

NODEM 2014 CONFERENCE & EXPO

ENGAGING SPACES

Interpretation,
Design and
Digital Strategies

December 1-3, 2014

Warsaw, Poland

[HTTP://NODEM.ORG](http://nodem.org)

nodem

DESIGN

& DIGITAL

HERITAGE

CONFERENCE

PRELIMINARY PROGRAM

This year, the NODEM conference will focus the discussion on the potential for dialogue and collaboration between architecture, experience design, strategies of interpretation and digital technology with the aim to explore interaction modes and visitor engagement in cultural heritage settings.

The conference will gather 14 international high-profile keynote speakers and chairs, and over 50 selected special session speakers to exchange ideas on cultural heritage innovation.

PROGRAM OVERVIEW

SUNDAY, NOVEMBER 30TH, 2014

15:00 - 18:00 Optional Registration, Sofitel Victoria Hotel, Lobby

MONDAY, DECEMBER 1ST, 2014

08:00 - 09:00 Welcome and Registration, *The Museum of the History of Polish Jews*

09:00 - 16:10 Keynote Speakers Sessions (4), *The Museum of the History of Polish Jews*

16:10 - 17:10 Presentation of Nominated Papers, *The Museum of the History of Polish Jews*

18:00 - 21:00 Networking, Drinks, Dinner, *Royal Castle in Warsaw*

TUESDAY, DECEMBER 2ND, 2014

09:00 - 15:00 Special Sessions (53), *The Museum of the History of Polish Jews*

16:00 - 21:00 NODEM EXPO, *Museum of King Jan III's Palace at Wilanów*

18:00 Banquet Dinner, *Museum of King Jan III's Palace at Wilanów*

WEDNESDAY, DECEMBER 3RD, 2014

09:00 - 13:00 Workshops, *The Museum of the History of Polish Jews*

09:00 - 16:00 Free Museum Tours, *Different museum meeting places*

DAY 1

KEYNOTE SPEAKERS SESSIONS, DAY 1

December 1st, 2014 | 09:00 - 16:10

THE MUSEUM OF THE HISTORY OF POLISH JEWS

1 CHALLENGES IN EXPERIENCE DESIGN

CHAIR: **Kevin Walker**, *Royal College of Art, UK*

Designing Experiences – Meaning in the Making

Jussi Ängeslevä, *University of Arts, Germany*

Scenography or The Art of Holistic Space Experience

Uwe Brückner, *ATELIER BRÜCKNER, Germany*

2 ASPECTS OF INTERPRETATION

CHAIR: **Herminia Din**, *University of Alaska Anchorage, USA*

**Safety Nets, Security States, Curatoria Euphorias:
Some Observations and Questions about Museum
Cultures in the Early 21st Century**

Mary Anne Staniszewski, *Rensselaer Polytechnic Institute,
Department of the Arts, New York*

Back to Basics

Graham Black, *Nottingham Trent University, Nottingham, UK*

Building a Content Commonwealth

Nik Honeysett, *Balboa Park Online Collaborative, USA*

3 DIGITAL STRATEGIES

CHAIR: **Halina Gottlieb**, *Digital Heritage Center Sweden AB, Sweden*

The Impact of Digital Heritage

Marco de Niet, *DEN Foundation, Netherlands*

Harry Verwayen, *Europeana, Netherlands*

4 POLISH EXCELLENCE IN MEDIA COMMUNICATION

CHAIR: **Marc Szelag**, *Adam Mickiewicz University in Poznań, Poland*

**What Can Art Do For Science? Reflections Inspired
by Curating Art and Science Exhibitions**

Ryszard W. Kluszczyński, *University of Łódź, Poland*

An Art Center as a Culture Laboratory

Piotr Krajewski, *The WRO ART Center, Poland*

**Multimodal Exhibitions. How to Enhance Learning
and Design Quality?**

Alicja Knast, *Silesian Museum, Poland*

DAY 2

SPECIAL SESSIONS, DAY 2

December 2nd, 2014 | 09:00 - 15:00

THE MUSEUM OF THE HISTORY OF POLISH JEWS

TOPICS

- (Re)creating Spaces of Engaging Experience in Museums and Heritage Sites
- Digital Curating on Interpretation, Learning and Collaboration
- Experience Design Inside/Outside Museums
- Social Media for Creative Expression, Communication and Content
- Digital Strategies for Heritage – Collaboration, User Involvement, Museum Innovation, Policies
- Digital Support – Archiving, Documenting, Preservation, Visualization, Recreating Tangible and Intangible Heritage
- Virtual Museum

