

NODEM 2014 CONFERENCE & EXPO

ENGAGING SPACES

Interpretation,
Design and
Digital Strategies

December 1-3, 2014

Warsaw, Poland

[HTTP://NODEM.ORG](http://nodem.org)

nodem

DESIGN
& DIGITAL
HERITAGE
CONFERENCE

PROGRAM

This year, the NODEM conference will focus the discussion on the potential for dialogue and collaboration between architecture, experience design, strategies of interpretation and digital technology with the aim to explore interaction modes and visitor engagement in cultural heritage settings.

The conference will gather 14 international high-profile keynote speakers and chairs, and over 50 selected special session speakers to exchange ideas on cultural heritage innovation.

PROGRAM OVERVIEW

SUNDAY, NOVEMBER 30TH, 2014

15:00 - 18:00 Optional Registration, *Sofitel Victoria Hotel, Lobby*

MONDAY, DECEMBER 1ST, 2014

08:00 - 09:30 Registration, *Lounge, POLIN - Museum of the History of Polish Jews*

09:30 - 10:00 Welcome and Opening Remarks, *Auditorium, POLIN - Museum of the History of Polish Jews*

10:00 - 16:00 Keynote Speakers Sessions (4), *Auditorium, POLIN - Museum of the History of Polish Jews*

16:00 - 17:00 Visit of POLIN Core Exhibition, *POLIN - Museum of the History of Polish Jews*

18:00 - 21:00 Networking, Drinks, Dinner, *The Kubicki Arcades, Royal Castle in Warsaw*

TUESDAY, DECEMBER 2ND, 2014

08:00 - 09:00 Registration, *Lounge, POLIN - Museum of the History of Polish Jews*

09:00 - 15:15 Special Sessions (53), *Level 1, POLIN - Museum of the History of Polish Jews*

16:00 - 21:00 NODEM EXPO, *Orangery, Museum of King Jan III's Palace at Wilanów*

18:00 Banquet Dinner, *Orangery, Museum of King Jan III's Palace at Wilanów*

WEDNESDAY, DECEMBER 3RD, 2014

09:00 - 13:00 Workshops, *Level 1, POLIN - Museum of the History of Polish Jews*

09:00 - 16:30 Free Museum Tours, *Main entrance, POLIN - Museum of the History of Polish Jews*

DAY 1

KEYNOTE SPEAKERS SESSIONS

December 1st, 2014 | 10:00 - 16:00

AUDITORIUM, POLIN - MUSEUM OF THE HISTORY OF POLISH JEWS

08:00 - 09:30	Registration <i>Lounge, POLIN - Museum of the History of Polish Jews</i>
09:00 - 09:30	Coffee Break <i>Lounge, POLIN - Museum of the History of Polish Jews</i>
09:30 - 10:00	Welcome and Opening Remarks <i>Auditorium, POLIN - Museum of the History of Polish Jews</i>
10:00	Start of Keynote Sessions <i>Auditorium, POLIN - Museum of the History of Polish Jews</i>
10:00 - 10:40	CHALLENGES IN EXPERIENCE DESIGN CHAIR: Kevin Walker , <i>Royal College of Art, UK</i>
	Designing Experiences – Meaning in the Making SPEAKER: Jussi Ängeslevä , <i>ART+COM, The University of the Arts Berlin, Germany, Royal College of Arts, UK</i>
	Scenography or The Art of Holistic Space Experience SPEAKER: Uwe Brückner , <i>ATELIER BRÜCKNER, Germany</i>
10:40 - 11:00	Discussions
11:00 - 11:30	Coffee Break <i>Lounge, POLIN - Museum of the History of Polish Jews</i>
11:30 - 12:30	ASPECTS OF INTERPRETATION CHAIR: Herminia Din , <i>University of Alaska Anchorage, USA</i>
	Safety Nets, Security States, Curatoria Euphorias: Some Observations and Questions about Museum Cultures in the Early 21st Century SPEAKER: Mary Anne Staniszewski , <i>Rensselaer Polytechnic Institute, Department of the Arts, New York</i>
	Back to Basics SPEAKER: Graham Black , <i>Nottingham Trent University, Nottingham, UK</i>
	Building a Content Commonwealth SPEAKER: Nik Honeysett , <i>Balboa Park Online Collaborative, USA</i>

