ENGAGING SPACES
Interpretation, Design and Digital Strategies

December 1-3, 2014
Warsaw, Poland

HTTP://NODEM.ORG
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
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
   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
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

1. Service Design for a Unique Experience at Ajanta Caves, India
   SPEAKER: Anshumali Baruah

2. Thresholds of Technological Remembering
   SPEAKER: Dirk de Bruyn

3. Art Maps
   SPEAKER: Laura Carletti

4. The Exquisite Cabinet, an Experimental Installation to Encourage Creative Thinking and Sharing Stories
   SPEAKER: Caroline Claisse
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<td>Seen/Unseen Dancing Art Inside and Outside the Museum – Presentation of Completed Project</td>
<td>Laura Donnelly</td>
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<td>Towards a Significant Portuguese Cultural Heritage - An Intervention from the Design Perspective</td>
<td>Gonçalo Gomes</td>
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<td>A Critique of the Impact of Web Presence on Cultural Organizations and Museums in the Kingdom of Saudi Arabia: A Narrative-Inductive Approach</td>
<td>Muneer Hamed</td>
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<td>Social Media for Creative Expression, Communication and Content</td>
<td>Anat Harel</td>
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<td>The Rotterdam Heritage Coalition: Cooperation between Heritage Institutions</td>
<td>Gwenny van Hasselt</td>
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<td>Online 3D Content and Museums: Where Do We Stand Today?</td>
<td>Ari Häyrinen</td>
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<td>Developing Awareness in Contemporary Fashion and Design Culture with Digital Design Archive</td>
<td>F.Dilek Himam</td>
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<td>Spiritual Wonder Project: Crossing Boundaries to Create Engaging Spaces for Experiential Spiritual Journey, Critical Thinking and Creative Discovery Inside and Outside the Museum</td>
<td>Vibhavari Jani</td>
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<td>Guided Personalization and User Generated Content Extending the Walls of Beit Hatfutsot into the Global Community</td>
<td>Cybelle Jones and Ariel Efron</td>
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<td>Design and Prototype of Museum of Shared and Interactive Cataloguing</td>
<td>Kunitake Kaneko</td>
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<td>Speculative Architecture</td>
<td>Jae Kyung Kim</td>
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<td>Developer in Residence &amp; Experience Design Methods in Museums</td>
<td>Susanne Kindeberg</td>
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### SPECIAL SESSIONS, DAY 2

December 2nd, 2014  |  09:00 - 15:00  
THE MUSEUM OF THE HISTORY OF POLISH JEWS

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

**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.