LIST OF 53 PRESENTATIONS

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|---|---|---|--|
| 1 | Service Design for a Unique Experience at Ajanta Caves, India
SPEAKER: <i>Anshumali Baruah</i> | 3 | Art Maps
SPEAKER: <i>Laura Carletti</i> |
| 2 | Thresholds of Technological Remembering
SPEAKER: <i>Dirk de Bruyn</i> | 4 | The Exquisite Cabinet, an Experimental Installation to Encourage Creative Thinking and Sharing Stories
SPEAKER: <i>Caroline Claisse</i> |

DAY 2

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December 2nd, 2014 | 09:00 - 15:00

THE MUSEUM OF THE HISTORY OF POLISH JEWS

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| 5 | Seen/Unseen Dancing Art Inside and Outside the Museum – Presentation of Completed Project
SPEAKER: <i>Laura Donnelly</i> | 11 | Developing Awareness in Contemporary Fashion and Design Culture with Digital Design Archive
SPEAKER: <i>F.Dilek Himam</i> |
| 6 | Towards a Significant Portuguese Cultural Heritage - An Intervention from the Design Perspective
SPEAKER: <i>Gonçalo Gomes</i> | 12 | Spiritual Wonder Project: Crossing Boundaries to Create Engaging Spaces for Experiential Spiritual Journey, Critical Thinking and Creative Discovery Inside and Outside the Museum
SPEAKER: <i>Vibhavari Jani</i> |
| 7 | A Critique of the Impact of Web Presence on Cultural Organizations and Museums in the Kingdom of Saudi Arabia: A Narrative-Inductive Approach
SPEAKER: <i>Muneer Hamed</i> | 13 | Guided Personalization and User Generated Content Extending the Walls of Beit Hatfutsot into the Global Community
SPEAKERS: <i>Cybelle Jones and Ariel Efron</i> |
| 8 | Social Media for Creative Expression, Communication and Content
SPEAKER: <i>Anat Harel</i> | 14 | Design and Prototype of Museum of Shared and Interactive Cataloguing
SPEAKER: <i>Kunitake Kaneko</i> |
| 9 | The Rotterdam Heritage Coalition: Cooperation between Heritage Institutions
SPEAKER: <i>Gweny van Hasselt</i> | 15 | Speculative Architecture
SPEAKER: <i>Jae Kyung Kim</i> |
| 10 | Online 3D Content and Museums: Where Do We Stand Today?
SPEAKER: <i>Ari Häyrynen</i> | 16 | Developer in Residence & Experience Design Methods in Museums
SPEAKER: <i>Susanne Kindeberg</i> |

DAY 2

SPECIAL SESSIONS, DAY 2

December 2nd, 2014 | 09:00 - 15:00

THE MUSEUM OF THE HISTORY OF POLISH JEWS

- 17 How Can Social Media Extend the Experience of the Exhibition?
SPEAKER: *Kari Kjetrang*
- 18 The Whisperers
SPEAKER: *Christopher Koelsch*
- 19 Mobile Solutions and the Museum Experience
SPEAKER: *Annina Koskiola*
- 20 Affective and Rhythmic Engagement with Archival Material: Experiments with Augmented Reality
SPEAKERS: *Susan Kozel, Jacek Smolicki and Daniel Spikol*
- 21 The Guardians 2.0: Serious Game for Cultural Heritage Preservation Using Multi-narrative Reflecting Players' Learning Styles
SPEAKERS: *Seul Lee, Auk Kim, Hyechung Kim, Juhee Suh, Jaeyeon Ahn, Jungwha Kim and Young Yim Doh*
- 22 Literary Museums as Part of Tradition Mediation
SPEAKER: *Niels D Lund*
- 23 Building Cultural Commons – Open Culture Data Master Class in Finland
SPEAKER: *Sanna Marttila*
- 24 Novel Interface Design for Augmented and Virtual Reality Binoculars for Outdoors Exhibitions
SPEAKER: *Jacob Michelsen*
- 25 Proactive Spaces. Making Room for XXI Century Museums
SPEAKERS: *Elena Montanari and Francesca Lanz*
- 26 The Wall of Knowledge: Exploring the Egyptian Art History through Augmented Reality
SPEAKER: *Mohammad Nabil*
- 27 Cultural Experience Room: Visualization of Intangible Heritage – A Multimedia Approach
SPEAKERS: *Ng Bee Chin, Francesco Callavaro and Halina Gottlieb*
- 28 When Different Types of Visitors Sign Up for Digital Curating
SPEAKERS: *Trine Nissen and Nina Udby Granlie*
- 29 Wonderful Stories on Digital Devices – How Museums Have the Power to Ignite Feelings of Resonance and Wonder
SPEAKER: *Rikke Olafson*

