



Revolution: Velvet x Digital

- 30 Years of Digital
and Social Media in Museums



5. 11. 2019 / BERLINKA

18.00 - 22.00 Welcome Party

6. 11. 2019 / Riding Hall

Museum of History, Slovak National Museum

9.00 - 9.30 REGISTRATION

9.30 - 10.00 Welcome speech

Mgr. Branislav Panis (SNM), PhDr. Jasna Gaburová (ICOM SK), Mag. Elke Kellner (ICOM AT),
Mgr. Martina Lehmannová (ICOM CZ)

30 years after // changes since 1989

(PhDr. Jasna Gaburová)

10.00 - 10.30 CZECH AND SLOVAK MUSEUMS IN THE EUROPEAN CONTEXT
Jakub Jareš, PhD, Institute for the Study of Totalitarian Regimes

10.30 - 10.40 IRON CURTAIN 1948-1989 EXHIBITION COMMEMORATING
THE 30TH ANNIVERSARY OF THE FALL OF THE IRON CURTAIN
Mgr. Josef Večeřa, Technical Museum Brno

10:40 - 10:50 ENTICEMENTS AND RISKS OF THE LACK
OF CONTROL OVER THE DYNAMICS OF CHANGES WITHIN MUSEUMS
PhDr. Peter Maráky, The Monuments Board of the Slovak Republic - editorial office of Monuments and Museums

10.50 - 11.00 SLOVAK NATIONAL GALLERY IN THE TIME OF THE VELVET REVOLUTION
Mgr. Zuzana Bartošová, PhD, Slovak Academy of Sciences, Art Research Centre of SAS

11.00 - 11.10 MARCHFELD - OVER HERE AND THERE. A REGION ON BOTH SIDES OF THE MARCH /
SEARCHING FOR TRACES, LEAPS IN TIME AND ARTISTIC STRATEGIES
Mag. Hilde Fuchs, Museum Orth, The Austrian Association of Women Artists

11.10 - 11.20 IS DIGITIZING FOR MUSEOLOGISTS OR FOR THE PUBLIC?
PhDr. Jan Dolák, PhD, Comenius University Bratislava

11.20 - 11.30 DISCUSSION

11.30 - 12.00 BREAK

12.00 - 13.00 PANEL DISCUSSION

Mag. Elke Kellner, ICOM Austria / PhDr. Helena Koenigsmarková, The Museum of Decorative Arts in Prague /
Radoslav Ragač, PhD, Department of Cultural Heritage, Ministry of Culture of the Slovak Republic /
Dr. hab. Dorota Folga-Januszewska, Museologist, Historian and Art Critic / Mgr. Martina Lehmannová, ICOM
Czechia / Jakub Jareš, PhD, Institute for the Study of Totalitarian Regimes / PhDr. Magdaléna Mrázová,
Slovak National Museum

13.00 - 14.00 LUNCH BREAK

Digital Strategy for Museums and Galleries

(Mgr. Dušan Buran, Dr. phil.)

14.00 - 14.20 NO FUTURE WITHOUT INSTAWALK AND VIRTUAL REALITY?
PROVOCATIVE AND HIGHLY PERSONAL THESES ABOUT SENSE AND NONSENSE,
USE AND ABUSE OF NEW MEDIA IN THE MUSEUM CONTEXT
Dr Michael Faber, AVICOM (International Committee for Audiovisual, New Technologies and Social Media ICOM)

14.20 - 14.40 TO BE OR NOT TO BE – A PROPER DIGITAL STRATEGIES FOR MUSEUMS
M.Sc. Eryk Bunsch, dipl. conservator of art, Museum of King Jan III's Palace at Wilanów

14.40 - 15.00 WEB STRATEGY IN MUSEUMS: AN ITALIAN SURVEY STIMULATES NEW VISIONS
Mrs Sarah Diminque Orlandi, Icom Italia – Digital Cultural Heritage Research Group

15.00 - 15.20 MOVING MUSEUMS TOWARDS TRANSFORMATION AND CHANGE IN A DIGITAL WORLD:
INSIGHTS FROM THE PROJECT MU.SA
Dr Ana Carvalho, ICOM Portugal, CIDOC (ICOM International Committee For Documentation)

15.20 - 15.40 DISCUSSION

15.40 - 16.00 BREAK

16.00 - 18.15 OPTIONAL PROGRAMME

18.30 - 22.00 SOCIAL EVENT

7. 11. 2019 / ZIMNÁ JAZDIARENĚ BRATISLAVSKÉHO HRADU

8:30 – REGISTRATION

Museums and their Virtual Spaces

(Mag. Elke Kellner)

9.00 - 9.20 THE POWER OF BIG DATA OF THE PAST – LET'S BUILD A TIME MACHINE!
Dr Thomas Aigner, ICARUS – International Centre for Archival Research

9.20 - 9.40 MULTIFUNCTIONAL USE OF AUDIO-VISUAL DOCUMENTATION
IN THE MUSEUM OF ETHNOGRAPHY, BUDAPEST
Judit Dorottyia Csorba & Erika Koltay, Museum of Ethnography, Budapest

9.40 - 10.00 HOLOMUSE – MUSEUM LEARNING WITH AUGMENTED REALITY
Florian Wienczek, PhD, Fluxguide GmbH

10.00 - 10.20 THE EASTERN BORDERLAND OF POLAND:
LOST IN HISTORY, BUT STILL ALIVE IN THE VIRTUAL EXHIBITION?
PhDr. Magdalena Izabella Sacha, University of Gdańsk

10.20 - 10.30 LUBOVŇA GOTHIC CASTLE
AND ARCHEOLOGICAL SIGHTS PRESENTED IN THE FORM OF HOLOGRAM
PhDr. Dalibor Mikulík, Ľubovňa Castle

10.30 - 10.40 DISCUSSION

10.40 - 11.00 BREAK

Legal Aspects of New Technologies Utilisation

(Mgr. Mária Bohumelová, MBA, PhD.)