12:30 - 12:50	Discussions
12:50 - 13:50	Lunch <i>Lounge, POLIN - Museum of the History of Polish Jews</i>
13:50 - 14:30	DIGITAL STRATEGIES CHAIR: Halina Gottlieb , <i>Digital Heritage Center Sweden AB, Sweden</i>
	The Impact of Digital Heritage SPEAKERS: Marco de Niet , <i>DEN Foundation, Netherlands</i> and Harry Verwayen , <i>Europeana, Netherlands</i>
14:30 - 14:40	Discussions
14:40 - 15:40	POLISH EXCELLENCE IN MEDIA VISUALIZATION AND COMMUNICATION CHAIR: Marcin Szelag , <i>Adam Mickiewicz University in Poznań, Poland</i>
	What Can Art Do For Science? Reflections Inspired by Curating Art and Science Exhibitions SPEAKER: Ryszard W. Kluszczyński , <i>University of Łódź, Poland</i>
	An Art Center as a Culture Laboratory SPEAKER: Piotr Krajewski , <i>The WRO ART Center, Poland</i>
	Multimodal Exhibitions. How to Enhance Learning and Design Quality? SPEAKER: Alicja Knast , <i>Silesian Museum, Poland</i>
15:40 - 16:00	Discussions
16:00 - 17:00	Visit of POLIN Core Exhibition <i>POLIN - Museum of the History of Polish Jews</i>
18:00 - 21:00	Networking, Drinks and Dinner <i>The Kubicki Arcades, Royal Castle in Warsaw</i>

DAY 2

SPECIAL SESSIONS

December 2nd, 2014 | 09:00 - 15:15

LEVEL 1, POLIN - MUSEUM OF THE HISTORY OF POLISH JEWS

	SALA 1	SALA 2	SALA 3	SALA 4	SALA 5
TOPICS	(Re)creating Spaces of Engaging Experience in Museums and Heritage Sites CHAIR: <i>Hubert Francuz</i>	Digital Strategies for Heritage – Collaboration, User Involvement, Museum Innovation, Policies CHAIR: <i>Harry Verwayen and Marco de Niet</i>	Social Media for Creative Expression, Communication and Content CHAIR: <i>Jacek Smolicki</i>	Experience Design Inside and Outside Museums CHAIR: <i>Herminia Din</i>	
09:00 - 09:15	Cultural Experience Room: Visualization of Intangible Heritage – A Multimedia Approach SPEAKERS: <i>Ng Bee Chin, Francesco Callavaro and Halina Gottlieb</i>	Cross Cutting Concepts for Change: Collections - Alignment - Engagement SPEAKERS: <i>Norman Rodger and Rachel Hoske</i>	The Whisperers SPEAKER: <i>Christopher Koelsch</i>	A Case Study To Make Use of Cross-Channel User Experience for Interactive Exhibition Design SPEAKER: <i>Simge Esin Orhun</i>	
09:15 - 09:30	TACTEC, Transforming Art and Culture through the Engagement and Construction SPEAKER: <i>Raquel Barros Pinto</i>	Developer in Residence & Experience Design Methods in Museums SPEAKER: <i>Susanne Kindeberg</i>	Towards a Significant Portuguese Cultural Heritage - An Intervention from the Design Perspective SPEAKER: <i>Gonçalo Gomes</i>	The Effect of Artworks' Degree of Interactivity on Attention Holding in Exhibitions SPEAKER: <i>Ayça Turgay</i>	
09:30 - 09:45	Restaging a Garden Party: Sharing Social Histories through Interactive Designs SPEAKER: <i>Morgan Oliver</i>	Art Maps SPEAKER: <i>Laura Carletti</i>	Affective and Rhythmic Engagement with Archival Material: Experiments with Augmented Reality SPEAKERS: <i>Susan Kozel and Daniel Spikol</i>	Mobile Technology and Museum Education for Schools: Theory, Study Results & Use Cases from the Project "Art.Lector" SPEAKERS: <i>Kasra Seirafi, Ruth Mateus-Berr and Tomáš Mikeska</i>	
09:45 - 10:00	Design for Interaction and Discovery SPEAKER: <i>Claudio Piedica</i>	Thresholds of Technological Remembering SPEAKER: <i>Dirk de Bruyn</i>	How Can Social Media Extend the Experience of the Exhibition? SPEAKER: <i>Kari Gjetrang</i>	Transmedia Storytelling in the Contemporary Museum Environment SPEAKER: <i>Kelvin de Veth</i>	
10:00 - 10:15	Discussions	Discussions	Discussions	Mobile Solutions and the Museum Experience SPEAKER: <i>Annina Koskiola</i>	
10:15 - 10:30				Discussions	
10:30 - 11:00	COFFEE BREAK				

