



## SWICH WORKSHOP »NEXT GENERATION«

### Theme 6. Digital Contact Zones

Slovene Ethnographic Museum, Ljubljana, Slovenia

19th – 21th March 2018

Today, almost everything is turning digital. A society that does not exist on the internet, almost does not exist at all. New generations are somewhat born into the digital world, they grow up with cutting-edge technologies and virtual worlds. Society is changing into digital society.

Where can we find museums in this digital world? How can the youth include museums to their own lives using digital technologies?

Our transdisciplinary workshop will explore ways to use the web to involve youth as a special target group of Museums of Ethnography and World Cultures in order to develop them as future audiences. The workshop will discuss the potential of digital technologies in creation of virtual contact zones in order to reach younger audiences.

Venue:

Slovene Ethnographic Museum (administration building), Metelkova ulica 2, 1000 Ljubljana



## Monday, 19. 3. 2018

- 14:00 – 15:00 Registration & lunch
- 15:00 – 15:30 Opening and welcome speeches
- 15:30 – 16:45 Keynote – Davor Orlič, Institut »Jožef Stefan«
- 16:45 – 17:15 Coffee break
- 17:15 – 18:30 Panel – Digital humanities and open sources
- *Aleš Vaupotič, University of Nova Gorica*
  - *Anne Mette Jorgensen, National Museum of Denmark*
  - *Jocelyne Dudding, Museum of Archaeology and Anthropology, Cambridge*
- 19:00 Dinner (Skuhna – world kitchens the Slovene way)

## Tuesday, 20. 3. 2018

- 9:30 – 10:45 Keynote – Tamara Nikolić Djerić (skype conference), Ethnographic Museum of Istria and Batana Eco-museum
- 10:45 – 11:00 Coffee break
- 11:00 – 12:15 Panel – Museums, new generations, digital technologies
- *Claudia Augustat, Weltmuseum Wien*
  - *Michel Lee, National Museums of World Culture, Stockholm/Göteborg*
  - *Sarah-Jane Harknett, Museum of Archaeology and Anthropology, Cambridge*
- 12:15 – 13:00 Break
- 13:00 – 14:15 Lunch (Hotel Park)
- 14:15 – 14:55 Visit of »Africa and Slovenia. A Web of People and Objects« exhibition
- 15:00 – 16:15 Keynote – Jerneja Jelovčan Koselj, coordinator of the Project diStory, Radovljica Municipality Museums
- 16:15 – 16:30 Coffee break



- 16:30 – 17:45 Panel – Museums, new generations, digital technologies
- *Sandra Barbier, Nicolas Doduik, Musée des Civilisations de l'Europe et de la Méditerranée, Marseille*
  - *Martin Otto-Hörbrand, Linden-Museum, Stuttgart*
  - *Primrose Ntumba, Elke Van Hoye – Bergeys, Musée royal de l'Afrique centrale, Tervuren*
- 18:30 Dinner (Gostilna Šestica)

### Wednesday, 21. 3. 2018

- 9:30 – 12:00 Technical meeting

#### Abstracts

#### **The role of Museums in today's world of Digital Humanities and Open Education**

*Davor Orlič, Institut »Jožef Stefan«*

Open education is an umbrella term, under which different understandings of open education can be accommodated. In Europe, and particularly in higher education, opening up education does not refer specifically to the opening up of educational materials under an open license. Open education is becoming ever more important in European higher education due to the fact that digital technologies are one of the main driving forces behind education modernisation. The use of digital technologies for teaching and learning is no longer limited to open universities or virtual universities, but has spread through all types of institutions, both the more traditional and the avant-garde.

Open schooling is where schools, in cooperation with other stakeholders, become an agent of community well-being and where families should be encouraged to become real partners in school life and activities; professionals from enterprises and civil and wider society should actively be involved in bringing real-life projects to the classroom. In this talk we present state of the art solutions and best practices that can be at the intersection of Open Education and Open Schooling and how these practices combine and create value for Museums and their collections.

#### **Experiencing cultural heritage in a digital context: digital technologies, youth and museums in Istria**

*Tamara Nikolić Djerić, Ethnographic Museum of Istria and Batana Eco-museum*

Museums basically care for objects (!?); nevertheless in the last decades we are aware of the changing nature of museums, its social responsibility mostly in the sphere of informal



education, socialization and awareness rising on a range of topics. We are in fact facing great challenges when it comes to fulfill all these tasks. The use of digital technologies is discussed as a medium of attracting youth to culture, conveying ideas and knowledge and as a platform for collaborative and participative learning and heritage management.

The presentation will include case studies of exhibitions, learning and content management projects from small local museums to a *pan-Istrian* collaborative platform in the digital arena.

### **Project diStory – Digital Stories of Small Historic Towns**

*Jerneja Jelovčan Koselj, coordinator of the Project diStory*

There are several thousand small historic towns across Europe, comprising more than 10.000 local museums, exceptional historic monuments and an unlimited number of stories. Small historic towns and local museums lag behind in using digital technologies and new business models to present cultural heritage and communicate with potential visitors.

New digital technologies such as AR and mobile devices, coupled with mutual collaborative learning among participant partners can enable local museums and small historic town administrators to take a big step towards efficient use of existing resources. They require new skills, a greater level of curator flexibility and organisational changes within participating local museums or small historic town administrations. This mandates greater efficiency with existing human resources, new visitors, better accessibility to heritage, new collaborative opportunities, providing additional educational and interpretive possibilities.

Small historic towns remote from urban centres or in the shadow of major tourist destinations can exploit new technologies to reveal their stories, attract new audiences and thus contribute to sustainable local development, job retention and creation in smaller communities.

DiStory is an up-to-date cultural product and approach for the effective co-creation of an attractive digital interpretation of particular historic and heritage content of small historic towns in close interaction with the audience. It faces challenge how to keep new digital audiences interested.

The project directly targets curators of local town museums and/or town museum administrators, historic town administrators, cultural actors active in small historic towns, art, multimedia and ICT students.

Organizing committee: Anja Koren, mag. Adela Pukl, dr. Bojana Rogelj Škafar, dr. Marko Frelj