



THE BEST IN HERITAGE

Projects of Influence

25 - 27 September 2019
Dubrovnik, Croatia



IMAGINES

25 September, Cinema Sloboda

At the *IMAGINES* event 14 laureates will present their success stories related to use of new technologies and multimedia. These presenters come from 11 countries and will deliver an in-depth overview of best achievements in the domain of mobile apps, multimedia solutions, websites, animation, 3D scanning, exhibition design, virtual museums etc.

Serving at the same time as the official opening of the entire conference, the event will kickoff with the Keynote address by Tim Powell, Creative Producer at the Historic Royal Palaces from London, who last year won the *IMAGINES* "Project of Influence" award for "[The Lost Palace](#)" project.

The Team Manager at Digital Dissemination department at the Swedish National Heritage Board David Haskiya will be moderating the programme and will, together with the keynote speaker and the audience, vote for the 2019 Best in Heritage *IMAGINES* "Project of Influence" at the end of the event.

[Programme and Registration](#)

Museums and the Web GLAMi Groundbreaking Award 2018
Contactless Donation Experience by National Museums Scotland



Since early 2017 National Museums Scotland have been trialling the use of contactless payment technology in the museum space to create new ways for our visitors to donate. These trials have included an interactive kiosk embedded in an exhibition, contactless payments supporting a major fundraising campaign and stand-alone terminals in the main entrance as alternatives to traditional coin box donations. Experiments are continuing as the organisation seeks to bring contactless technology into the everyday visitor experience across the museum.

Rob Cawston
Head, Digital Media, National Museums Scotland

Rob Cawston is the Head of Digital Media at National Museums Scotland where he leads digital strategy, content creation and product development. He has over 15 years' experience of creating digital products and leading digital transformation projects in the cultural sector. His previous work includes heading up digital teams at a range of heritage and arts organisations in the UK, including BAFTA and the Royal Institution.



AVICOM Gold Prize for Mobile Application 2018
Hungarian National Museum: GuideNow - Extended Multimedia Guide System



GuideNow is a dynamically expandable, easy-to-use, complex multimedia guide system. Visitors can quickly and simply access exhibition contents via their own smart device. They no longer have to queue and adapt to old-fashioned audio guides. Our interactive multimedia guide offers them a more comfortable and personal experience, as they can visit exhibitions at their own pace and interest. Multimedia content may contain text, sound, image, animation, video and 3D models.

Gábor Szabó
Head, Production, VARyou Digital

Cofounder, co-partner and head of production at VARyou Digital. The Hungary-based company offers disruptive digital and audiovisual solutions that allow a brand new wave of perception. GuideNow is their award-winning extended multimedia guide system developed for exhibitions. VARyou has also created other state-of-the-art solutions such as Virtual Reality (VR) and Augmented Reality (AR) apps that are used by users in many different areas.



Heritage in Motion Best Achievement Award 2018
Roman heritage: PO.RO.S - Museu Portugal Romano em Sicó, miltonalmeida



At PO.RO.S you can discover the history of a remarkable civilization. Commissioned by the municipality of Condeixa-a-Nova, the Glorybox and M&A Digital teams started to design, in 2016, an innovative space that does more than telling history. The goal was to create a museum where it's possible to experience ancient lifestyles. The concept of "learning through experience" was the basis for the creation of beautiful multimedia applications that stimulate the senses and provide an unparalleled experience. Since its opening, on May 6, 2017, the museum has astonished visitors, the press and cultural organizations.

Filipe Marques
CEO, M&A Digital

The passion for communication and technology led Filipe Marques to found his company in 1998. His background in Public Relations and Design fueled his desire to surround himself with a team that creates striking projects. Always contributing with new ideas and challenges, Filipe Marques has been the driving force behind the growth of M&A Digital.



MAPDA 2018 Award for Program Website / Level B
National Museum of Australia: Songlines: tracking the Seven Sisters Interactive



Songlines: Tracking the Seven Sisters exhibition showcases the unique cultural heritage of Australia (claimed to be the oldest continuous culture in the world), in a contemporary light, telling ancient stories in an immersive and engaging way. The exhibition experience is the likes of which you and your audiences have never encountered before and this is why it was awarded the Most Outstanding Exhibition at the Museums and Galleries National Awards in 2018, and won best program website at the Museums Australasia Multimedia & Publication Design Awards.

Sarah Ozolins
Head, International and Domestic Engagements, National Museum of Australia

Sarah has worked in the cultural sector for almost twenty years in museums, travelling exhibitions and partnership development. Sarah drives the strategic direction and forward program for the Museum's relationships and activities domestically and internationally. Sarah has delivered complex exhibition projects in Australia and around the world, with a record of successful collaborations with Australia's Department of Foreign Affairs and Trade, international cultural institutions and other partnerships.