	SALA 1	SALA 2	SALA 3	SALA 4	SALA 5
TOPICS	(Re)creating Spaces of Engaging Experience in Museums and Heritage Sites CHAIR: <i>Hubert Francuz</i>	Digital Strategies for Heritage – Collaboration, User Involvement, Museum Innovation, Policies CHAIR: <i>Harry Verwayen and Marco de Niet</i>	Social Media for Creative Expression, Communication and Content CHAIR: <i>Jacek Smolicki</i>	Experience Design Inside and Outside Museums CHAIR: <i>Herminia Din</i>	Digital Support – Archiving, Documenting, Preservation, Visualization, Recreating Tangible and Intangible Heritage CHAIR: <i>Francesco Cavallaro</i>
11:00 - 11:15	The Wall of Knowledge: Exploring the Egyptian Art History through Augmented Reality SPEAKER: <i>Mohammad Nabil</i>	The Rotterdam Heritage Coalition: Cooperation between Heritage Institutions SPEAKER: <i>Gweny van Hasselt</i>	A Critique of the Impact of Web Presence on Cultural Organizations and Museums in the Kingdom of Saudi Arabia: A Narrative-Inductive Approach SPEAKER: <i>Muneer Hamed</i>	Innovative Museum Exhibits: Telling a Story by Means of an Engaging Experience SPEAKER: <i>Davide Pantile</i>	The Luostarinmäki Adventure – An Augmented Reality Game in an Open Air Museum SPEAKERS: <i>Lauri Viinikkala, Tuomas Mäkilä and Timo Korkalainen</i>
11:15 - 11:30	Guided Personalization and User Generated Content Extending the Walls of Beit Hatfutsot into the Global Community SPEAKERS: <i>Cybelle Jones and Ariel Efron</i>	“You could have told me!” Collaboration on the Design of Interactive Pieces for Museums SPEAKER: <i>Mariana Salgado and Teresa Macchia</i>	Confabulated Architecture SPEAKER: <i>Jae Kyung Kim</i>	DOMUS: An On-Gallery Digital Museum Experience in Two Parts SPEAKERS: <i>Merel van der Vaart and Christie Ray</i>	Service Design for a Unique Experience at Ajanta Caves, India SPEAKER: <i>Anshumali Baruah</i>
11:30 - 11:45	Redesigning the Way We Listen: Curating Responsive Sound Interfaces in Transdisciplinary Domains SPEAKER: <i>Morten Søndergaard</i>	Towards Polish Cultural Heritage Online: E-Museums Project SPEAKER: <i>Magdalena Laine-Zamojska</i>	Exhibiting Fashion: Museums as Myth in Contemporary Branding and Media Culture SPEAKER: <i>Synne Skjulstad</i>	Materials Story of Sir John Soane’s Life SPEAKERS: <i>Xinglin Sun</i>	Multi-narrative Serious Game Design. Applying Learning Style Model for Cultural Heritage Education SPEAKER: <i>Seul Lee</i>
11:45 - 12:00	Authenticity and Authorship: The Chocolate Kitchens at Hampton Court Palace SPEAKER: <i>Polly Putnam</i>	Building Cultural Commons – Open Culture Data Master Class in Finland SPEAKER: <i>Sanna Marttila</i>	Discussions	Spiritual Wonder Project: Crossing Boundaries to Create Engaging Spaces for Experiential Spiritual Journey, Critical Thinking and Creative Discovery Inside and Outside the Museum SPEAKER: <i>Vibhavari Jani</i>	Discussions
12:00 - 12:15	Proactive Spaces. Making Room for XXI Century Museums SPEAKERS: <i>Elena Montanari and Francesca Lanz</i>	Discussions		Balance between Education and Entertainment in an Interactive Museum Experience based on the Core Exhibition of POLIN - Museum of the History of Polish Jews SPEAKER: <i>Aga Bujak and Marcin Kopec</i>	
12:15 - 12:30	Discussions			Discussions	
13:00 - 14:00	LUNCH				

