

# INTERNATIONAL COLLOQUIUM PIRANOVA #8

Museums in Digital

*29 March – 1 April 2023, Piran/Slovenia*

**Organized by:** International foundation Forum of Slavic Cultures

**Venue:** Piran/Slovenia, Herman Pečarič Gallery

**Partner:** Piran Coastal Galleries (Obalne galerije Piran), Slovenia



OBALNE  
GALERIJE  
PIRAN  
GALLERIE  
COSTIERE  
PIRANO

## A colloquium that brings contemporary and innovative topics and reflections!

The colloquium entitled Museums in Digital will shed light on the opportunities, strengths, dangers, and weaknesses of a digital museum experience.

Digital technologies enable the development of new museum practices and reinterpretations of museum collections, new forms of museum participation, networking, and accessibility of heritage. Using augmented reality (AR), virtual reality (VR), and 3D digital technologies, museums offer visitors new ways of understanding and communicating. The agenda for digitization in museums was established decades before the COVID-19 pandemic, but the physical closure of museums, especially in the first wave of the pandemic, moved the diverse social interaction of museums to digital environments. We are witnessing completely new digital experiences. The time of pandemic restrictions on life and functioning has shaped many digital innovations, solutions, and adaptations.

The colloquium offers an overview of innovative projects in this field and at the same time brings a critical point of view to virtual and mixed reality, emphasizing that we must use information and digital tools thoughtfully and critically and with a clear goal.

## PROGRAMME

### Wednesday, 29 March 2023

Venue: Piran, Herman Pečarič Gallery (Leninova ulica 2)

17.00 –	- Late afternoon registration of the participants - Evening social programme (projection of museum's promotional films) - Reception
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### Thursday, 30 March 2023

Venue: Piran, Herman Pečarič Gallery (Leninova ulica 2)

09.00 – 09.30	Inaugural Addresses <ul style="list-style-type: none"> <li>• <b>dr. Andreja Rihter</b>, director, Forum of Slavic Cultures</li> <li>• <b>Mara Ambrožič Verderber</b>, director, Piran Coastal Galleries</li> </ul>
	Projection of FSK film
09.30 – 10.30	<b>Key Speaker:</b> Digital from Australia <ul style="list-style-type: none"> <li>• <b>dr. Kaja Antlejš</b>: <i>Post Pandemic Realism – Museum Experiences Between Physical and Virtual Reality: Examples from Australia</i> (Researcher (Museums and Heritage) – CADET Virtual Reality Training and Simulation Research Lab)</li> </ul>
	Discussion
10.30 – 11.00	<b>Project presentation:</b> Digital from Australia <ul style="list-style-type: none"> <li>• <b>Interpreting Heritage for Digital Experience</b></li> </ul>

11.00 – 11.30	Coffee Break
11.30 – 12.30	Workshop/discussion: <ul style="list-style-type: none"> <li>• <b>Why, How and What – Virtual Content in the Museums</b></li> </ul>
13.00 – 15.00	Break for Lunch
15.00 – 17.00	Presentation of IT Company <ul style="list-style-type: none"> <li>• <b>Museums in Digital: Perspectives &amp; Issues for IT Companies</b></li> </ul>

### Friday, 31 March 2023

Venue: Piran, Institute for Archaeology and Heritage UP FHS (Bolniška 20)

09.30 – 11.00	Museums in Digital: ŽIVA 2022 awarded and nominated museums <ul style="list-style-type: none"> <li>• <b>Mihaela Kulej</b>, <i>Digital Communication of Museums through Social Media / Collaborative Framework Summary</i> (director, Virovitica City Museum, Croatia - ŽIVA 2022 Award for Best Slavic Museum)</li> <li>• <b>Robert Zydel</b>, <i>"The life of Virtual Savages". Digital in National Ethnographic Museum in Warsaw</i> (director, National Ethnographic Museum in Warsaw, Poland - ŽIVA Award 2022 nominee, special recognition for openness for visitors)</li> </ul> <p>Discussion</p>
11.00 – 11.30	Coffee Break
11.30 – 12.30	Museums in Digital: ŽIVA 2022 awarded and nominated museums <p>Discussion</p>
13.00 – 14.30	Break for Lunch
14.30 – 17.00	Topic on emergency: First Aid to museums in Ukraine <ul style="list-style-type: none"> <li>• <b>Olha Končar</b>: <i>IT – Technologies in Ukrainian Museums 2022: Preservation of Heritage in Conditions of War and Documentation of War</i> (director, Memorial Museum of Totalitarian Regimes "Territories of Terror")</li> </ul> <p>Discussion</p>
18.00	Reception at Coastal Galleries Piran ( <i>Tartinijev trg 3</i> )

