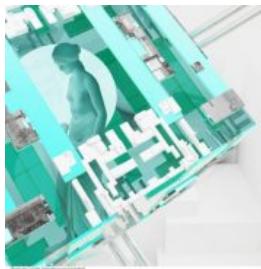


Unlocking value from digital heritage collections: international perspectives



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Special Session of the "Rethinking Culture and Creativity" Workshop

Unlocking value from digital heritage collections: international perspectives

20th October, from 2:30 to 4:30 p.m.

University of Turin, Department of Economics and Statistics "Cognetti de Martiis" ? Campus Luigi Einaudi, Lungodora Siena 100, Sala Lauree Grande Rossa

Streaming on <https://media.unito.it/>

Registration for the event is recommended at the following link: <https://survey.wikimedia.it/index.php/751416>

Over the last decades, **GLAMs** (Galleries, Libraries, Archives and Museums) have started to digitise the heritage they preserve, but technological, social and economic changes call for reflection on how to unlock the economic value of the digital cultural heritage collections.

The event aims to provide an up-to-date perspective on this topic, considering **two divergent perspectives**: free access and re-use versus exclusive and economic control of digital assets.

Insights will be brought by **international expert speakers**, who will provide up-to-date insights and will attempt to answer the **following questions**:

- What are the costs and benefits of diverse policies governing access and reuse of digital collections?
- Under what circumstances does it become financially feasible for GLAMs to adopt exclusive rights and licensing schemes to commercialize digital collections?
- How does adopting Open Access models impact society and cultural institutions
- How have national cultural policies been devised to enhance the value of GLAMs' digital collections between openness and restrictions in the use of digital cultural heritage?
- In what ways are innovations like NFTs, Virtual Reality, or applications of Artificial Intelligence reshaping the opportunities and challenges pertaining to the control, access, and reuse of digital heritage collections?

Speakers:]

Trilce Navarrete (Erasmus University Rotterdam, NL)

Matthias Sahli (WIPO & University of Neuchatel, CH)

Simon Tanner (King's College London, UK)

Chair: Enrico Eraldo Bertacchini (University of Turin, IT)