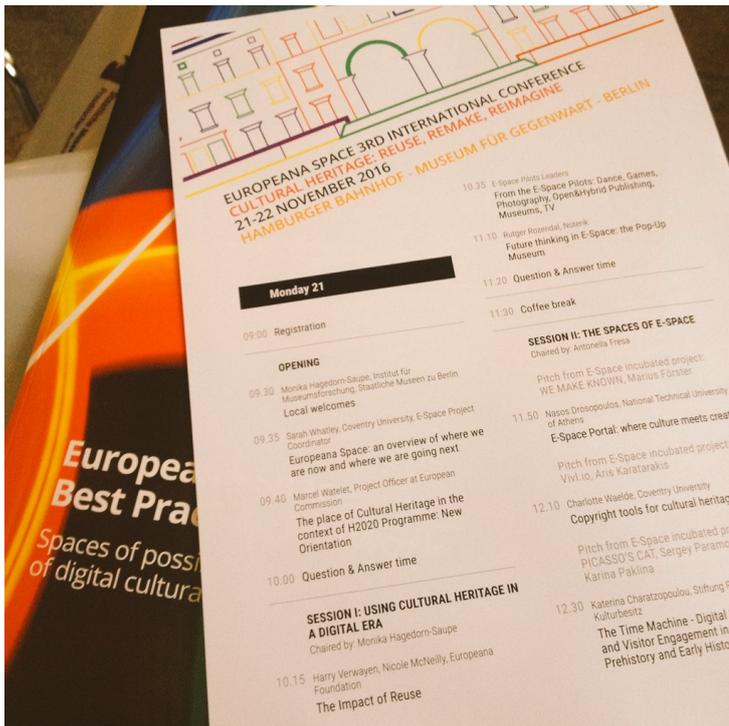# Cultural Heritage: Reuse, Remake, Reimagine

After the nice success of previous events in Venice and in Tallinn, **E-Space Third International Conference** took place in November 2016 in Berlin, hosted by partner SPK at the Hamburger Bahnhof Museum of Contemporary Art.

The conference themes spread from the fact that digitization is progressing at Cultural Institutions, and thus previously hidden treasures of Cultural Heritage are becoming visible. However, in today's digital society existing on the web is not enough. Audiences want to engage with culture, they want to create their own stories not just read the ones that exist, they want to integrate the information in their teaching, their creative projects, they want to play with the material, not only look at it: they want to reuse, they want to remake, they want to reimagine.

The Programme (PDF, 359 Kb) included as keynote speakers renowned experts: **Cornelia Sollfrank**, well-known new media artist and independent researcher; **Joyce Ray**, digital curation and preservation expert and teacher at the Johns Hopkins University; **Thomas Bremer**, professor of Game Design and Head of VR-Studio at HTW Berlin. Other relevant speakers are **Marcel Waletet**

from European Commission and **Michael Freundt** from Dachverband Tanz Deutschland.

Together with **Harry Verwayen and Nicole McNeill** from Europeana and the various **E-Space project leaders** who explored, within Europeana Space, the multifaceted experience of reusing digital cultural heritage, the third conference from the Europeana Space project showcased the myriad ways that cultural heritage can be used and enriched through new technologies, innovation and the ingenuity of the creative industries. As a real example of this, the **7 incubated projects** supported by E-Space were protagonists of the event with individual pitches, a round table and desks to present and discuss their experience and ideas.

The integrated new outcome from Europeana Space project, the Pop-Up Museum, was presented at the conference, and visitors could interact with 3 stations and different virtual exhibitions.

Finally, the conference was enriched with the lovely exhibition of Photomediations], an outcome of the Open and Hybrid Publishing pilot of E-Space.

Event website with more photos and speakers presentations: http://berlinconference2016.europeana-space.eu

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Download the conference flyer (PDF, 306 Kb)