

# **New Technologies to Preserve and Promote Cultural Heritage: The Italian Experience**

*Workshop on:*

## ***Designing and managing XXI Century Museums***

Tbilisi, Georgia, January 28, 2019

National Museum of Georgia, Auditorium, 1 Purtseladze Street

Abstract. The workshop focuses on the advent of the new technologies and the consolidation of new approaches in the museum context; the questions to be discuss include:

- How to disseminate contextual information (importance of the original context in which the objects were enjoyed/used to enable a more correct visitors' insight/understanding)?
- New technologies as an instrument to reduce the imagination effort visitors have to make to grasp the origin and the use of the displayed objects?
- How to properly put the objects in context with advanced technological solutions without trivializing the reconstructed setting?
- How new design and cutting-edge technologies can make museums increasingly attractive, taking care of the different visitors categories and ages?
- How to analyze and assess the impact of new technologies on the audience growth and the fulfillment of public's expectations?
- What will a museum look like in 50 years? What will be the role of the visitors vis-à-vis the display, the story telling, the use of new technologies?

### Program

09.30 – 10.00 Registration

### **10.00 – 10.20 Welcome session**

Georgian Minister for Education, Science, Culture, and Sport,

Mikheil Batiashvili (TBC)

Chairperson of the Education, Science and Culture Committee of the Parliament of Georgia

Mariam Jashi (TBC)

Ambassador of Italy,

Antonio Bartoli

### **10.20– 12.50 Panel**

10.20 – 10.30 Welcome from the Panel Chair

David Lordkipanidze (Director General of the National Museum of Georgia)  
“Georgian National Museum: *Past, Present, Future*”

10.30 – 11.50 Panelists' presentations

10.30 – 10.50 David Desmet (Goppion) “Goppion: Where the engineering of conservation meets the art of presentation”

10.50 – 11.10 Enrico Ferraris (Museo Egizio di Torino) “Reinventing a Museum. A Technological Renaissance”

11.10 – 11.30 Marco Magni (Studio Guicciardini&Magni) “Why architecture matters.The new “Opera del Duomo” and other success stories”

11.30 – 11.50 Alfonsina Pagano (ITABC–CNR) “Virtual Museums: User Experience Design”

11.50 – 12.50 Discussion session

## 12.50 Closing remarks

## Biographies of the Panelists and Profiles of their Organizations

Panelist 1: David Desmet (Goppion)



David Desmet obtained his degree in International Business from the ISCID-CO in France and a Sales Certificate from the Australian Pacific College in Sydney.

After various work experience in France, Spain and Australia in different industries such as International Transportation, Consumer Electronics and Market Survey, he spent 9 years working on international construction and infrastructure projects at various insurance broking houses in the City of London.

He joined Goppion in 2017 as a Sales and Marketing coordinator in order to improve the company international expansion and visibility.

He was involved in significant projects for Goppion that include the Royal Academy of Arts and the British Museum in London, the National Museum of Oslo and the Grand Egyptian Museum in Cairo to name a few.

**Goppion S.p.A.** is an Italian manufacturing and engineering company that is a world leader in the manufacture and installation of museum display cases. It has operated in the field for over thirty years, collaborating with major museums and renowned architects throughout the world. We introduced ground-breaking innovations in our cases for the Mona Lisa in the Louvre and the Crown Jewels in the Tower of London, as well as in various galleries in the British Museum and the Victoria & Albert Museum in London, in the Museum of Fine Arts in Boston, and for the Smithsonian Institution in Washington D.C. and New York. Manufactured to meet the most exacting safety standards for both objects and visitors, our cases are equipped with highly sophisticated opening systems to provide maximum accessibility for museum staff, precise air quality and climate control systems to ensure the best possible conservation conditions, and state-of-the-art lighting to guarantee ideal viewing.

Panelist 2: Enrico Ferraris (Museo Egizio di Torino)



**Enrico Ferraris** is curator at Museo Egizio and coordinator of the “TT 8 Project”, a long term research programme on the intact funerary equipment from the Theban Tomb 8 of Kha and Merit, discovered by the Italian Archaeological Mission in 1906.

The **Museo Egizio** is the oldest museum dedicated to the pharaonic civilization and boasts the second largest collection of Egyptian antiquities in the world and the most important outside of Egypt. The museum, founded in 1824 in Torino, is devoted to the promotion of the scientific research through a sustainable long-term planning of a broad range of activities, that will enhance the Museum’s role as educational player for its communities.

