



***Digital Media and the Challenge of Safeguarding Cultural Heritage:
New Ways of Knowing about Our Past***



Ancient roman city of Tarraco's amphitheatre, Tarragona, Spain © IMAGEEN

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This event is part of the *Protecting Our Heritage* series.

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Digital Media and the Challenge of Safeguarding Cultural Heritage:

New Ways of Knowing about Our Past

New information and communication technologies (ICT) have certainly changed our lives. In the field of cultural heritage, they are already playing an important role, bringing new possibilities and ways of communication in support of its understanding and preservation.

What are new technologies doing to inform us about the past? How are they applied? Which controversies arise? How do we make them accessible to the public? We intend to address these questions with the help of our panelists, who will bring their expertise from European and American corporations.

This event, part of the ***Protecting Our Heritage*** series run by the European Union Institutes of Culture and its network in Washington D.C., is organized by **SPAIN arts & culture**, the cultural program of the Embassy of Spain across the United States, with the collaboration of the Embassy of Italy, the Italian Institute of Culture and the New York University campus in Washington, D.C.

Join NYU's campus in D.C. to learn and discuss how technology can help us safeguard our common cultural heritage.

Moderator



Alexander Nagel, Research Associate, Smithsonian Institution's National Museum of Natural History. Originally from Berlin, Germany, Nagel received an MA from Humboldt University Berlin in 2003, and a PhD from the University of Michigan in Ann Arbor in 2010. He supports the work of communities who preserve heritage sites and document the illicit trade in antiquities, and has lectured worldwide on the heritage preservation of Yemen, Greece, Iran and the Middle East.

Speakers



Andrés Serrano is a founding partner of IMAGEEN, a leading Spanish company in the development, implementation and operation of virtual reality services in cultural tourism. Serrano is also the CEO of Structuralia, a leading international training school, specializing in the fields. Prior to this, he helped define the business model and investment analysis of OHL (company founder of Structuralia), where he worked for a year as an Investment Manager (2001). Serrano graduated as a Civil Engineer in 1998 from the Polytechnic University of Madrid, and received an executive MA in e-business at *Universidad de Alcalá* and a MA in Infrastructures Management (E.O.I). He is currently studying philosophy and finishing a degree in History (UNED).

“Relieving history! We invite you to join a journey in time”

New technologies allow us to enhance the valorization of cultural heritage by producing detailed but attractive digital and multimedia contents that help visitors imagine and understand the past. The visitors and citizens already have the devices that they need for these new experiences (smartphones, tablet PCs,... and very soon virtual reality glasses). Converting a historical site into a virtual museum is now possible.



Shayna Skolnik, CEO and Co-founder of Navteca. As Navteca's chief executive officer, Shayna is responsible for Navteca's day-to-day-operations, as well as leading the company's business development and long-term strategy. She graduated summa cum laude from Towson University in Maryland. Shayna is adept at forming strategic partnerships and relationships in the private and public sector and bridging the gap between highly technical staff and the business needs of the client. Shayna was selected as a Small Business Administration (SBA) Emerging Leader for 2015. Shayna leads the Programa Jovenes workforce initiative with Spain, and founded and leads the Science and Technology Committee for the Greater Washington Hispanic Chamber of Commerce.

“Access, Bandwidth, Collaboration: The ABC's of How Technology Enables the Safekeeping of Our Cultural Heritage”

We live in an incredibly exciting era in which people have unprecedented access to technology and tools that allow for the collective documentation of our cultural heritage for future generations. The vast troves of information and media that are available via the cloud and the internet make cultural documentation attainable and accessible. The bandwidth that the internet and mobile phones provide, in themselves, are a huge factor and benefit in preserving cultural heritage around the world. This connectivity also enables a level of collaboration among scientists, researchers, students, educators, and the public that past generations could not have imagined possible. With these technological tools in hand, we have the building blocks we need to preserve our culture and history for the ages.



James Blake Wiener is a Co-Founder and the Communications Director at Ancient History Encyclopedia (AHE) – the world’s largest and most visited e-resource for ancient history. Committed to fostering increased awareness of the ancient world, while still retaining his pronounced Arabist, Middle Eastern, early modernist inclinations, James joined AHE’s team in 2011. James is a writer, editor, and public relations professional who is keenly interested in cross-cultural exchange, historical literacy, and Islamic fundamentalism. James received his MA in World History and BA, magna cum laude, in History at New York University.

“A Game of Tag Can Help Cultural Heritage”

Ancient History Encyclopedia (AHE), the world’s most comprehensive and visited e-resource for ancient history, operates on a system of linking content by "tags." AHE content comes in the form of textual articles, images, videos, maps, timelines, and soon 3D models of ancient artifacts. Through AHE’s tagged content management system, the public can discover connections between events, places, objects, and historical personalities in non-linear ways that have, in the past, been impossible. Visitors to AHE can thus explore history by topic, geography, culture, era, and even by contextual relatedness. As content is interlinked automatically, AHE’s system of combining a variety of ways to (re-)present the past offers cultural preservationists, researchers, and educators a powerful and useful tool – while still being methodical and easy to learn -- to help advance the cause of heritage and cultural patrimony everywhere.



Dr. Niccolò Caderni, Chairman, ETT Solutions Ltd. He is the recipient of the 1978 Award of the Italian Physical Society for his research on General Relativity. In the mid 1980s, Niccolo developed an interest in the then nascent field of technology transfer, and followed a new calling as a technology strategist. He has been a senior investment banker at Bankers Trust International, a Managing Director at Phillips, then the third largest auction house in the world, and a Senior Advisor to the Bentinck Thyssen family. He also served on the Board of the Centre for European Policy Studies in Brussels. In 1997, Dr. Caderni co-founded IPG AG, a technology incubator with a portfolio of new media companies focusing on the delivery of digital content, and in 2000 was elected Chairman of the Board of

Webiz Holding BV, the private equity fund of the Italian utility giant ENEL, Europe’s second largest energy provider. Mr. Caderni is a Trustee of the Chelsea Academy Foundation and is Chairman of ETT Solutions Ltd, a company offering multimedia services to museums and cultural venues. He is also a director of Unit9, a leading digital agency, and serves as an advisor to a number of financial institutions.

“Virtually yours: How technology can personalize and transform the visitor’s journey”

The combination of augmented reality and virtual reality (AR/VR), and beacon technology has the power to transform the visitor’s experience. The visit can begin before, and last well after, the actual time spent in the museum. Visitors can select personalized aspects of interest, and self-curate their tours. They can go on learning, sharing, playing or purchasing, as museums gather valuable data.

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