

## DIGITALMEETSCULTURE.NET

Interactive e-zine where digital technology and culture collide

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### **Abstract**

*Digitalmeetsculture.net* is an interactive online magazine dedicated to the encounter of the digital technologies with the cultural heritage and the arts. It provides, on a truly global scale, the widest possible information about international projects and initiatives involving the digitisation, preservation and enjoyment of cultural heritage; tales and talks, as well as amazing multimedia contents, for a broad perspective of the latest findings in digital art; up to date showcases of the ongoing most relevant acts in the field. The portal counts on a steadily growing visitors number from all over the world - practitioners, cultural managers, students, researchers, amateurs – offering them a dynamic place where to meet and exchange ideas.

### **Keywords**

digital culture, digital heritage, digital art, interactivity, online magazine, communication platform, networking

## 1. Introduction

The phenomenon of globalisation and the spread of digital infrastructures created an interrelation among the fields of culture, once considered very distant. Today the sciences, the arts, the humanities, while retaining irreducible differences, tend to meet, contaminate and mutually enrich through the use of new media and new technologies. Also geographically distant cultures are becoming nearer because of easier access to information worldwide. The use of the network and of digital technology is evolving towards more and more interactive forms, with a clear trend towards the interchangeability of roles between the sender and the receiver of the information (Web 2.0). In addition, more and more artists of every discipline, from visual to performance arts, use computer technology as a tool and the web as a space for displaying and disseminating their works.

In the context of global growing access to Internet and over-flooding of on-line information about any topic, it is nevertheless sometimes hard, for users, to collect materials and news about their specific interests.

*Digitalmeetsculture.net*, featured by Promoter SRL, has been conceived as an on-line magazine about the digital culture, for collecting and sharing, in a global dimension, information and events taking into account the different approaches that scientific, humanistic and artistic cultures respectively have to the digital age.

Aim of the portal is to discover, analyse, promote and disseminate the new achievements in the field of digital culture and act as a landmark and as a valuable mean of information and communication for different users.



Fig. 1 *Digitalmeetsculture.net* homepage

Furthermore, the potentiality offered by the new technologies allow to increase the visibility of the cultural contents (works of art, texts and documents, but also video and audio repositories and archives) whose physical accessibility is limited by many factors, thus increasing the possibility for researchers, experts, enthusiasts and curious to enjoy these contents. This is achieved through specific projects, which are promoted by academies, organisations and companies, often with the support of governments. Such projects require indeed great visibility in order to be acknowledged: *Digitalmeetsculture.net* represents a useful, customisable and flexible tool to promote these initiatives, disseminating and preserving their results.

## 2. The portal

The portal is composed of two main sections, on the basis of which all *Digitalmeetsculture.net*'s content is subdivided and categorised: Digital Heritage and Digital Art. Each section features a continuously increasing number of multimedia articles and a selection of showcases dedicated to the most important ongoing projects and initiatives in the respective field.

The Digital Heritage section collects articles and information about projects and initiatives for the digitisation of cultural heritage and the access to the digital cultural heritages all over the world, as well as insights about the digitised content and the use of informatics and digital tools in museums and exhibitions.



Fig. 2 The Digital Heritage section

The Digital Art section focuses on the latest, innovative forms of digital art in any expression and gives space and visibility to upcoming events and discussions about this large, open and evolving topic. This section contains articles related to the latest news pertaining to creative industry (movies, animation, games, etc..) and to creative uses of digital art in all its various expressions: computer generated digital art and digital manipulation of material taken from other sources (transdigital art), digital installations and interactive art, virtual environments, photography, music, experimental performance art etc.



Fig. 3 The Digital Art section

The editorial staff is assisted by Correspondents from all over the world, who cooperate to the harvesting of news and information. Particularly important are the Referents, key people who act as main contact inside relevant organizations or institutes, whose main role is to keep the portal always updated on the most prominent initiatives, projects, events and progresses in the digital culture field.

Readers can interact with *Digitalmeetsculture.net* by leaving a comment or by sending send their own articles.

### 3. The showcases

*Digitalmeetsculture.net* portal represents a useful tool for the dissemination and promotion of activities and results of projects and initiatives operating in the digital culture sector, by giving wide visibility to their main achievements, by deepening their topics through interviews and related articles and by offering a repository service for the projects' results.

