CH Transnational Research Team

Heritage and Digitization of Society

2nd Get together webinar
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Chiara Giulia De Leo (PhD Student UnaHerDoc, University of Bologna), *All that glitters is not gold: A critical assessment of the digital shift in museums through a relational materiality perspective*

The central intuition guiding and informing my research on the digital shift in museums is that digitalisation de-materialises the museum as a place and the works of art as physical objects and re-materialises them into something new, altering the relationships between actors (employees and audiences) and objects. So, naturally, the institutional actors would impose a new meaning through language and develop new relationships with the new materiality, ultimately taking digitalisation for granted.

Raul Gomez-Hernandez (PhD Student UnaHerDoc, Universidad Complutense de Madrid), *Student's participation in the Complutense University campus: The development of an inclusive digital strategy for its museums and collections*

The Complutense University of Madrid is aware of the role that its cultural heritage plays in the development of an intercultural, democratic, and inclusive space in the campus. Aligning with this purpose, it was undertaken a citizen participation process to study the projected and perceived image of its museums following a methodology based on interviews, surveys, focus groups, Big Data analysis and collective mapping. This research reveals the student engagement with the cultural heritage assets and also provides key information regarding the use of digital content. In this presentation, I will present the results from this research and some recommendations for developing a digital strategy.

Marta Materska-Samek (Jagiellonian University in Kraków), *Virtual shift in promotion of cultural heritage through film and media production: Film commissions readiness for virtual locations management*

Media convergence is of great importance for culture and its heritage, strengthening the creative economy, offering new opportunities for the application of existing technologies and the development of industries, types and species, or creating new user-audience groups (Jenkins 2004). In addition, the COVID-19 pandemic, forcing social distancing, has hit economies around the world paralyzing regular film production, but at the same time it has focused more than ever on the

cultural sector and the role of digital technologies in disseminating content to closed and isolated audiences. As a result of the quarantine imposed by governments and authorities around the world, people suddenly had to adapt their daily activities, including work, study, diet, rest and physical activity, to new circumstances. More and more studies indicate that involvement in virtual reality (VR) activities can have a positive impact on the mental and physical well-being of users (Siani, Marley, 2021). New technologies are not only used to participate in culture, but also support its production by replacing outdoor locations with work in the XR studio (Nebeling, Rajaram, Wu, Cheng, Herskovitz 2021). The subject of changing the film production using the XR studio and virtual models of the existing cultural heritage that allows the plot to be embedded in a specific location have not been the subject of research and analysis. For this reason, the project is pioneering and responds to the current needs in the field of cultural heritage, and film production, as well as expectations regarding the development of science in this area.

Élisa Caron-Lavolette (Université Paris 1 Panthéon-Sorbonne, UMR 8068 TEMPS) and Yann Le Jeune (UMR 6566 CReAAH - Rennes), *The organization of an archaeological game jam for the 50-year anniversary of the excavation at the Upper Paleolithic site of Étioilles (Essonne, France)*

This year, the archaeological excavation at Étioilles will celebrate its 50-year anniversary. For the occasion, the research team, led by Boris Valentin (Professor at Paris 1 University), wishes to promote the research results from the site by organizing a game jam, i.e. a hackathon whose goal is to produce video games where the scientific discoveries accumulated over the last 50 years are central. The result of the game jam, after a week of work, will be a set of video games inspired by or using actual archaeological data from the site. The organization of such an event, adapted to the context of archaeological research, will be a first for France. Indeed, while these types of events have become more common over the past few years, to our knowledge this is the first time one such event has integrated scientific results from an archaeological excavation. This is a shame, as video games are a major cultural phenomenon and reach a wide intergenerational audience. This talk will present the project, its objectives, as well as the expected perspectives for the event itself and for the video games produced.

David López Sáez (PhD Student, Universidad Complutense de Madrid), *Digitization, transmission and dissemination of the phonographic collection of the Regional Museum of Dundo, Lunda Norte, Angola*

Between the decades of 1950 and 1960, “Diamang”, the former Angolan diamond company, made a series of ethnographic recordings in villages in the north and east of the country. The majority of this material is registered on magnetic tapes in the Dundo Museum and represents an important corpus of traditional music from the region, mainly from the Cokwe ethnic group. Currently, I am coordinating a project in the mentioned Museum funded by the European Union whose objectives are: to digitize the phonographic collection; to transmit the repertoire by music classes; to construct traditional instruments; and to disseminate this ancestral knowledge online.

Rick Bonnie (University of Helsinki), *Digitisation of Middle Eastern heritage from Finnish museum collections*

This presentation opens up and discusses the complex trajectories of Middle Eastern objects that often have gone undocumented, entangled in notions of western colonialism. It presents a project, funded by the Finnish Cultural Foundation, that has been ongoing since 2020 and develops and implements critical, hands-on resources and discussion forums through 3D digitization and printing of stored-away Ancient Middle Eastern objects in Finnish museum collections. More information: www.makinghomeabroad.fi.

Michiel De Clerck and Lieneke Timpers (KU Leuven), *RESILIENCE: Enhancing digital access while preserving physical access*

RESILIENCE is a new European Research Infrastructure for Religious Studies which embraces a mutually beneficial relationship between digital services, while preserving access to physical collections. Two services in particular emphasize this interaction: RelReSearch is a unified discovery environment with a platform where disparate digital resources and databases are searchable in a unified and standardized way. Transnational Access (TNA) facilitates access to collections, expertise, and services for researchers in Religious Studies. TNA hosts grant physical access to their unique archival, library, and manuscript collections. Together, they both preserve and further develop access to the wealth of religious studies sources across Europe.

Adrián Baeza García, Estefanía A. Benito Lázaro and Raquel Rubio González (Universidad Complutense de Madrid), *Iconographic Virtual Museum of Roman Africa (MUSIVAR)*

MUSIVAR has been created with the objective of digitize, virtualize, disseminate, and valorise the figurative culture of diverse monuments and important sites of Roman Africa, within the research framework of 'North-African identities in transformation: Libyan-Berber ethnic groups and *romanitas* through funerary imaginary' Project (Ministerio de Ciencia e Innovación, PID2019-107176GB-I00). In this intervention we present the 'museum' we have been working on, which is permanently increasing its collection and resources, as a tool of free and universal access intended to make more knowable, appreciated, and protected the extraordinarily rich cultural heritage of the North African countries, with a solid scientific basis.