AVICOM Prize Web Site Gold 2018
Museum of J. A. Comenius, Czech Republik: The Embroidery Craft



The 'Embroidery Craft' website is part of the eponymous project focused on preserving the intangible cultural heritage of the district of Uherský Brod. The website contains a number of detailed tutorials (animations, videos, photographs, drawings, and descriptions) and is being expanded to become a well of knowledge for those who wish to uphold this tradition. The project also includes an exhibition and a book (containing a number of pictures of costume parts and craft instructions), as well as workshops where one can consult the museum conservator and folk artisans.

Veronika Provodovská
Conservator and Keeper, Ethnographic Collection, Museum of J. A. Comenius

Veronika is the main producer of the Embroidery Craft project. Since 2004, she has been interested in sewing, embroidery, weaving, and folk costumes production using traditional hand-made techniques. She makes new costumes and also recreates old ones, based on surviving documents and fragments. A leader of the 'Šibalice' women's choir and the 'Slivečky' children's ensemble, she with her husband have raised their three daughters to love folk costumes, folklore, and their family dulcimer band.



EU Prize for Cultural Heritage / Europa Nostra Award 2018
Cultlab3D: Automated Scanning Technology For 3D Digitisation



CultLab3D is an extendable, multi-modular scanning facility using the next generation of autonomous and compliant robots as well as optical scanning technologies. The system consists of two scanning units (CultArc3D, CultArm3D) connected by a tray conveyor system. The entire acquisition process for geometry and texture of an object takes less than ten minutes on average, at a resolution in the sub-millimeter range. CultLab3D is designed for fully automatic high-precision 3D acquisition of objects at high throughput, covering numerous needs both in the cultural heritage and industrial domains.

Martin Ritz

Deputy Head, Competence Center, Cultural Heritage Digitization,
Fraunhofer Institute for Computer Graphics Research

Martin Ritz has been deputy head of Competence Center Cultural Heritage Digitization at Fraunhofer IGD since 2012 after being a research fellow in the department of Interactive Engineering Technologies. Next to technical coordination, his research targets the acquisition of 3D geometry and optical material behavior, describing light interaction of objects for arbitrary combinations of light and observer directions. He received his Master of Science degree in Informatics 2009 from the Technische Universität Darmstadt, as well as his Master of Science degree Computer Science 2008 from the University of Colorado at Boulder.



AVICOM Prize Creative Exhibition Installation Gold 2018
Istituto Italiano di Preistoria e Protostoria: The Fragility of the Sign



The Italian Institute of Prehistory and Protohistory choose to take fragility as the main theme to communicate the heritage of the Institute, more specifically the photographic archive which conserves evidence of parts of one of the most ancient human heritages, which is at risk of disappearing, forever. The project which has given rise to the exhibition - The Fragility of the Sign. African Rock Art in the Archives of the IIPP - aims at protecting the photographic archive left to the Institute by its founder, Paolo Graziosi, and to make it accessible to the greater public.

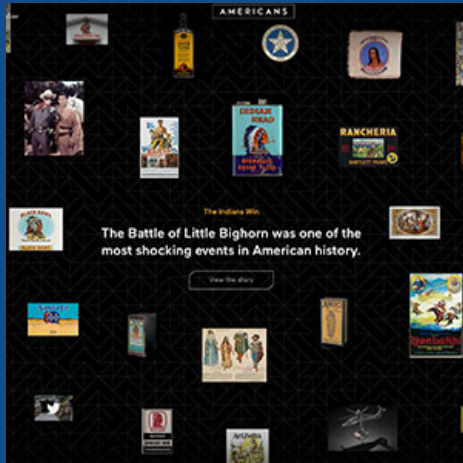
Vincenzo Capalbo & Marilena Bertozzi
Art Media Studio

Architects are creative people, yet at the same time craftsmen and artists.

With their work on image, light and sound they have helped to revolutionise the world of cultural layout and display from museum art and edutainment to fashion and retail thanks to a decidedly "pop" creative process that balances leading-edge technology with a deep knowledge of art history. Museums, the façades of historic palazzi, urban or industrial areas and retail premises: all these are the places that Vincenzo and Marilena, both of them qualified architects on loan to video art, map out and redesign in their drive to develop immersive video installations that involve their audiences in a three-dimensional experience.



IDCA Best Website Award 2018
National Museum of the American Indian: Americans



The Americans website launched with the opening of the Americans exhibition at the Smithsonian National Museum of the American Indian. Americans uncovers the many ways American Indian images, names, and stories have been part of the nation's history, identity, and pop culture since before the country began. The Americans website encourages users to engage with the complicated relationship Americans have with American Indians, and illustrates that these images, words, and stories are a powerful way to understand a country forever fascinated and conflicted by its relationship with American Indians.

