

**Workshop 1**

**Workshop run by:** Maria Drabczyk, Michal Čudrnák

**Capacity:** 15

**Communication language:** English

**Time:** 6.11.2019, 16:00 – 18:00

**Location:** Winter Riding Hall

How to define and analyse the impact of our daily work as GLAM, discuss long-term strategies, ambitions, identify challenges? How to define our target audiences and other relevant stakeholders?

The Europeana Impact Playbook is helping cultural heritage institutions discover and analyse the impact of their activities. The aim of the workshop will be to introduce the participants to the Europeana Impact Framework and walk them through selected elements of the playbook. The workshop foresees teamwork activities based on case studies coming from the GLAM sector.

**Workshop 2**

**Workshop run by:** Olivia Harrer

**Capacity:** 20

**Communication language:** English

**Time:** 6.11.2019, 16:00 – 18:00

**Location:** Winter Riding Hall

Visitors want to perceive and participate in the museum experience more actively than ever before. The visitor experience is no longer limited to a single medium but understood in the context of an overall holistic experience. Therefore, the MAK encourages the using and experimenting with new technologies – such as virtual reality – in collaboration with artists, 3D graphic designers, and programmers to create innovative museum spaces for visitors and to broaden their horizons of experience.

**Workshop 3**

**Workshop run by:** Ladislav Dedík

**Capacity:** 20

**Communication language:** English / Slovak

**Time:** 6.11.2019, 16:00 – 18:00

**Location:**

STUDIO 727 has been the leading subcontractor of digitising for the Digital Heritage Fund within the framework of the Operation Programme - Informatisation of the Society. They have scanned over 107 thousand museum objects (47 thousand 2D objects and 60 thousand 3D objects) for Slovak museums and galleries. The models were created in the programme called Capturing Reality by combining the data from laser scanning and photogrammetry. The participants of this workshop will be able to experience the process of digitisation of a chosen museum object from the collections of the Slovak National Museum. They will be able to ask questions about the technological processes and the specifics of such work.

**Workshop 4**

**Presented by:** Branislav Panis

**Capacity:** 20

**Communication language:** Slovak

**Time:** 6.11.2019, 16:00 – 18:00

**Location:** 4<sup>th</sup> floor

Project Digital Exhibition at the Slovak National Museum represents an innovative and modern form of presentation of Slovak cultural heritage through the means of digital technologies. It is one of the results of longstanding projects of digitisation that has been ongoing for the past eight years within the culture government department. The project aims to make digitised cultural heritage accessible without restricting the distance, time and other measures. It consists of three technological pillars - continual digital projection in a round space, kiosk solution together with virtual reality and a presentation on a largescale screen.



## Workshop 5



**Presented by:** Margaréta Musilová, Peter Barta

**Capacity:** 20

**Communication language:** Slovak

**Time:** 6.11.2019, 16:00 – 18:00

**Location:** Winter Ridding Hall

Guided tour of the Bratislava Celts exhibition offers an exclusive entry into archaeological sites presenting the remains of ancient Roman buildings from the 1st century BC. This unique complex of ancient Roman architecture constituted the representative acropolis of the Bratislava Celtic Oppidum. The tour includes the site underneath the courtyard of the Castle palace with a preserved opus signum type base. Another stop of the tour will be an archaeological site presented in situ within the premises of the castle - the base of the constructions I, II and VII. All the sites will be introduced within the project Celtic Route, but they are currently not accessible to the general public. The architecture along with the other discoveries of Roman imported goods prove exceptional relations between Celtic elites and Romans Eastwards of the Alps.

**Workshop 6**

**Presented by:** Lujza Bubánová, Zuzana Koblišková

**Capacity:** unlimited

**Communication language:** Slovak / English

**Time:** from 6.11.2019

**Location:**

YouFirst (<https://youfirst.ai/>) is a platform that allows interpretation of facial expressions. It can analyse even the slightest changes of facial expression - the so-called micro-expressions. It is commonly used in advertising campaigns as a tool to improve the marketing approach and to identify what people like and react to so that the companies can adjust the final advertising campaign accordingly. Art and creativity are domains of humanity, and therefore, we would like to use artificial intelligence as a fun element of the conference. We want to demonstrate that the emotions people experience when seeing art are unique to each individual. Test video will be accessible at the conference but also on our conference webpage. We will inform all the participants on the results of our experiment via email.