DAY 2

SPECIAL SESSIONS, DAY 2

December 2nd, 2014 | 09:00 - 15:00

THE MUSEUM OF THE HISTORY OF POLISH JEWS

- 30 Restaging a Garden Party: Sharing Social Histories through Interactive Designs
SPEAKER: *Morgan Oliver*
- 31 A Case Study To Make Use of Cross-Channel User Experience for Interactive Exhibition Design
SPEAKER: *Simge Esin Orhun*
- 32 Archives as New Spaces for Engaging Experiences: Technologies and Languages within the Scenario of "Heritage Continuum"
SPEAKER: *Ece Ozdil*
- 33 Innovative Museum Exhibits: Telling a Story by Means of an Engaging Experience
SPEAKER: *Davide Pantile*
- 34 The Widget Art Galley
SPEAKER: *Chiara Passa*
- 35 Design for Interaction and Discovery
SPEAKER: *Claudio Piedica*
- 36 TACTEC, Transforming Art and Culture through the Engagement and Construction
SPEAKER: *Raquel Barros Pinto*
- 37 Authenticity and Authorship: The Chocolate Kitchens at Hampton Court Palace
SPEAKER: *Polly Putnam*
- 38 Cross Cutting Concepts for Change: Collections - Alignment - Engagement
SPEAKERS: *Norman Rodger and Rachel Hosker*
- 39 Dusting off the Archives Interdisciplinary Projects by the Digital Museum Course
SPEAKER: *Zsófia Ruttkay*
- 40 "You could have told me!" Collaboration on the Design of Interactive Pieces for Museums
SPEAKER: *Mariana Salgado*
- 41 Immersive Learning. Visitors' Learning Strategies inside Immersive Environments in Situ
SPEAKER: *Patrizia Schettino*

DAY 2

SPECIAL SESSIONS, DAY 2

December 2nd, 2014 | 09:00 - 15:00

THE MUSEUM OF THE HISTORY OF POLISH JEWS

- 42 Do Things Talk on Museum Exhibition?
SPEAKERS: *Aneta Skibińska and Joanna Minksztym*
- 43 Exhibiting Fashion: Museums as Myth in Contemporary Branding and Media Culture
SPEAKER: *Synne Skjulstad*
- 44 Redesigning the Way We Listen: Curating Responsive Sound Interfaces in Transdisciplinary Domains
SPEAKER: *Morten Søndergaard*
- 45 The Evaluation of Interactive Multimedia Exhibit in the National Museum of Korean Contemporary History, South Korea
SPEAKERS: *Juhee Suh, Jaeyeon Ahn and Jungwha Kim*
- 46 Materials Story of Sir John Soane's Life
SPEAKERS: *Xinglin Sun and Kevin Walker*
- 47 The Effect of Artworks' Degree of Interactivity on Attention Holding in Exhibitions
SPEAKER: *Ayça Turgay*
- 48 DOMUS: An On-Gallery Digital Museum Experience in Two Parts
SPEAKERS: *Merel van der Vaart and Christie Ray*
- 49 Parallel Exhibitions: Combining Physical and Virtual Exhibits
SPEAKER: *Merel Van der Vaart*
- 50 TING – Democracy and Technology
SPEAKERS: *Timothy Ventimiglia and Marc Tamschick*
- 51 Transmedia Storytelling in the Contemporary Museum Environment
SPEAKER: *Kelvin de Veth*
- 52 The Luostarinmäki Adventure – An Augmented Reality Game in an Open Air Museum
SPEAKERS: *Lauri Viinikkala, Tuomas Mäkilä and Timo Korkalainen*
- 53 Towards Polish Cultural Heritage Online: E-Museums Project
SPEAKER: *Magdalena Laine-Zamojska*

1

NODEM EXPO

Posters and Commercial Demonstrations

December 2nd, 2014 | 16:00 - 21:00

MUSEUM OF KING JAN III'S PALACE AT WILANÓW

Designers, curators, exhibitors and companies will showcase their products and services designed for galleries, heritage sites and museums in the form of demos, poster presentations, and exhibits. The NODEM EXPO will be held in the room called Orangery, at the Museum of King Jan III's Palace at Wilanów.