Laurie Swindull
Web Project Manager, Smithsonian National Museum of the American Indian

Laurie Swindull has been a visual problem solver for more than thirty years. She is currently the project manager of the Smithsonian National Museum of the American Indian's award-winning web team. In 1996, she founded Swim Design, which for sixteen years created online and interactive products for museums, schools, and cultural institutions. Formally trained as a graphic designer, she earned degrees from the Schule für Gestaltung in Basel, Switzerland and American University in Washington, DC.



Museums + Heritage Innovation Award 2018
Museum of London Archaeological Archive, #ArchiveLottery



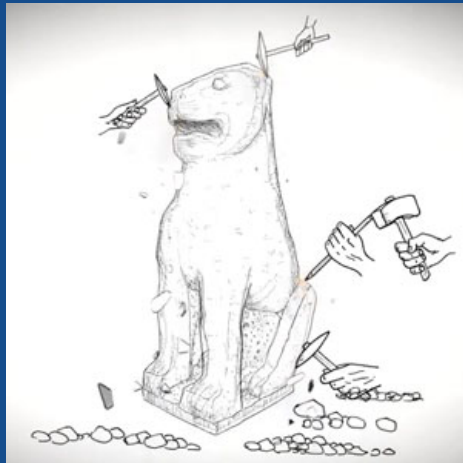
#ArchiveLottery is an interactive public engagement activity which uses social media and digital technology to create an unpredictable and unique moment of discovery. Participants choose a number, equating to a shelf location within our store. Staff then pick an object at random from that shelf and engage the player with it. Versions have included the use of Twitter, Skype and live broadcasts over Periscope. #Archivelottery is a simple and effective way to open up museum collections winning the Innovation Award at the Museum & Heritage Show 2018 and inspiring other versions across a number of UK institutions.

Adam Corsini
Archaeological Archive Manager, Museum of London

Cofounder, co-partner and head of production at VARyou Digital. The Hungary-based company offers disruptive digital and audiovisual solutions that allow a brand new wave of perception. GuideNow is their award-winning extended multimedia guide system developed for exhibitions. VARyou has also created other state-of-the-art solutions such as Virtual Reality (VR) and Augmented Reality (AR) apps that are used by users in many different areas.



Museums in Short Public-vote Award 2018
Archaeological Museum of Kythera: "I am the Lion of Kythera"



The project "I am the lion of Kythera" is a 10 minute animation film presented in the exhibition of the Archaeological Museum of Kythera, Greece. The film tells the story of the adventurous life of a marble lion from the moment of its birth in the marble sculpture workshop of Laconia Peloponnesus until the time it became an exhibit. The story of the marble lion of Kythera proves that museum exhibits are not dead objects of the past but instead they have their own lives that last far longer than our finite life.

Stella Chryssoulaki
Director, Ephorate of Antiquities of Piraeus and Islands

Stella studied Archaeology at the Philosophical School of the University of Athens and Literature at the University of Grenoble in France. She received the title of Ph.D. in 1981 from the Sorbonne University - Paris IV. She has been working in the Greek Ministry of Culture since 1984, serving for many years at the Directorate of Prehistoric and Classical Antiquities and the Directorate of Museums on issues related to educational programs, museums and international organizations.



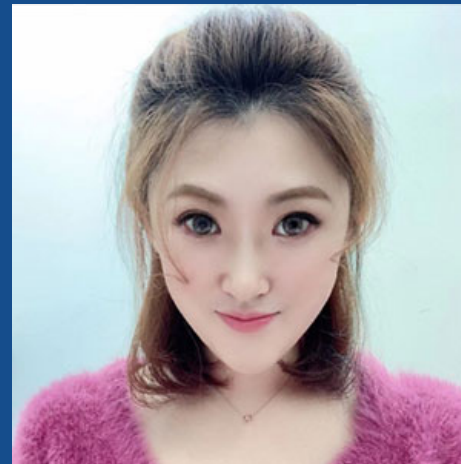
AVICOM Grand Prix - Claude Nicole Hocqard prize of AVICOM 2018
Shanghai History Museum: Again Here Rings the Bell and Shanghai History. Exhibition installation structure