11.00 - 11.20 DIRECTIVE ON COPYRIGHT IN THE DIGITAL SINGLE MARKET –
THE MOST CONTROVERSIAL POINTS OF THE EU DIRECTIVE
AND WHAT IT MEANS FOR CULTURAL INSTITUTIONS?
Katalin Borbély, Museum of Fine Arts, Budapest

11.20 - 11.40 LEGAL ASPECTS OF DIGITIZING MUSEUM COLLECTIONS
Dr Paulina Gwoździewicz-Matan, University of Silesia in Katowice, Faculty of Law and Administration

11.40 - 12.00 ACTIVE COLLECTIONS – A VISION FOR A MORE ADVANCED
AND EFFECTIVE UTILISATION OF MUSEUM COLLECTIONS
Dr Henriett Galambos, Museum of Fine Arts, Budapest

12.00 - 12.20 MUSEUM STAFF VS ARTIFICIAL INTELLIGENCE.
CHALLENGES FOR WORK AND EMPLOYMENT IN THE DIGITAL ERA. A LEGAL PERSPECTIVE
Dr Iwona Gredka-Ligarska, The University of Silesia in Katowice, Faculty of Law and Administration

12.20 - 12.40 CULTURAL HERITAGE PROTECTION
AND THE DEVELOPMENT OF IT AFTER THE FALL OF THE IRON CURTAIN
Ing. Pavel Jirásek, Culture Tech

12.40 - 12.50 DISCUSSION

13.00 - 14.00 LUNCH BREAK

Digital Content Presentation

(Mgr. Michal Čudrnák)

14.00 - 14.20 THE EVOLUTION – AND REVOLUTION – OF DIGITAL IN THE MUSEUM
Kati Price, MA, Victoria and Albert Museum, Digital Media

14.20 - 14.40 10 YEARS OF DIGITISING THE V&A'S THEATRE
AND PERFORMANCE COLLECTIONS: AREFLECTION OF WHAT HAS BEEN ACHIEVED,
LESSONS LEARNT AND WHAT NEXT
Ramona Riedzewski, Victoria and Albert Museum Department of Theatre and Performance

14.40 - 15.00 A CONNECTED DATABASE AS A BENEFIT FOR REGIONAL MUSEUMS
Christa Zahlbruckner, MA, Museumsmanagement Niederösterreich

15.00 - 15.20 DIGITAL PROJECTS THAT HELP MUSEUMS COMMUNICATE
WITH THEIR AUDIENCES IN REAL-TIME: FACEBOOK CHATBOTS, IBM WATSON, AND ASK APP
B.A. Zuzanna Stańska, DailyArt

15.20 - 15.40 ČASOPIS 2019
lab.SNG & Mgr. Petra Hanáková, PhD, Slovak National Gallery

15.40 - 15.50 DISCUSSION

15.50 - 16.10 BREAK

Digital and Social Media in Museums Communication

(Dr Zuzana Koblišková)

16.10 - 16.20 ENRICHING THE PHYSICAL EXHIBITION
WITH A DIGITAL REPLICAS OF AN ARCHEOLOGICAL SITE: TOMB 7 IN OAXACA, MEXICO
MA, Msc Carlos Mondragon, ICOM Mexico - AVICOM - Innovation director, BoxtoLife

16.20 - 16.30 HOW MANY LIKES HAVE YOU RECEIVED ALREADY? –
SOCIAL MEDIA AS TOOLS FOR COMMUNITY MANAGEMENT
MgA. et Mgr. Anna Soldánová, Regional Museum in Mikulov

16.30 - 16.40 COMMEMORATING THE HERITAGE OF LIDICE VILLAGE BY MEANS OF VIRTUAL REALITY
Mgr. Martina Lehmannová, Lidice Memorial

16.40 - 16.50 RECYCLING FAMILY FILM ARCHIVES
Doc. Marek Šulík, Film and TV Faculty of the Academy of Performing Arts

16.50 - 17.10 VISUAL TRENDS IN THE AWARD-WINNING MUSEUM PROJECTS OF THE AVICOM F@
IMP FESTIVAL (FESTIVAL OF AUDIOVISUAL INTERNATIONAL MULTIMEDIA PATRIMONY)
Dr Janos Tari, PhD, AVICOM (Medzinárodný výbor pre nové technológie,
audiovizuálne a sociálne médiá ICOM)

17.00 - 17.30 DISCUSSION

17.30 - 18.00 CONCLUSION