

DIGITAL FUTURES WORKSHOP

19-20 September 2016 | Gothenburg, Sweden

Technology is having an enormous influence on our daily lives. This of course includes the world of museums where the digital also affects everything from how we engage with audiences to how we can facilitate greater access to collections worldwide. The possibilities and challenges to become digital contact zones are great. This workshop will discuss digital futures using global perspectives and experiences, also bringing together digital experts and museum practitioners sharing knowledge from their fields of work, focusing on three themes:

Digital Contact Zones

How can digitized museum collections grow into contact zones, bringing objects and people together? What new possibilities do this offer museum? We explore examples of collaboration and how sharing is caring.



Matter Matters

What can open access to collections bring beyond borders? What ethical dilemmas are to be considered when looking at digitization of collections? From an ethical standpoint, how much content development or interpretation is necessary before going on-line? Is open access perhaps not always a good idea?



Generation Z (and Å, Ä, Ö)

Coming generations are born with a digital DNA. What are their desires and behaviors? What challenges and opportunities do these next generation museum users bring us? We look at examples of how to produce meaningful digital content for young.

MONDAY SEPTEMBER 19

Programme

Key note speakers

- **9.00** Registration
- **9.30** Welcome
- **9.45** Sofia Svanteson, Ocean Observations

10.30 – 10.45 break

- **10.45** Merete Sanderhoff, Statens Museum for Kunst
- **11.30** Fredrika Lagergren Wahlin, Applied IT

Lunch 12.15

Sharing knowledge

- **13.15** Introduction, Michel Lee, SWITCH coordinator at the National Museums of World Culture in Sweden
- **13.30** The SWITCH network share best (and maybe also worse) practice. 10 min presentations based on one of the themes of the workshop.

Tour of Together

- **15.30** Together is an exhibition about how both wonderful and difficult it is to be with others, for the target audience children with adults.

Sofia Svanteson



Founder of design agency Ocean Observations. Entrepreneur and design strategist, with a background in human computer interaction. Helps organisations to develop new services and businesses, based on insights about peoples' needs and behaviors. Believes in the possibilities of changing the world to the better, through digitalization.

Merete Sanderhoff



Curator and senior advisor of digital museum practice, Statens Museum for Kunst. Open access to digitized cultural heritage, creative re-use and user involvement. Passionate about the potentials of web and digital media in making art more accessible and exciting for users.

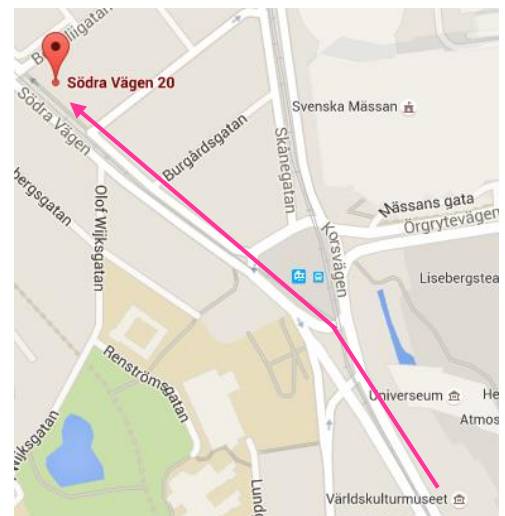
Fredrika Lagergren Wahlin



Head of department Applied IT, University of Gothenburg and Chalmers University of Technology. The department offers education and carries out research within the areas informatics, interaction design, learning, communication, cognitive science and visualization in close collaboration with industry and public sector.

Dinner

- **19.00**
Berzelius,
Södra Vägen 20



TUESDAY SEPTEMBER 20

Programme

Speakers & workshop

- **9.00** Danny Birchall, Wellcome Collection – Matter Matters
- **9.30** Group discussion
- **10.00** Aalia Walker, SMACK – Generation Z (and Å, Ä, Ö)

10.30 – 10.45 break

- **10.45** Dr Temi Odumosu, Malmö University – Digital Contact Zones
- **11.15** Workshop – Google cardboard glasses
- **11.45** Dr Björn Sjöblom, National Museum of Science and Technology – Let's play

Lunch 12.15

Technical meeting...

- **13.15 – 15.15** (optional)

...safe travels!

DIY 11.15



Image: google.com

Danny Birchall



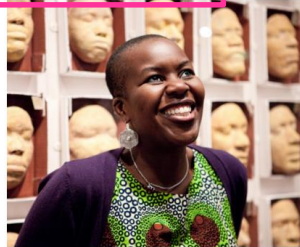
Responsible for the strategic digital presence of Wellcome Collection including web, social media, games and commissions.



Aalia Walker

Aalia Walker heads strategy and marketing at SMACK - award-winning creative agency in London, dedicated to finding a better way to do digital.

Dr. Temi Odumosu



Working in the spaces between archives, memory and the creative imagination, she is currently experimenting with augmented reality (AR) as a tool for public engagement with Black representation and colonial histories, through her research for the Living Archives project at Malmö University in Sweden



Dr. Björn Sjöblom

In the project *Datorspelens världar*, hosted by The National Museum of Science and Technology, Björn has explored interaction in various gaming video genres, for example "Let's play" and e-sport.