

## **CONF: The Art Museum in the Digital Age - 2023 (online/Vienna)**

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Type:

Conference

Date:

January 16, 2023 to January 20, 2023

Subject Fields:

Architecture and Architectural History, Art, Art History & Visual Studies, Cultural History / Studies, Digital Humanities, Research and Methodology

### **CONF: The Art Museum in the Digital Age - 2023 (online/Vienna)**

**Mo, 16.01.2023 - Fr, 20.01.2023**

The Belvedere Research Center is continuing its conference series on the digital transformation of art museums with its fifth event on the topic. While the 2022 conference challenged binary concepts such as analog/ digital, this year's event **critically examines the imagined cultural metaverse**. In four thematic online sessions and an on-site workshop, the lectures deal with the immersive experiences of virtuality and reality, cultural heritage data, value discourse surrounding the metaverse and NFTs, and self-perception and the social role of museums.

**Free Registration:** <https://www.belvedere.at/en/digitalmuseum2023>

**Conference Languages:** English, German (simultaneous translation)

**Conference Committee:** Johanna Aufreiter, Christian Huemer, Anna-Marie Kroupova (Belvedere, Vienna), Johanna Drucker (University of California, Los Angeles), Sonja Gasser (Stiftung für Kunst, Kultur und Geschichte, Winterthur), Harald Klinke (Ludwig Maximilian University of Munich)

**Conference Partners:** Austrian Museums Association, ICOM Austria, DArtHist Austria

**Hashtags:** #digitalmuseum #belvederemuseum

### **Program**

#### **Mon, 16.01.2023**

17:00 | **Stella Rollig; Christian Huemer; Anna-Marie Kroupova (Belvedere, Vienna):** *Welcome & Introduction*

#### **Panel 1: NFTs & Blockchain**

Moderation: Johanna Aufreiter (Belvedere, Vienna)

17:20 | **Grischka Petri (FIZ Karlsruhe - Leibniz Institute for Information Infrastructure; University of Tübingen):** *Remonopolisation or Protection of Cultural Heritage? The Moral Capital of the "Institution in the Service of Society" Between Open Access, Protection of Cultural Heritage, and NFTs*

17:45 | **Amalyah Keshet (Naomi Korn Associates, London):** *What Museums May Have Learned from NFTs*

18:10 | **Frances Liddell (University of Manchester):** *NFTs as a Social Practice. Exploring Tokenisation at National Museums Liverpool*

19:00 | **Keynote Lecture**

Moderation: Christian Huemer (Belvedere, Vienna)

**Johanna Drucker (University of California, Los Angeles):** *The Virtual Muse(um). Authenticity, Immersion, and New Forms of Delusion*

## **Tue, 17.01.2023 | Panel 2: Meta-Spaces**

Moderation: Sonja Gasser (Stiftung für Kunst, Kultur und Geschichte, Winterthur)

17:00 | **Natalia Grincheva (University of the Arts Singapore; University of Melbourne):** *Designing Art Metaverse Portal. Converging, Creating, Experimenting with, and Minting Crypto Arts*

17:25 | **Johannes von Hülsen (METRUM, Munich); Annabell Vacano (Cultatio, Munich):** *Die Dichotomie des Metaverse. Dezentrale oder zentrale Gateways: Was braucht das Metaverse in Kunst und Kultur?*

17:50 | **Markus Reindl (OÖ Landes-Kultur GmbH, Linz):** *DFC Francisco Carolinum. Ein Museum im Metaverse*

18:15 | **Andrea Geipel (Deutsches Museum, Munich):** *Vier Jahre VRlab am Deutschen Museum. Implikationen für die Einbindung virtueller Technologien in Museen*

18:40 | **Jacob Franke (Dresden State Art Collections):** *Framing Future. Das Dresdner Damaskuszimmer in VR und in Zukunft*

## **Wed, 18.01.2023 | Panel 3: Linked Open Data**

Moderation: Harald Klinke (Ludwig Maximilian University of Munich)

17:00 | **Béatrice Gauvain (University of Basel):** *Digital Strategies for Cultural Heritage Institutions. Generating Visibility and Engagement*

17:25 | **Thibault Usel; Nicola Carboni; Béatrice Joyeux-Prunel (University of Geneva):** *Linked Open Data for Horizontal Integration of Exhibition Information*

17:50 | **Paul Clough (TPXimpact, United Kingdom; University of Sheffield):** *Ingest, Enrich and*

*Index. Building a Cross-Collection Search Service for Durham's New Cultural Heritage Site*

18:15 | **Mingshi Cui (University of Leicester)**: *The Potential of Metaverse in Liberating the Narrations of the Displaced Objects*

18:40 | **Synatra Smith (Philadelphia Museum of Art)**: *Sacred Geographic Superimpositions. Reimagining African American Public Art as Enshrined Spaces through Augmented Reality*

### **Thu, 19.01.2023 | Panel 4: Participation & Gamification**

Moderation: Anna-Marie Kroupova (Belvedere, Vienna)

17:00 | **Han Jiang (University of Leicester); Xiaozhou Li (University of Sussex)**: *From Metamuseum to Metaverse. Exploring Institutional and Individual Art Curation Practice in Digital Gaming Experience*

17:25 | **Melanie Wilmink (Yonsei University, Seoul)**: *The Museum as a Video Game. The Phenomenology of the Virtual Audience*

17:50 | **Abhinav Mishra (Northumbria University, Newcastle upon Tyne)**: *Experience Design Insights for Mixed Reality Museum Exhibits. Learnings from Professional Curators, Designers, Artists, and Researchers*

18:15 | **Silke Hockmann; Christiane Lindner (Baden State Museum, Karlsruhe)**: *Creative Exhibitions. Partizipativ Ausstellungserlebnisse in Augmented Reality gestalten*

18:40 | **Chantal Eschenfelder (Städel Museum, Frankfurt am Main)**: *The Playable Museum. Gamification und Kunstvermittlung im digitalen Raum*

### **Fri, 20.01.2023**

14:00 | **Workshops (Round Tables)\***

The workshops are held in German and take place on site at Belvedere 21, Vienna. [Registration](#) for the event is required.

Welcome: Christian Huemer (Belvedere, Vienna)

**Florian Wiencek (Musealisten, Vienna)**

**Martina Fröschl; Michael Bachhofer (University of Applied Arts Vienna)**

**Fabian Müller-Nittel (Museums of Miltenberg)**

**Doris Fuschlberger (Digital Transformation Initiative of the Salzburg State Museums)  
et al.**

17:00 | **Panel Discussion\***

The panel discussion takes place on site in the Blickle Kino, Belvedere 21, Vienna, and is held in German. [Registration](#) is requested due to space limitations. The event, which includes simultaneous translation into English, is also streamed on [Zoom](#).

Moderation: Christian Huemer (Belvedere, Vienna)

**Claus Pias (Leuphana University Lüneburg)**

**Johanna Pirker (Maximilian University of Munich; Graz University of Technology)**

**Christa Sommerer (University of Arts Linz)**

\* The Belvedere Research Center reserves the right to cancel events on site if necessary due to the COVID-19 pandemic situation.

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