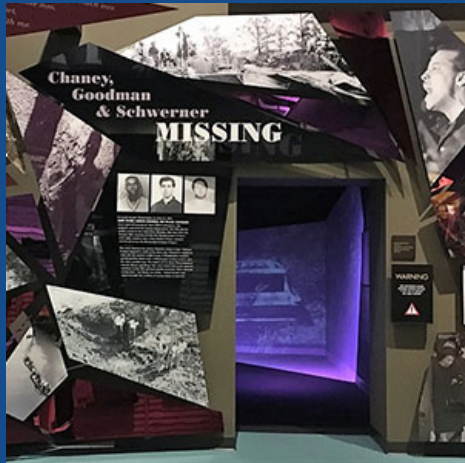
The film mainly focuses on the Shanghai History Museum/Shanghai Revolution Museum as a local history museum that comprehensively collects, protects, researches and displays Shanghai's urban culture. Shanghai History Museum/Shanghai Revolution Museum not only bears the heavy responsibility of being an urban history witness, but also develops and applies new media and visual technologies. Through the wise perception method of “bringing cultural relics back to life”, and by setting interactive experience exhibitions to enhance communication and interaction between museum and the public, the museum is telling the story of Shanghai's urban development.

Shan Shan Tan
Head, Information Center, Shanghai History Museum

Ms. TAN Shan Shan, is the Head of the Information Center, Shanghai History Museum/Shanghai Revolution Museum. She used to work as a Chinese language teacher at a high school. Engaged in the museum industry for 11 years, Ms. Tan mainly works on the museum's public relations, education, and the museum's digital information work.



MUSE Video, Film, & Computer Animation Gold Award 2018
Chaney Goodman Schwerner Theater: Mississippi Civil Rights Museum



The Chaney, Goodman, and Schwerner theater documents the 1964 murder of Freedom Summer volunteers James Chaney, Andrew Goodman, and Michael Schwerner. The volunteers were abducted and murdered while investigating the bombing of a church in Philadelphia, Mississippi. A forty-four day search ended after a tip led investigators to the three bodies buried in a damn in Neshoba County. The Chaney, Goodman, and Schwerner Theater was designed by Hilferty and Associates, fabricated and installed by Exhibit Concepts, Inc. and the film was produced by Monadnock Media Group and narrated by broadcast journalist Howard Ballou.

Pamela D.C. Junior
Director, Mississippi Civil Rights Museum

Formerly the manager of Smith Robertson Museum and Cultural Center, Pamela has more than 17 years of experience as a museum professional.

Pamela recognizes the importance of telling the absolute truth when interpreting the history of those who fought and died for change in the South. Pamela is a native of Jackson, Mississippi and a graduate of Jackson State University. In her spare time, Pamela enjoys writing, reading, and working with organizations of service.



Museums in Short Award 2018 / Exhibits
Van Gogh Museum: Seeing with a Japanese Eye



How can you explain to your museum audience, the fundamental impact Japanese prints had on the art of Vincent van Gogh? The exhibition video offered a visual explanation of the stylistic and compositional elements that the artist took from the Japanese woodcuts. After watching it, visitors were able to look at a painting by Van Gogh and recognise these elements, such as the flat colour planes or the dominant diagonals. The video acted as an eye opener, allowing everyone who was interested, to see Van Gogh's art 'with a Japanese eye'.

Jolein van Kregten
Curator of Education, Van Gogh Museum (Amsterdam)

Jolein van Kregten, Curator of Education of the Van Gogh Museum in Amsterdam, serves a public numbering millions, on site (in the museum) and online (worldwide). She is always on the look-out for new ways to tell stories about art and inspire her audience. Often the combination of the 'analog' and digital media provides the best way to explain what we know about Vincent van Gogh and his art.



Heritage in Motion Best App Award 2018
Virtual Museum of Fine Arts by Alexander Lavrov



The museum quarter on Volkhonka street will become one of the largest museum spaces in Europe and hundreds of various specialists are involved in its creation. In any large project, communications play a key role. The process of designing a museum town and future exhibitions is going in virtual reality. It became transparent for all participants of the project: the museum staff, architects and officials from the Ministry of Culture. Future visitors see panoramas 360 created from this tool on their smartphones using branded Google Cardboard.

Alexander Lavrov
CEO, Next.space

Alexander and his team created more than 40 interactive projects for museums worldwide. They received 17 international awards in this area and continue to bring innovations to the museum industry. He is also the President at virtual reality association Moscow chapter and member of many computer graphic associations like ACM Siggraph and Eurographics. At ICOM he is independent consultant and helps museums around the world implement modern multimedia technologies



Read about the core programme presentations in our next Newsletter!



EUROPA
NOSTRA



Creative
Europe

ICOM international
council
of museums



Dubrovnik

DU'N



Republika
Hrvatska
Ministarstvo
kulture
Republic
of Croatia
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of Culture



MUZEJI & GALERIJE
KONAVALA | MUSEUMS
& GALLERIES OF KONAVLE



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