A team of students from the Royal College of Art will define the theme, installations and arrangements of all demonstrators and poster presentations.

Posters

Inside Neptun: Using interactive panoramic displays to enhance visitor experience in a museum setting

PRESENTER: **Lissa Holloway-Attaway**, University of Skövde, Sweden

Towards Polish Cultural Heritage Online: E-Museums Project

PRESENTER: **Magdalena Laine-Zamojska**,

National Institute for Museums and Public Collections, Poland

Film, history of art and digital support Casus "Warsaw Uprising" and "City 44" by Jan Komasa (2014)

PRESENTER: **Iwona Grodź**, Adam Mickiewicz University in Poznań, Poland

Culture KICK Project, Knowledge Triangle,
Nordic Council of Ministers

PRESENTER: **Halina Gottlieb**, Interactive Institute Swedish ICT, Sweden

EXPO Demonstrations

Locatify, Iceland

www.locatify.com

PRESENTERS: **Steinunn Anna Gunnlaugsdóttir and Leifur Björn Björnsson**

ETT S.p.A.

www.ettsolutions.com

PRESENTER: **Davide Pantile**

Cultware Sp.z.o.o, Poland

<http://prezi.com/ftemwljnz4tc/monguz-and-cultware-network/>

PRESENTERS: **Agata Dziekan and Pancza János**

Fluxguide Ausstellungssysteme GmbH, Austria

www.fluxguide.com

PRESENTERS: **Tomáš Mikeska and Kasra Seirafi**

Gagarin, Iceland

<http://gagarin.is/>

PRESENTERS: **Claudio Pedica, Geir Borg and Konrad Olavsson**

IZITEQ BV, Sweden and Netherlands

<http://izi.travel/>

PRESENTERS: **Alexander Palin and Evgeny Malinin**

Navture Apps Oy, Finland

www.navtureapps.com

PRESENTER: **Annina Koskiola**

Keepthinking, Italy

www.keepthinking.it

PRESENTER: **Cristiano Bianchi**

Vastari, Poland

<https://www.vastari.com>

PRESENTER: **Marta Olszewska**

2

WORKSHOPS

December 3rd, 2014, 09:00 - 13:00
THE MUSEUM OF HISTORY OF POLISH JEWS

Openness: towards Engaging Spaces

FACILITATOR: *Aleksandra Janus*

**Creating 'Open' Mobile Audio Guides –
Why It Matters and What It Offers**

FACILITATOR: *Alex Palin*

3

SPECIAL EVENTS

Networking Dinner

December 1st, 2014, 18:00 - 21:00 | **ROYAL CASTLE IN WARSAW**

The City of Warsaw will welcome the NODEM 2014 Conference participants at the former official residence of the Polish monarchs – the Royal Palace in Warsaw; a magnificent example of baroque style located at the entrance to the Warsaw Old Town and dating from the 14th century. The dinner will be held in The Great Assembly Hall (Ballroom), the most beautiful room of the Castle Museum (here referring to the interior of the Royal Palace), remarkable for its columns, mirrors and chandeliers.

Conference Banquet

December 2nd, 2014, 18:00 | **MUSEUM OF KING JAN III'S PALACE AT WILANÓW**

NODEM Conference participants are invited to a wonderful feast at the Museum of King Jan III's Palace at Wilanów which will be held in parallel with the NODEM EXPO. It will be a perfect opportunity for participants to mingle and find out about the latest innovations for museums and heritage sites, while savoring delicious food and fine wine.

Museum Tours

December 3rd, 2014, 9:00 - 16:00

We have prepared interesting museum tours to complete your experience in Warsaw. While experimenting with engaging spaces in Warsaw museums, we invite you to learn about the rich history of the city, delight your artistic side with modern art galleries or deepen your knowledge of science at the most notable museums in Warsaw. Four free guided tours will start from different museum venues.



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