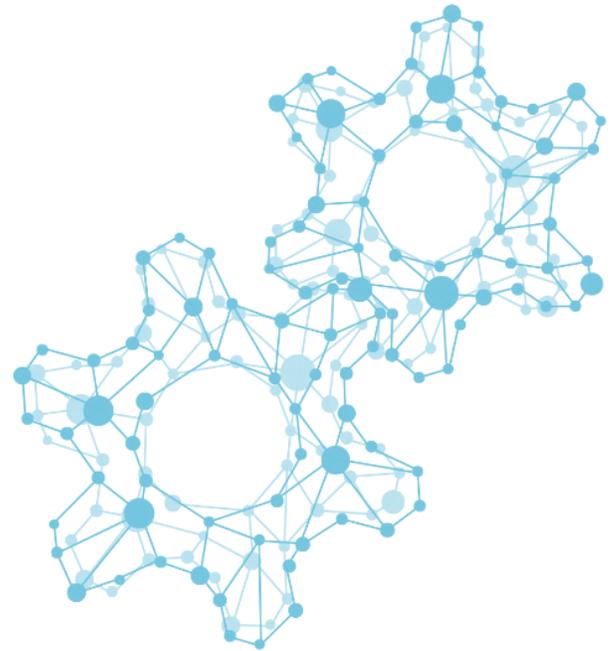


3RD TRACES WORKSHOP
ON DIGITAL TECHNOLOGY

Breda, 19-21 Nov. 2018



TECHNOLOGY



Made possible:



Programme

EXPLORE

09:30-10:00

10:00-10:15

10:15-11:15

11:20-11:40

11:40-11:50

11:50-12:50

12:50-13:10

13:10-14:10

14:00-17:00

14:00-17:00

17:00-18:30

19:00-21:30

SHAPE

09:30-10:00

10:00-10:15

10:15-10:45

10:45-11:45

11:45-12:00

12:00-13:00

13:10-14:10

14:00-17:00

17:00-18:30

19:00-21:30

BUILD

09:30-10:00

10:00-10:15

10:15-11:15

11:15-12:00

12:00-13:30

13:30

15:00-17:00

DAY 1 MONDAY 19th November

Grab your coffee, tea & chat and wake up

Welcome; opening by Mr Kuilman, director of Stedelijk Museum Breda

Who are you? Pecha Kucha museum presentations

Five minutes per participant

Why do we do it? How to create a briefing

Marnix van Gisbergen (Professor Breda University)

Break!!

VR in a museums context: Sharing insights

John O'Shea

Play with VR: get a tech update

Martin Walker (Animation lead & lecturer Breda University)

Serve your stomach: grab a bite

Lunch is in the museum

Walk-in games and VR, tech demos

Demo hosts Martin and Joey (Developers Breda University)

Sweat and enjoy: work in groups

ZZZZZZ (visit your hotel)

Dinner

Dinner is served at Beers & Barrels

DAY 2 TUESDAY 20th November

We just need that coffee, tea & chat and wake up

Recap: what did we learn, format of presenting ideas

Marnix van Gisbergen (Professor Breda University)

Pitching: Pecha Kucha tech idea presentations

Five minutes per group with comments and remarks

A social tech story from Rijksmuseum

Snapchat your way in the museum by Wouter van der Horst

Break!!

Go bots

A presentation from Italy on what chatbots can do for museums by Luca Melchionna

Serve your stomach: grab a bite

Lunch is in the museum

Sweat and enjoy: work in groups

Martin and Joey help with prototyping

Relax in hotel

Dinner

Dinner is served at Zeezicht

DAY 3 WEDNESDAY 21st November

Coffee, tea served with stories

Recap

Licia (or Marnix)

Brabant Remembers – experience a museum story

Alex van Happen

Prepare to present

You prepare final pitches to students

Lunch

Walk-in lunch while meeting the students

Present and discuss ideas with 20 international Master's of Media Innovation students

Closing but it's not a farewell

Sign your diploma while it is hot

Leaving for Van Abbemuseum in Eindhoven

Discover the robot in Van Abbemuseum

TECHNOLOGY



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OUR SPEAKERS (in order of appearance)

John O'Shea

Leaving the Real World Behind? - Experiments in virtual reality at the National Science and Media Museum (UK)

John O'Shea is a curator, producer and artist exploring the boundaries of artistic practice and the societal impact of science and emerging technologies.

During the last decade he has devised exhibitions and creative programmes for a diverse range of cultural venues across the UK including the National Science and Media Museum, (part of the Science Museum Group), National Football Museum and FACT (Foundation for Art and Creative Technology.) In October 2018 he started in post as Head of Programming at Science Gallery London, a brand new gallery where art and science collide.

Wouter van der Horst

Why you should embrace mobile phones in your museum – The Rijksmuseum on their mobile first strategy

Wouter van der Horst combines his passion for history, art and teaching with new technology in his work for the Rijksmuseum as an Educator Digital Learning. After finishing his degree as a history teacher, he got his Masters in Media Innovation, where he researched how Snapchat revolutionized young audiences' museum engagement. Wouter now further specializes in innovative ways to engage museum audiences through new technology, both in- and outside of the museum.

Luca Melchionna

What can chatbots do for museums? Case studies in Italy

I am a journalist and entrepreneur based in northern Italy. After working in radio and television, I launched an online advertising company, and then joined the press office at the Mart Museum in Italy, where I worked for 11 years, developing the institution's digital strategy. Since 2014 I have been working as a consultant for several museum, botanic gardens, performing arts centers and theatres in Italy. I teach social media marketing at the Trentino School of Management and at Fondazione Filtzcaraldo, Turin. I am developing a company that focuses on conversational softwares and blockchain-enabled governance models for cultural institutions.



Made possible:



Alex van Happen

Brabant Remembers – 75 personal life changing war stories

At Dutch Rose Media, we believe augmented reality gives real life a much needed makeover while simultaneously it is helping us make sense of the world around us. At Dutch Rose Media we create valuable, surprising and fun AR experiences.

Our team can best be described as a bunch of lively people with a pinch of insanity, which you'll sometimes need working in the AR field. Accepting new technological challenges and creating nutty experiences is what we do best!

Our presentation is about the Brabant Remembers app which we developed for Crossroads, which is an initiative of the province North-Brabant.

With the Brabant Remembers app you can relive true stories that happened in WW2.

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