

ICOM Europe / ICOM-Greece

Embracing the virtual: European museums respond to the digital challenge

Acropolis Museum, Athens

21-22 November 2019

Digital practices, applications, and virtual experiences are becoming an inseparable part of everyday life. For museums, "going digital" is not a straightforward process but a complex adaptation to a profound transformation. Museums across Europe respond to challenge at a varying pace and in different ways.

On the occasion of the 10-year anniversary of the new Acropolis Museum, ICOM Europe and ICOM Greece jointly organise a conference that looks into the embedding of digital practices in the museum world. "Embracing the virtual: European museums respond to the digital challenge" is a two-day conference that aims to address the opportunities and challenges arising from the implementation of new technologies and methods (e.g., 3D reconstructions, virtual and augmented reality, multimodal interactive systems) in the cultural sector.

Over two days, museum professionals, cultural organisations, academics and experts will engage in conversations about the possibilities, necessities and implications of "going digital" in the museum. In particular, the following themes will be examined

Day 1, Thursday 21 November

- Digital strategy, digitisation, and preservation in museums and cultural heritage organisations
- Theoretical perspectives, issues of authenticity and representation
- Conceptual and practical implications

Day 2, Friday 22 November

- The digital/virtual museum experience: perspectives and possibilities
- Case studies, evaluation
- Round table & conclusions

The conference is supported by:
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