### Saturday, 1 April 2023

Venue: Piran, Herman Pečarič Gallery (Leninova ulica 2)

17.00 –	<b>Excursion</b> Trieste Coast, Trieste Coastal Fishing Museum (S. Croce), <a href="http://www.ribiski-muzej.it">www.ribiski-muzej.it</a>
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## SPEAKERS of the COLLOQUIUM



**Mihaela Kulej**  
Croatia

Director and Senior Curator of the Art  
Department of the Virovitica City Museum

### Biography

Mihaela Kulej, an art historian and philosopher by profession, is currently a doctoral student at the Faculty of Humanities and Social Studies in Zagreb, Department of Information and Communication Sciences – in the field of museology. From 2016 to 2019, she implemented the integrated development programme funded by the EU entitled "5 to Midnight for the Castle", which included the complete structural renovation of the Pejačević Castle and the new permanent exhibition of the Virovitica City Museum. The exhibition was awarded by the Croatian Museum Society as the best permanent exhibition in 2020 and was nominated for the best European Museum of the Year Award (EMYA), where in May 2022 it received a special commendation for its contribution to museum activity, in November 2022, it won the ŽIVA Award 2022 – the award for the best Slavic museum bestowed by the Forum of Slavic Cultures. Under the slogan #malivelikimuzej, the Virovitica City Museum is recognized as a local-type museum that promotes universal values and an interdisciplinary approach to heritage.

### Title: Digital Communication of Museums through Social Media / Collaborative Framework Summary

#### ABSTRACT

Today, digital communication is available in all spheres of life and human activity. But what is the challenge faced by museums that are more and more boldly entering the digital sphere by presenting materials, events, research, education, concepts?

The influence of social media on heritage institutions/museums was inevitable, particularly taking into account the situation we are facing since the beginning of 2020.

But it's not just about the current situation. New ways and modes of functioning are adopted. All in order to get closer to users through new types of communication and make all museum contents and activities available with a click of the mouse. More or less successfully.

The question that arises is how social media influence the transformation of the communication of museums and heritage institutions and whether these institutions manage to meaningfully communicate digitally, among others with their users - do they create collaborative frameworks? The available literature provides answers to the first part of the question, but the second part remains incomplete because the research so far has focused more on social networks as a marketing tool, rather than the discourse of meaningful and unified communication of heritage institutions. Example: Virovitica City Museum - Virtual Museum Night 2022.



**Robert Zydel**  
Poland

Director of the National Ethnographic  
Museum in Warsaw”

### **Biography**

Robert Zydel – a graduate of the Institute of Ethnology and Cultural Anthropology at the University of Warsaw. For many years, he conducted classes on research and communication at the University of Warsaw and the Warsaw University of Life Sciences, among others. He was Consumer Insight Director at the Saatchi & Saatchi marketing agency. In the years 2014 - 2019 he managed the City Marketing Office in the Warsaw local government. He is a board member of the Polish Society of Market and Opinion Researchers. From January 2021, he is the Director of the National Ethnographic Museum in Warsaw.

**Title: "The life of Virtual Savages". Digital in National Ethnographic Museum in Warsaw**

### **ABSTRACT**

At the National Ethnographic Museum in Warsaw, digitalization is not only related to how we operate on a daily basis, what management and communication solutions we introduce to improve our daily work with collections and presenting them to the public. For ethnographers and anthropologists, digitalization also becomes a domain of reflection on culture and people's behavior towards technology and thanks to (through) technology. Our reflection is not limited to considerations of the past, but an attempt to capture and preserve for future generations what we can observe now.

In my presentation, I will try to show the struggle of digitalization in the context of a museum dealing with ethnography on the example of specific projects implemented at the Museum.



