

THANKS TO their peculiar identities linked to the specific disciplines which determined their creation, University Museums offer an interesting experience to reflect on the role that the community of museum professionals and experts can engage within the production of cultural content - in particular through the use of databases of their collections - to activate social tools, and to design interfaces for contents typical of applications offered by the Web 2.0.

This new set of standards and services - which is very easy and intuitive as well as free to produce - can be a useful tool to provide and share online text content, photographs, audio-visual, constructed and manipulated by museum professionals also in collaboration with the users, in order to give a wider visibility and diffusion to University Museums heritage.

The use of web 2.0 tools, which allow the direct intervention of users in creating and sharing content, promotes the participation of publics and a fluid approach to University Museum information, which means a greater openness and sharing in order to spread the knowledge.

Moreover, web 2.0 tools activate pathways of social learning, where the flow of knowledge is not unidirectional but in all possible direction, according to a knowledge conception which is not hierarchical but rather democratic.

Scientific Committee

Elena Corradini - Università di Modena e Reggio Emilia, Coordinator

Alessandro Bollo - Fondazione Fitzcarraldo, Torino

Giuliana De Francesco - ICCU - Istituto Centrale per il Catalogo Unico delle Biblioteche MIBAC
Institute for Museum Research of the State Museum of Berlin,
Foundation Prussian Cultural Heritage

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In collaboration with

Master in Computer Cataloguing for the Valorisation of Cultural Heritage

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UNIVERSITÀ DEGLI STUDI
DI MODENA E REGGIO EMILIA

UMAC
University Museums
and Collections

International Seminar

Sharing cultural heritage of University Museums: a participatory approach

Modena, 10th June 2011
Palazzo dell'Università, Aula Magna
Via Università 4



FONDAZIONE
Cassa di Risparmio di Modena

lf Facoltà di
Lettere e Filosofia

ce@
Centro E-learning di Ateneo

Morning session

9.00-13.00

WELCOME

Prof. Aldo Tomasi

Rector of the University of Modena and Reggio Emilia

OPENING SESSION

Hugues Dreysse

President of UMAC-ICOM

University Museums and Academic Collections- International Council of Museums

Elena Corradini

Professor of Museology and Artistic and Restoration Critique

UMAC – ICOM Board member

Fausto Pesarini

ICOM Italia – Regional Coordinator Emilia Romagna

Ermanno Galli

Museum Commission University of Modena and Reggio Emilia

Tommaso Minerva

Head of E-learning Center

University of Modena and Reggio Emilia

KEYNOTE SPEAKERS

Stefan Rohde-Enslin

Institute for Museum Research of the State Museums of Berlin, Foundation Prussian Cultural Heritage

Doing it! - Experiences collected while publishing museum-object-information in Web 0,1,2,3

museum-digital.de - Germany

Maria Teresa Natale

Istituto Centrale per il Catalogo Unico delle Biblioteche, Ministero per i Beni e le Attività Culturali

Osservatorio Tecnologico per i Beni e le Attività Culturali, Ministero per i Beni e le Attività culturali

Web 2.0, citizen science and virtual volunteering: how and why could museums benefit from it

University Museums Commission

Luigi Campanella (Università di Roma "La Sapienza"), Marina Cimino (Università di Padova), Elena Corradini (Università di Modena e Reggio Emilia), Vincenzo Esposito (Seconda Università di Napoli), Vincenza Ferrara (Università di Roma "La Sapienza"), Ruggero Francescangeli (Università di Bari), Maria Carla Garbarino (Università di Pavia), Alessandro Guastoni (Università di Padova), Walter Landini (Università di Pisa), Pier Paolo Lottici (Università di Parma), Roberto Mantovani (Università di Urbino), Marcella Mattavelli (Università di Milano), Paolo Mazzaello (Università di Pavia), Giorgio Mellerio (Università di Pavia), Gian Mario Molin (Università di Padova), Giovanni Pratesi (Università di Firenze), Maria Rosaria Ghiara (Università di Napoli "Federico II"), Benedetto Sala (Università di Ferrara), Fulvio Simoni (Università di Bologna), Pasquale Tucci (Università di Milano), Francesca Vannozzi (Università di Siena)

Afternoon session

14.30-18.00

Suzan Hazan

Israel Museum, Jerusalem

The Museum in a Web 2.0 world: a tectonic shift in situated knowledge

Margherita Sani, Manuela Pereira Oliveira

Istituto Beni Artistici Culturali e Naturali, Regione Emilia Romagna

New participatory models in European museums

Rita Cucchiara, Costantino Grana

University of Modena and Reggio Emilia

Social tagging and social networks for a second life of digital artistic content

Giuliana De Francesco

Istituto Centrale per il Catalogo Unico delle Biblioteche, Ministero per i Beni e le Attività Culturali

Institute for Museum Research of the State Museum of Berlin, Foundation Prussian Cultural Heritage

Re-using museum content: opportunities and challenges

Maristella Agosti

University of Padua

Digital annotations: a way for users to create and share contents over cultural heritage artifacts

Alessandro Bollo

Fondazione Fitzcaraldo, Torino

Museums and the challenges of the new digital culture: between perspectives and preliminary assessments

Daniela Nasi

University of Modena and Reggio Emilia

New promotional opportunities in the era of Web 2.0

Marek Bukowski

University of Gdansk

Social networks in the Museum of Medical University in Gdansk

Simona Caraceni

University of Bologna – AVICOM-ICOM Board member

Benchmarking of web 2.0 presence of museums and institutions in Italy

CONCLUSIONS