

MEMEX

FINAL EVENT

Date: November 15th, 2022 - 3 pm GMT+2

Venue: Interarts, Carrer Mallorca 272, Barcelona

Working language: English

The event will be live streamed

The **MEMEX project - MEMories and Experiences for inclusive digital storytelling** project aimed at identifying strategies for collaborative fruition of cultural heritage and at researching the opportunities offered by technology for an inclusive social approach. The project, therefore, worked to assess not only how technologies are developed but also “received” in the contexts where they will be applied.

In the specific case of MEMEX, we worked with fragilised and marginalised communities at risk of exclusion in three **European cities, Barcelona, Lisbon and Paris**, to understand how they relate to the cultural heritage of their host cities. This was done through a tailored methodology of digital storytelling, a tool that is widely acknowledged to foster interaction with cultural heritage and is currently used by cultural organisations in their endeavours to foster audience development and engagement. The work methodologies were thus geared towards **reinterpreting cultural heritage, empowering communities** to weld their fragmented experiences and memories into geolocalised storylines and personalised digital content but also acknowledging and understanding the diversity of voices in society. The feedback from the participants to the project’s activities but also from a wider set of users that tested the MEMEX App were fundamental to identify the necessary technical requirements to ensure an innovative, easy-to-use and engaging system for geolocalised storytelling.

The Final Event of the MEMEX project will serve to showcase **the results achieved** and, based on the above, it is structured in two initial sessions that tackle the two main strands of the project: on the one hand, **digital storytelling to reinterpret cultural heritage and, on the other, technology to foster access to cultural heritage**. To **provide a problematized approach**, each session will be centered on the questions around which the project has evolved.

The event will close with the Policy round table: community inclusion through cultural resources and technology which will feature a conversation with experts from the global network of local governments for culture and from the communications, technology and heritage sectors who will give us their feedback on the research results of the MEMEX project and on their policy implications.

AGENDA

3.00-3.30 pm	Welcome & registration
3.30 pm	Welcome , Mercedes Giovinazzo, Interarts
3.30 – 3.50 pm	The MEMEX project in context by Alessio Del Bue, Italian Institute of Technology (Italy)
4.00 – 4.40 pm	Digital storytelling: cultural heritage as a tool for integration <ul style="list-style-type: none"> - Cristina Da Milano, European Center for Cultural Organization and Management (Italy) - Pr. Valentina Nisi, Interactive Institute of Technology (Portugal) - Ivo Oosterbeek, Mapa Das Ideias (Portugal) - Mercedes Giovinazzo, Interarts (Spain) - Corinne Szteinszneider, Michael Culture Association and Inès Martorell, Dédale (France)
4.40 – 5.20 pm	The MEMEX App: bridging memory and technology <ul style="list-style-type: none"> - Paulo Bala, Interactive Institute of Technology (Portugal) - Michael Malaman, Ernst & Young - Klemens Kopetzky, NOHO Dublin (Ireland) - Alessio Del Bue, Italian Institute of Technology (Italy)
5.20 – 5.30pm	Wrap-up & Q/A <ul style="list-style-type: none"> - Dina Dionisio, Interactive Institute of Technology (Portugal) - Cristina Da Milano, ECCOM (Italy)
5.30-5.45 pm	Coffee break
5.45 – 6.45 pm	European policy round table: community inclusion through cultural resources and technology <ul style="list-style-type: none"> - Representatives from the European Commission: Fulgencio Sanmartin, DG CNECT; Mariachiara Esposito, DG EAC and Michail Moschovakos, DG RTD (Online) - Prof. Stefanos Kollias, Professor of Computer Science - National Technical University of Athens (Online) - Jordi Pascual, Committee on Culture, United Cities and Local Governments - Tania Adam, Journalist <p>Moderation: Yamam Al-Zubaidi, diversity expert</p>
6.45 pm	Conclusion by Alessio Del Bue, Italian Institute of Technology (Italy)
7.30 pm	Visit to the MEMEX & Sindihogar LOOP Festival Exhibition



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