

Open Workshop
Digital storytelling & Cultural Heritage for cultural mediation, Education & Tourism

Barcelona, 3rd of July 2015: 9:00 – 12:00

Language: English

Venue: Palau Moja building
Carrer de la Portaferrissa, 1
Barcelona

This workshop is organised in the framework of the Athena Plus project.

Description

In October 2013 we organized a first workshop on Digital storytelling, focusing on its role for mediation and valorisation of cultural heritage. The Barcelona workshop is the occasion to deepen the exploration on the roles of digital storytelling.

New technologies are a major opportunity for cultural heritage to pass from digitization and aggregation of content to the editorialisation of this content, and thus for cultural institutions to make their content more attractive for the public, providing new experiences and ways for engaging with new audiences. Digital storytelling offers also great opportunities for innovation, participation, inclusion, new economical models in the fields of Education, Cultural mediation and Tourism. This workshop focuses on those specific roles of DCH, in perspective with European strategy, thanks to European projects, creative tools developed under Athena Plus and a debate on European perspectives.

Draft Program

8:30 - 9:00: Registration

9:00 - 9:10 **Presentation of Michael Culture Association (MCA)**
Rossella Caffo, President of MCA

9:10 - 9:20 **Presentation of the booklet on Digital StoryTelling**
Claire Loucopoulos, Dédale

9:20 - 10:20 **Tools & projects for Digital Story Telling**

Maria Teresa Natale, ICCU, Italy, Athena Plus tools for digital storytelling

- Urban Explore
- Movio
- City Quest & School Trip
- eCultureMap

Nathalie Paquet, UrbEx , France

10:20 - 10:30 **Questions & answers**

10:30-10:45: coffee break

10:45 - 11:45 **Debate on Perspective of DCH in Cultural Mediation, Education & Tourism in Europe**

Melanie Leroy-Terquem - French Library of France (BNF) ; Monika Hagedorn-Saup - NEMO ;
Enric Senabre Hidalgo - Europeana ; Rossella Caffo, Michael Culture

Moderator : David Iglésias Franch - Ajuntament de Girona

11:45 – 12h **Conclusions**

Practical information

Registration : contact@michael-culture.eu

Venue : **Palu Moja**, Carrer de la Portaferrissa, 1 - 08002 Barcelona