	SALA 1	SALA 2	SALA 3	SALA 4	SALA 5
TOPICS	(Re)creating Spaces of Engaging Experience in Museums and Heritage Sites CHAIR: <i>Aleksandra Jarnus</i>	Virtual Museum CHAIR: <i>Magdalena Laine-Zamojska</i>	Digital Curating on Interpretation, Learning and Collaboration CHAIR: <i>Martyna Łukasiewicz</i>		Digital Support – Archiving, Documenting, Preservation, Visualization, Recreating Tangible and Intangible Heritage CHAIR: <i>Francesco Cavallaro</i>
14:00 - 14:15	Dusting off the Archives Interdisciplinary Projects by the Digital Museum Course SPEAKER: <i>Zsófia Ruttkay</i>	The Widget Art Galley SPEAKER: <i>Chiara Passa</i>	The Exquisite Cabinet, an Experimental Installation to Encourage Creative Thinking and Sharing Stories SPEAKER: <i>Caroline Claisse</i>		Developing Awareness in Contemporary Fashion and Design Culture with Digital Design Archive SPEAKERS: <i>F. Dilek Himam Er</i>
14:15 - 14:30	Archives as New Spaces for Engaging Experiences: Technologies and Languages within the Scenario of “Heritage Continuum” SPEAKER: <i>Ece Ozdil</i>	Online 3D Content and Museums: Where Do We Stand Today? SPEAKER: <i>Ari Häyrynen</i>	Parallel Exhibitions: Combining Physical and Virtual Exhibits SPEAKER: <i>Merel Van der Vaart and Lars Lischke</i>		Novel Interface Design for Augmented and Virtual Reality Binoculars for Outdoors Exhibitions SPEAKER: <i>Jacob Michelsen</i>
14:30 - 14:45	TING – Democracy and Technology SPEAKERS: <i>Timothy Ventimiglia and Marc Tamschick</i>	Immersive Learning. Visitors’ Learning Strategies inside Immersive Environments in Situ SPEAKER: <i>Patrizia Schettino</i>	Wonderful Stories on Digital Devices – How Museums Have the Power to Ignite Feelings of Resonance and Wonder SPEAKER: <i>Rikke Olafson</i>		The Evaluation of Interactive Multimedia Exhibit in the National Museum of Korean Contemporary History, South Korea SPEAKERS: <i>Juhee Suh</i>
14:45 - 15:00	Seen/Unseen Dancing Art Inside and Outside the Museum – Presentation of Completed Project SPEAKER: <i>Laura Donnelly</i>	Design and Prototype of Museum of Shared and Interactive Cataloguing SPEAKER: <i>Kunitake Kaneko</i>	When Different Types of Visitors Sign Up for Digital Curating SPEAKERS: <i>Trine Nissen and Nina Udby Granlie</i>		Literary Museums as Part of Tradition Mediation SPEAKER: <i>Niels D Lund</i>
15:00 - 15:15	Discussions	Discussions	Discussions		Discussions

DAY 2

NODEM EXPO

December 2nd, 2014 | 16:00 - 21:00

ORANGERY, MUSEUM OF KING JAN III'S PALACE AT WILANÓW

Posters and Commercial Demonstrations

Designers, curators, exhibitors and companies will showcase their products and services designed for galleries, heritage sites and museums in the form of demos, poster presentations, and exhibits. The NODEM EXPO will be held in the room called Orangery, at the Museum of King Jan III's Palace at Wilanów.

Royal College of Art, UK

TUTORS: **Caroline Claisse** and **Laura Ferrarello**

A team of students from the Royal College of Art in London will set the theme of the EXPO with their installations spread around in the Museum of King Jan III's Palace at Willanów.

POSTERS

Inside Neptun: Using interactive panoramic displays to enhance visitor experience in a museum setting

PRESENTER: **Lissa Holloway-Attaway**, University of Skövde, Sweden

Towards Polish Cultural Heritage Online: E-Museums Project

PRESENTER: **Magdalena Laine-Zamojska**,
National Institute for Museums and Public Collections, Poland

Film, history of art and digital support Casus "Warsaw Uprising" and "City 44" by Jan Komasa (2014)

PRESENTER: **Iwona Grodź**, Adam Mickiewicz University in Poznań, Poland

**Culture KICK Project, Knowledge Triangle,
Nordic Council of Ministers**

PRESENTER: **Halina Gottlieb**, Interactive Institute Swedish ICT, Sweden

EXPO DEMONSTRATIONS

Locatify, Iceland

www.locatify.com

PRESENTERS: **Steinunn Anna Gunnlaugsdóttir and Leifur Björn Björnsson**

ETT S.p.A.