**Olha Hončar**  
Ukraine

Director of the Memorial Museum of  
Totalitarian Regimes "Territories of  
Terror"

### **Biography**

Olha Honchar is Culturologist, Curator, Communicator, anti-crisis manager. Researches cultural and museum management and PR in Ukraine. Director of the Memorial museum of totalitarian regimes "Territory of Terror" in Lviv, CEO of the "Museum Crisis Center" initiative, co-founder of the NGO "New Museum" and the Charitable Organization "Cultural Heritage Fund of Ukraine".

She is Curator and Communicator of the Cultural diplomacy between the Ukrainian regions and communicator of interdisciplinary projects in the field of historical memory and trauma ("Museum is opened for restoration," projects in the frontline and liberated cities of Donetsk and Luhansk regions: "Museum is open for renovation", "Here and there" expedition).

Co-curator of the experimental exhibition Anti-terrorist operation of the Luhansk Regional Museum of Local History in Starobilsk (2020).

**Title: Use of new technologies in cultural heritage presentations**

**ABSTRACT**

The paper will provide an overview of the IT tools and technologies used by Ukrainian museums, IT companies, and public organizations to preserve museum collections in wartime conditions. Using the example of the "Territory of Terror" Museum, the use of 2D and 3D scanning for the preservation of museum funds, expositions, and the museum building will be demonstrated. The application of VR technologies for documenting the destruction of Ukrainian museums and documenting crimes against culture will also be shown.

### **Dr Kaja Antlej**

Austria

C Senior Lecturer in Industrial Design

School HDR Coordinator

Researcher (Museums and Heritage) – CADET Virtual Reality Training and Simulation Research Lab

School of Engineering, Faculty of Sci Eng & Built Env

### **Biography**

Dr. Kaja Antlej is a Slovenian-Australian researcher working in the intersection of human space exploration, human-centered design (HCD), digital heritage and virtual museums, extended reality (XR), 3D printing, futures thinking and well-being. Kaj has obtained her BSc/MSc (2008) in Industrial Design and a PhD (2013) in Museum and Heritage Studies at the University of Ljubljana and is currently working as a Senior Lecturer in Industrial Design and CADET Virtual Reality Lab Researcher - Museums/Heritage at the School of Engineering, Deakin University in Geelong, a UNESCO City of Design, Australia.

Antlej is the Co-founder and President of the Slovenian Australian Academic Association (SAAA), a member of the Association of Slovenes Educated Abroad (VTIS) and one of the mentors in the American Slovenian Education Foundation (ASEF) Fellowship Program. She is also a member of several museum/heritage organisations including ICOM, AMaGA, AAM, MuseWeb and Interpret Europe.

### **Title: Post Pandemic Realism – Museum Experiences Between Physical and Virtual Reality: Examples from Australia**

#### **ABSTRACT**

The lecture talks about the use of 3D digital technologies to create participatory and inclusive museum experience, about their design, production and evaluation. Examples from Australia include museum applications in the fields of palaeontology design and engineering heritage of post-industrial cities, opera and theatre, space, architecture, archeology and ethnology.

### **REGISTRATION FORM**

Please fill out the [online registration form](#) if you would like to join the INTERNATIONAL COLLOQUIUM PIRANOVA #8: Museums in Digital (Piran/Slovenia).

### **PARTICIPATION FEE**

#### **Early Bird (until 28 February 2023)**

- FSK member – 80,00 EUR\*
- Non FSK member – 120,00 EUR

The FEE does not include accommodation.

### **FSK membership - not a member yet?\***

Membership exclusive privileges:

- discount on Živa Award conference
- discount on International Colloquium Piranova
- discount on International Summer School of Museology
- FREE FSK publications

Read more here: <https://www.fsk.si/membership/>

### **Bank Account for Transferring Participant's Payment**

Please, transfer the payment to the following bank account (Reference: Piranova 2023) and send the copy of the bank transfer receipt to Forum of Slavic Cultures, [katarna.bogataj@fsk.si](mailto:katarna.bogataj@fsk.si).

**Bank name:** UniCredit Banka Slovenija d.d., Šmartinska 140, 1000 Ljubljana, Slovenija.

**Account holder:** Mednarodna ustanova Forum slovanskih kultur

**Account holder address:** Ulica 27. aprila 47, 1000 Ljubljana.

**IBAN:** SI56 2900 0005 0604 466

**SWIFT / BIC:** BACXSI22

Final programme will be sent soon.