



Digital Culture, Social Media and Innovation for the Cultural Heritage

**Pisa 9th October 2015
Sala Bianchi – Scuola Normale Superiore
(Piazza dei Cavalieri 7)**

The cultural sector has always been facing the great challenge of building its audience, but the digital shift changed radically how cultural heritage is made, disseminated, distributed, accessed, consumed and monetised. One of the most important revolutions is that visitors' role changed dramatically, shifting from passive observers to active participants and contents producers.

This workshop will explore different ways of communicating cultural contents with the use of new media and will show how a greater audience can be reached by combining the power of social media and storytelling.

The workshop is hosted by [Fondazione Sistema Toscana](#) as part of the [Europeana Space](#) project activities, in cooperation with [Invasioni Digitali](#), and will take place in the framework of the [Internet Festival](#) event. The official media partner of the workshop will be [Digital Meets Culture](#).

Participation is free of charge but subject to online registration. <https://www.eventbrite.it/e/biglietti-digital-culture-social-media-and-innovation-for-the-cultural-heritage-16986405797>

Participants must have at least one active social media profile.

Methodology

After the plenary presentations, participants will be divided in groups. Each group will be assigned a tutor and a specific theme to develop. Groups will leave the building and collect materials (pictures, video, ..) with their smartphones around the city. Groups will then have time to elaborate their contents before they present them to the audience.

B.Y.O.D.! - You'll be using mainly your smartphones and computer (for post production) we'll provide tables, chairs and plugs.

During the hands on and co-creation session there will be a free refreshment corner available for participants with coffee, drinks and sandwiches.



Media Partner

DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net



PROGRAMME

09:00 – Europeana Space – creative re-use perspectives for cultural heritage – Antonella Fresa, Promoter srl Information technology, research and innovation

09:30 – Communicating a territory through new media: *Play Your Tuscany* and *Unraveling Jordan* - Costanza Giovannini, Fondazione Sistema Toscana

10:00 – Co-creation, co-design and storytelling in the digital world – Marianna Marcucci, Barbara Marcotulli, Invasioni Digitali

10:30 – Hands-on session – Elaborating creative strategies for audience development

14:00 – Co-creation session

15:30 – Presentation of the projects developed in the hands-on session and discussion

16:30 – Online marketing and audience development for cultural sector – Jasper Visser, Inspired by Coffee

17:00 - End of event



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