www.ettsolutions.com

PRESENTER: **Davide Pantile and Matteo Ventrella**

Cultware Sp.z.o.o, Poland

<http://prezi.com/ftemwljnz4tc/monguz-and-cultware-network/>

PRESENTERS: **Agata Dziekan, Pancza János and Artur Povodor**

Fluxguide Ausstellungssysteme GmbH, Austria

www.fluxguide.com

PRESENTERS: **Tomáš Mikeska and Kasra Seirafi**

Gagarin, Iceland

<http://gagarin.is/>

PRESENTERS: **Claudio Pedica, Geir Borg and Konrad Olavsson**

IZITEQ BV, Sweden and Netherlands

<http://izi.travel/>

PRESENTERS: **Alexander Palin and Evgeny Malinin**

Navture Apps Oy, Finland

www.navtureapps.com

PRESENTER: **Annina Koskiola**

Keepthinking, UK

www.keepthinking.it

PRESENTER: **Cristiano Bianchi**

Axiell ALM, Germany

PRESENTER: **Markus Dick**

CLOS BROTHERS SA, Poland

PRESENTER: **Aga Bujak and Marcin Kopec**

EXPOLOGY, Norway

PRESENTER: **Kari Kjetrang**

<http://expology.com/>

Keio University, Japan

www.keio.ac.jp

PRESENTERS: **Hiroyo Ishikawa and Kunitake Kaneko**

World IT and Impact IT Sp. z o. o., Poland

<http://www.worldit.pl/>

PRESENTER: **Bartłomiej Jablonski and Krzysztof Buczek**

PositivePro and itWORKS

<http://www.itworks.pl/>

PRESENTERS: **Jaroslav Milevski**

DAY 3

WORKSHOPS

December 3rd, 2014 | 10:00 - 13:00

LEVEL 1, POLIN - MUSEUM OF THE HISTORY OF POLISH JEWS

WORKSHOP 1	WORKSHOP 2	WORKSHOP 3
TIME: 10:00 - 13:00 VENUE: <i>Cafeteria, Ground floor</i>	TIME: 10:00 - 13:00 VENUE: <i>Sala 2</i>	TIME: 10:00 - 11:30 VENUE: <i>Sala 1</i>
Improving Your Digital Activities with Business Model Innovation FACILITATORS: <i>Marco de Niet and Robert Gillesse</i>	Openness: towards Engaging Spaces FACILITATOR: <i>Aleksandra Janus</i>	Creating 'Open' Mobile Audio Guides – Why It Matters and What It Offers FACILITATOR: <i>Alexander Palin</i>

MUSEUM TOURS

December 3rd, 2014 | 09:30 - 16:30

TOUR 1	TOUR 2	TOUR 3	TOUR 4
TIME: 10:30 - 15:00	TIME: 09:30 - 15:00	TIME: 11:30 - 16:00	TIME: 13:30 - 16:30
The Royal Castle in Warsaw, Centre for Contemporary Art Ujazdowski Castle	National Museum in Warsaw, Copernicus Science Centre	The Fryderyk Chopin Museum in Warsaw, Royal Łazienki Museum in Warsaw	The State Ethnographic Museum in Warsaw, Zachęta – National Gallery of Art

MEETING PLACE:

In front of the main entrance of *POLIN - Museum of History of Polish Jews*

Please be there 5 minutes before the museum tour starts.

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MUSEUM OF KING JAN III'S PALACE AT WILANÓW

Image Credit: W.Holnicki

SPECIAL EVENTS

Networking Dinner

December 1st, 2014, 18:00 - 21:00 | THE KUBICKI ARCADES, ROYAL CASTLE IN WARSAW

The City of Warsaw will welcome the NODEM 2014 Conference participants at the former official residence of the Polish monarchs – the Royal Palace in Warsaw; a magnificent example of baroque style located at the entrance to the Warsaw Old Town and dating from the 14th century.

Conference Banquet

December 2nd, 2014, 18:00 | ORANGERY, MUSEUM OF KING JAN III'S PALACE AT WILANÓW

NODEM Conference participants are invited to a wonderful feast at the Museum of King Jan III's Palace at Wilanów which will be held in parallel with the NODEM EXPO. It will be a perfect opportunity for participants to mingle and find out about the latest innovations for museums and heritage sites, while savoring delicious food and fine wine.

Museum Tours

December 3rd, 2014, 9:00 - 16:30

We have prepared interesting museum tours to complete your experience in Warsaw. While experimenting with engaging spaces in Warsaw museums, we invite you to learn about the rich history of the city, delight your artistic side with modern art galleries or deepen your knowledge of science at the most notable museums in Warsaw.



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