Since 2004, the management of the collection, owned by the Italian State, has been entrusted to the non-profit Fondazione Museo delle Antichità Egizie di Torino, the very first experiment in Italy of a museum management tool with the participation of the private sector. On the 1st of April 2015, the Museo Egizio has inaugurated a brand-new exhibition path, the result of a 50 million Euros project supported by the founding members, a 5-year long refurbish, restorations and safety improvements of the 17th-century building where the Museum is located since its foundation. The exhibition space has doubled in size - around 12.000 square meters - and includes 5 floors, 15 rooms, for more than 3.500 objects on permanent display, more than 5.700 in the “Galleries of Material Culture” and a 600 m2 temporary exhibition area.

Panelist 3: Marco Magni (Studio Guicciardini&Magni):



**Marco Magni**

Architect, photographer, designer. Born in 1962, he studied Architecture in Florence, where he lives and works.

In 2003, together with Piero Guicciardini and Nicola Capezzuoli, he established Guicciardini & Magni Architects, an architectural firm which is involved in cultural heritage projects, such as Museums, Theaters, Auditoriums, Libraries.

Thanks to his design experience, he brings his vision of architecture and exhibition design in all the projects of the Studio, promoting a full integration of different arts and disciplines.

From 2004 to 2007 he was Professor at University of Florence Design Faculty. Since then he gives lectures on exhibition design in Italy and abroad.

**Guicciardini & Magni Architects** is an architectural firm involved in cultural heritage projectIn within the fields of Architecture, Restoration, Museum Design and Interior Design.

Since 1990 they have realized more than 40 museums and 60 temporary exhibitions in Italy and

abroad, dealing with different kinds of exposition, ranging from Archeology to Contemporary Art, Industrial Design to Classical Art and Ethnography to Fashion. Some are listed below:

**Bibliothèque, Galeries, Musée Richelieu**, Paris, France  
**The National Museum of Art, Architecture and Design**, Oslo, Norway  
**Pisa Cathedral Museum**, Pisa, Italy  
**Tekfur Palace**, Istanbul, Turkey  
**Florence Cathedral Museum**, Florence, Italy  
**Museum of Ottoman Arts in Topkapı Palace**, Istanbul, Turkey  
**The Egyptian Wing** in Naples Archeological Museum, Naples, Italy  
**Galileo Museum**, Florence, Italy  
**Textile Museum**, Prato, Italy

In addition to museum projects, their portfolio includes Theatres, Libraries and Urban projects. Guicciardini & Magni Architects is based in Florence and consists of seven associated architects, and 14 senior architects alongside a young team of assistant architects.

Panelist 4: Alfonsina Pagano (ITABC-CNR )



**Alfonsina Pagano** is currently a CNR research fellow at ITABC institute in Rome, working as User Experience Researcher. She received her Master Degree in Communication Sciences, specifically in Technology-enhanced Communication for Cultural Heritage and her Bachelor Degree in Communication and Management of Art Markets, respectively in 2012 by U.S.I. of Lugano (Switzerland), and in 2008 by I.U.L.M. of Milan (Italy). She recently obtained her second Master Degree in Communication for Public Institutions course by the University of Naples (Italy). She participates in social media events and she is member of the Interaction Design Foundation since 2013. Her publications relates to research activities in Human-Computer Interaction and Pedagogy supporting cultural institutions. Her research interests include transmedial projects with the goal of investigating the user experience design of digital applications, digital storytelling strategies, and cognitive parameters applied to the Virtual Museums field.

**The Italian National Research Council (CNR)** is the largest and most important research body of Italy, the depository of a unique heritage of knowledge and skills. The mission of CNR is to carry out, promote and disseminate research activities in the main sectors of knowledge and study their application to the scientific, technological and social development of the country, relying on 4,000+ researchers, and 1,500 technicians. The CNR research activities are carried out in a network of 100+ institutes, spread across the national territory, and organized in seven thematic departments that embrace almost all scientific research fields. The Virtual Heritage Lab of CNR-ITABC is a laboratory focused on the use of digital technologies for archaeology and enhancement of cultural heritage. The laboratory carry out projects ranging from the activity of surveying and implementation of geographic information systems to the virtual reconstruction of landscapes, sites and artefacts with the aim to represent historical processes through interaction in immersive environments.