

CLOUD ART VISION

Wednesday
14th October
from 09:30 to 13:00

CLOUD ART
ART DIGITIZATION: A CHALLENGE TO
DEVELOP NEW VIRTUAL SENSITIVE VISIONS

The topic of digital archiving is one of the emerging themes that affects now and will affect in the future, the Cultural Heritage field. Specifically, Contemporary Art which has always anticipated visions and requests of the world in which we live, presents peculiar needs and issues to be addressed.

In September 2019, during a meeting that took place at the headquarters of Friuli Venezia Giulia Autonomous Region, with contributions from the Regional Minister for Work and various professionals (museums' experts, researchers, artists and curators), the Region did a first recognition of the main issues related to **art and digitization**.

A very important point emerged from the discussion: it was highlighted that art works, coming from different sources, tangible or intangible, in order to become available all over the world in archives using the Internet, need to be appropriately **dematerialized through the process of digitization**. That means that art digitization has to be thought and conceived to fit the very purpose of treating artworks. This art field special point of viewing at digitization is the key experimental position in the project because the proposed research on "apt" digitalization in the art field must be aware that today's concept of immateriality and the relative disappearance of objects give to the visual screen a **new principle of reality, a vision that is free from physical bodily sensations**.

This research could also provide the first tools for measure people new psychological attitudes in "perceiving" – which through the internet

is no more a result of a **"physical sensation interpreted in the light of experience"**. In this perspective, a new kind of vision takes place and many new questions need to be answered.

The key factor of this research idea is the establishment of a **team of cross-disciplinary stakeholders**, in an environment that supports cooperation and mutual inspiration. The design of interactive applications to support the human work of domain experts through the disruptive use of technologies and **the definition of new methods, approaches and techniques, will be tailored in the specific artistic application domain**, but the outcome will be potentially applicable to any other field, in the future.

In **the first panel representatives of the European Commission will give an overview of the EU programmes** which will support the digitization of culture in the next EU programming period making a reflection on the new digitization's challenges for work, education, culture and research. Then, **three panels are dedicated to discussing the main aspects of art digitization**:

1. DESIGN that reflects the purposes of an archive
2. REALIZATION related to the technologies to be used
3. METHODS OF USE linked to the different experiences to be offered to the visitors.

The workshop is aimed at **collecting suggestions and reflections** by governmental, academic, and cultural bodies representatives, possible partners and other consultants and professionals in order to proceed with building a strong proposal for the new Horizon Europe calls, having as its research core the theoretical study of a new vision's concept in the Art sector and as its main outcomes the development of a prototype of art digitization devoted to a **growing European Model**.

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PROGRAMME

Moderator: Stephen Taylor, *Director of Innovation and Complex Systems, Area Science Park*

Welcome addresses

Alessia Rosolen, *Regional Minister for Employment, Training, Education, Research, University and Family – Friuli Venezia Giulia Autonomous Region*

h 9.30 Greetings and introduction to the Workshop schedule

Antonella Varesano, *Free lance consultant and*
Giuliana Carbi, *President, Trieste Contemporanea*
Presentation of the vision that intends to create a sensitive user experience model devoted to the European of contemporary art digitization model as an important economic asset for the future.

h 10.00 - 10.45 Panel 1

New EU challenges in work, education, culture and research linked to digitization

Moderator: *Stephen Taylor, Director of Innovation and Complex Systems, Area Science Park*

Speakers:

Anne Bajart, *European Commission, DG CNECT - Deputy Head of Unit Interactive Technologies, Digital for Culture and Education*

Michael Horgan, *European Commission, DG EMPL - Unit Skills and Qualifications*

Ann Uustalu, *European Commission, DG RESEARCH – Unit Fair societies and Cultural Heritage*

Questions & Answers

h 10.45 – 11.30 Panel 2

Improving the use of contemporary art with a new European digitization model

Moderator: *Pier Luigi Sacco, Head of Venice Office, OECD – Professor IULM University, Milano, Italy*

Speakers:

Simona Bielli, *Head of Programmes, Fondazione Nesta ITALIA, Torino, Italy*

Contemporary Art and Technology for the Future of Cities

Antonio Giacomini, *Founder Fluido, Trieste, Italy*

Both Ways project and the sense of dis-perception in VR

Roberto Paci Dalò, *Director Usmaradio, University of San Marino, San Marino*

Imaginary landscape

Gerfried Stocker, *Director Ars Electronica, Linz, Austria*

The Ars Electronica experience in contemporary art and technology

Questions & Answers

h 11.30 – 12.15 Panel 3

Designing a new European digitization/use/ experience model

Moderator: *Barbara Rita Barricelli, Assistant Professor, University of Brescia, Brescia, Italy*

Speakers:

Pedro Campos, *Associate Professor, University of Madeira, Madeira, Portugal*

Persuasive Computing and the Paradox of European Digitization

Torkil Clemmensen, *Full Professor, Copenhagen Business School, Copenhagen, Denmark*

The hybrid experiences of digitized-art use
Gianluca Foresti, *Full Professor, University of Udine, Udine, Italy*

Innovative technologies for future applications in the AI and AR

Fabio Pittarello, *Assistant Professor, University of Venice Ca' Foscari, Venezia, Italy*

Empowering artists and humanists for the creation of digital experiences.

Questions & Answers

h 12.15 -13.00 Panel 4

Technologies and case studies for new European digitization/use/experience model

Moderator: *Roberto Siagri, CEO Eurotech- Italy*

Speakers:

Rob Anders, *Co-Founder and CEO at Niiio, Tel Aviv, Israel*

Art for a Digital Age

Linda Miesen, *Digital Concepts & Project Manager, Fluxguide, Wien, Austria*

Curated Augmented Reality Storytelling in Museums Education

Fulvio Romanin, *CEO ensoul, Udine, Italy*

Layered territories: foreseeing the new gold rush
Alexandra Verdeil, *Manager, Tactile Studio UG, Berlin, Germany*

Hybrid inclusive exhibits mixing digital and haptic interactions

Questions & Answers

h 13.00 Wrap up and conclusion

Session chair: *Stephen Taylor, Director of Innovation and Complex Systems, Area Science Park*