

3D DIGITAL CULTURAL HERITAGE FOR RESILIENCE, RECOVERY AND SUSTAINABILITY

Initiatives, technologies and policies for overcoming mobility and access limitations during and after the crisis

Purpose

The crisis caused by the global coronavirus pandemic had a major impact on our mobility, and it is changing our habits. In the context of such limitations, digital 3D technologies can be an effective solution for keeping our cultural heritage virtually accessible to citizens. Furthermore, 3D digital cultural heritage can provide important opportunities for cultural heritage institutions and for other sectors that re-use such content, including in particular the tourism sector, for immediate resilience and recovery but also for long-term sustainability.

Sessions 1

Resilience: 3D-based digital options when access is suspended or severely restricted

The unexpected interruption of touristic flows during the COVID19 pandemic outbreak had a severe impact, causing both social and economic implications. The way in which we were used to access CH is no more available and we are suddenly figuring out the actual importance of digitization. Let's make an analogy. In the latest days, everyone learned what Smart Working means: we were all used to e-mailing each other even before this crisis, but only now, from our homes, we are switching to an actual digitization with online meetings and collaborative online tools.

We should work hard to make possible a similar change in the CH enjoyment since the current panorama of digital CH resources is quite segmented. However, it's our responsibility to make it more consistent for the future and 3D technologies may be the best starting point to replicate the reality.

Sessions 2

Recovery: 3D technologies for overcoming the consequences of the crisis and supporting the return to normal

We may have overcome the acute crisis, but touristic flows are yet far away to be restored. We are going to face a long period of reduced social mobility and digital technologies could help in mitigating the social impact proposing new way of visiting our CH. From one side we can release more and more content for major sites in order to make them digitally available even if the pressure of touristic flows will be drastically reduced. On the other hand, we can promote minor sites, often under-visited but anyway worth to be seen, in order to spread the touristic flows on a wider number of assets. What can we do in the short-term? Which are the most effective technologies available?

Date

Wednesday 27th May 2020

10.00 – 13.00 CEST

live stream on [Europa](#) and [YouTube](#)

Sessions 3

Sustainability: new sustainable ways of accessing and understanding cultural heritage with 3D digital technologies

Many say that the post-crisis world will not be the same as before and the economic recovery seems to be main concern. More than ever, the relationship between people and cultural heritage will require attractiveness, inclusiveness and sustainability, mediated by those digital instruments that have been a major component of our recent suspended life and will remain as such in the future. When we'll be back to a new normal, the lesson-learned should guide new investments. Massive digitization will be even more important than before as well as structuring a comprehensive digital environment valorizing CH.

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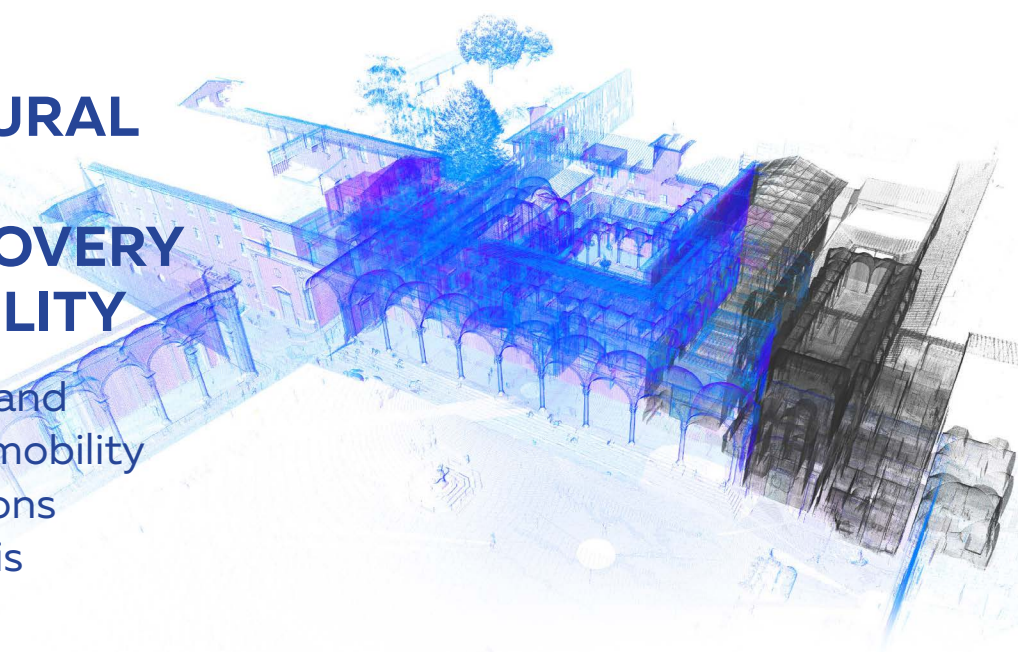
Inception spin-off and Ariadne plus Project in collaboration with European Commission, DG CONNECT, Unit G.2 - Interactive Technologies, Digital for Culture & Education



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Agenda

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- 09:45 - 10:00** Opening and connection testing
- 10:00 - 10:20** Welcome and opening remarks
Gail Kent (Director for Data, DG CONNECT, European Commission)
Antonia Pasqua Recchia (Adviser, Italian Ministry of Cultural Heritage)
- 10:20 - 11:10** **Sessions 1 | Resilience: 3D-based digital options when access is suspended or severely restricted**
- Chairs*
Roberto Di Giulio (INCEPTION spin-off)
Rehana Schwinninger-Ladak (Head of Interactive Technologies, Digital for Culture & Education Unit, DG CONNECT, European Commission)
- Speakers*
Louise Haxthausen (Director of the UNESCO Office in Brussels)
Julia Pagel (Secretary-General of NEMO – Network of European Museum Organisations)
Bogdan Sandric (National Heritage Institute of Romania)
Harry Verwayen (Europeana Foundation Executive Director)
- 11:15 - 12:05** **Sessions 2 | Recovery: 3D technologies for overcoming the consequences of the crisis and supporting the return to normal**
- Chairs*
Marco Medici (INCEPTION spin-off)
Mihai Cristian Brasoveanu (Interactive Technologies, Digital for Culture & Education Unit, DG CONNECT, European Commission)
- Speakers*
Ismo Malinen (Chief Intendant, Archives and Information Services, Finnish National Heritage Agency)
Thomas Flynn (Cultural Heritage Lead at Sketchfab)
Jonathan Chemla (CTO ICONEM)
Daniel Pletinckx (CEO Visual Dimension)
Laurent Grumiaux (Executive Producer, Fishing Cactus)
- 12:10 - 13:00** **Session 3 | Sustainability: new sustainable ways of accessing and understanding cultural heritage with 3D digital technologies**
- Chairs*
Franco Niccolucci (ARIADNEplus Project)
Anne Bajart (Interactive Technologies, Digital for Culture & Education Unit, DG CONNECT, European Commission)
- Speakers*
Paolo Ceccarelli (ILAUD International Laboratory of Architecture and Urban Design)
Francesco Palumbo (Director of Toscana Promozione Turistica)
Sorin Hermon (Cyprus Institute)
Diego Borsani (Vice President Global Sales GeoMax AG)
Kate Fernie (Chair of "3D Content in Europeana" task force)
- 13:00** Closing