

# AUDIENCE ENGAGEMENT INNOVATIVE DIGITAL APPROACHES

17th October 2022, 4 - 5.15 pm BST | 17.00 - 18.15 CEST

One of the main challenges of the contemporary museum is to be able to grasp the **potential of digital transformation** to enable **new ways of accessing its contents**, to experiment with solutions aimed at **expanding and diversifying audiences** and providing **more enriching and meaningful experiences in presence and online**.

The contributions of **the first seminar organised by ICOM Italia and British Council** will explore:

- **innovative ways of involving new audiences, thanks to digital and emerging technologies**
- **online approaches and solutions aimed at making museums' collections more accessible to larger and more diverse audiences**

After an overview by **Alessandro Bollo** of current issues, the state of the art and perspectives, **Kati Price** will present **Explore the Collections**, a **new digital experience** that allows users to **explore, learn about and interact with the extraordinary collection of the Victoria And Albert Museum**. This new platform comes at a vital time when the way audiences engage with museums and their collections has changed dramatically, particularly during and since the pandemic. Drawing on an **audience-centred approach**, **Explore the Collections** brings together for the first time all the V&A's object data and information, with compelling editorial content about the objects from the world of art, design and performance.

**Sofia Bilotta** will present **What a Wonderful World**, an experimental project carried out on the occasion of the rearrangement of the permanent art collection of MAXXI, aimed at creating a "digital performative prototype" that allows one to "**investigate the relational ecosystem of the work of art through the analysis, visualization, interpretation of data generated by the public in dialogue with the exhibited works**".



# SCHEDULE

- **Welcome**

Rachel **Launay** | British Council, Country Director Italy

Adele **Maresca Compagna** | ICOM Italia, Presidente

- **Challenges and opportunities of digital technologies for public inclusion and engagement**

Alessandro **Bollo** | La Fabbrica del Vapore, Senior Project Manager

- **Innovative international approaches**

Moderator: Alessandro **Bollo** | La Fabbrica del Vapore, Senior Project Manager

***Taking an audience-centred approach to presenting museum collections online***

Kati **Price** | V&A Victoria and Albert Museum, Head of Experience and Digital

***The Relational Digital Ecosystem of MAXXI: Data and Participatory Practices inside the Museum***

Sofia **Bilotta** | MAXXI Museo nazionale delle arti del XXI secolo, Ufficio formazione

- **Discussion**

- **Final remarks**

Alessandro **Bollo** | La Fabbrica del Vapore, Senior Project Manager

Adele **Maresca Compagna** | ICOM Italia, Presidente

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