To this aim, each project or initiative that wants to make use of *digital-meetsculture.net* as a dissemination tool has a dedicated showcase, permanently featured on the homepage and in any other page of the portal, providing easy access to a dedicated section which contains general information about the project, auto-refreshing news and events, useful material, multimedia galleries and highlighted articles about outstanding initiatives and outcomes. Furthermore, the showcase provides easy access to other useful services, such as document repository, embedding of interactive questionnaires/interviews, online registration to conferences and events etc., thus acting as a powerful tool to raise awareness about the project, to increase the visibility to the project's results and to stimulate other institutions, organisations and projects to get in contact with it.



Fig. 4 Examples of showcases and blogs hosted by *Digitalmeetsculture.net*

If required, the showcase can be further customised to become a real project blog hosted by *Digitalmeetsculture.net*. In this case, the blogs actually offer the same functionalities as the showcases, but keep the graphic “look and feel” and visual identity of the related projects.

The showcases and the blogs are living pages, which combine information coming from inside the project and from initiatives occurring outside the project, but sharing with it common objectives and themes. This combination of inside and outside information offers a creative dimension to the communication, that so extend towards a larger audience, including both professional and general public.

## 4. The newsletters

*Digitalmeetsculture.net* offers to its readers also an additional newsletter service. Theme newsletters, dedicated to the most relevant news of the moment, are periodically produced by the portal's team and sent to the subscribed users. All the produced newsletters are collected in an archive which the readers are free to access every moment from the e-zine's homepage.




**CULTURAL HERITAGE:  
RECALIBRATING RELATIONSHIPS**  
**RICHERS INTERNATIONAL CONFERENCE**

**PISA, 4-5 DECEMBER 2014**  
MUSEUM OF GRAPHICS, PALAZZO LANFRANCHI

**FIRST INTERNATIONAL CONFERENCE**  
Pisa, 4-5 December 2014, Museo della Grafica

The event is organised by RICHERS partner [Promoter Srl](#). The conference, entitled "Cultural Heritage: Recalibrating Relationships", considers the overarching objective of the project: how to reduce the distance between people and culture, and recalibrate the relationship between... [view all](#)



**Context of Change for European Performance Practice**  
Complete the survey by 31 July 2014!

One of the project tasks is to explore the transformation of Dance and Performance practice as a result of digital technologies within the European context. This research begins from the premise that while traditional, discipline-specific settings still... [view all](#)



**Building the Project's Foundation**

On 13th May IZCAT Foundation, in collaboration with the Universitat Internacional de Catalunya (UIC), organised the first RICHERS open to all activity in Barcelona. The activity focused on building the project's foundation and establishing the project's taxonomy: a set of basic definitions and conceptual frameworks which will delineate RICHERS' fields of research and further study on... [view all](#)






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www.digitalmeetsculture.net

Fig. 5 Example of newsletter

## 5. Interactivity and networking

The *Digitalmeetsculture.net* portal includes a set of functionalities aimed at keeping the users always involved and up-to-date and at enlarging its network. They are

- search of articles by free text or popular tags;
- possibility to leave comments on an article
- possibility to share news and events or send one's own articles (section *Join the Digital Meets Culture Open Newsroom!*)
- receiving newsletters;
- possibility to join the staff, as correspondents or even referents;
- interaction through the Social Networks: *Digitalmeetsculture.net* is provided with an account on Facebook, LinkedIn and Twitter. The accounts are used for promoting and sharing the portal's contents, as well as continuously enlarging its network. Each article of the e-zine, moreover, is provided with a sharing/liking widget.

## 6. Join us!

Launched at the end of 2011, the portal is still very young. Nonetheless, in around three years it reached over 18.000 monthly visits. This number, which is constantly growing, demonstrates not only the increasing popularity of the portal, but also a great and widespread need of information in our society.

*Digitalmeetsculture.net*'s challenge is to enlarge more and more its network by establishing new relationships, cooperation and synergies (with other magazines and media sharing with Digital Meets Culture common objectives, with scientific periodical and new stakeholders, with experts and simply with people). In this ever-changing digital world, people-networks are what lasts, enabling to meet and meet again, enriching the common heritage. This is what Digital Meets Culture wants to contribute to.

Visit our portal at [www.digitalmeetsculture.net](http://www.digitalmeetsculture.net) and contact us at [digitalmeetsculture@promoter.it](mailto:digitalmeetsculture@promoter.it) to join our community!



Fig. 6 Join the Digital Meets Culture Open Newsroom – [newsroom-dmc@promoter.it](mailto:newsroom-dmc@promoter.it)



Fig. 7 Digital Meets Culture Facebook page