

Final Event, Meta-Pandemic GLAMers

The Cyprus University of Technology invites you to the Final Event of “Meta-Pandemic” GLAMers at Poseidonia Beach Hotel, Limassol, Cyprus. The European project “The GLAMers” (Erasmus+, 2021-2023), is under the direct coordination of the Cyprus University of Technology (TEPAK) through the [UNESCO Chair in Digital Cultural Heritage](#) in collaboration with the [EU Project MNEMOSYNE](#) (H2020 ERA CHAIR).

The GLAMers OVERVIEW

GLAMers: Enhancing GLAMs through youth engagement during the COVID-19 crisis.

Duration: 2021-2023

Project Applicant: Cyprus University of Technology (CUT)

This project has been funded by Erasmus+ and the National Agency of the Applicant Organisation, namely “Youth Board of Cyprus”.

Our EU Partnership:

The partners are located all over Europe and consist of a wide and complementary range of profiles: one University ([Cyprus University of Technology](#)), one NGO addressing youth communities ([Citizens in Power](#)), an SME on open and social learning ([Web2Learn](#)), a museum of national reach ([Museum of Arts and Crafts](#)) and a pan-European network of cultural institutions ([Michael Culture Association](#)). The consortium of partners has been specifically formed to ensure a pan-European outreach. The GLAMers project is funded by the Erasmus+ Programme of the European Union.

How can youth engagement be reinforced? The GLAMers offers an action plan, activities and resources aiming at:

- provide a collection of good practices involving youth engagement as a means of GLAM recovery during the COVID-19 pandemic. This collection will be enriched with an analysis of challenges, opportunities and hidden potential of the value of youth engagement in GLAMs’ rebirth;
- offer advice and training opportunities to support GLAMs in their digital transformation through the participation of youth.
- allow GLAMs to implement and then assess the digitally-enhanced activities involving youth;
- map social changes in relation to attitudes, stances and behaviours amongst GLAMs and youth (young persons, cultural youth organizations, young artists) in regards to cultural and civic values for better societies.

The COVID-19 crisis has taken a toll on many sectors of all human activity, including Europe’s cultural and creative sector. This pandemic has shed light on the importance of Digital transformation and the huge gap between the GLAMs in this perspective.

In parallel, all over Europe, civic participation against COVID-19 flourished in the form of bottom-up, community-driven initiatives for a social purpose in Europe, such as hackathons, youth activism for disadvantaged populations, 3D artifacts for citizens in need, and crowdfunding initiatives. Many young people followed or participated in digital activities organised by GLAMs remotely.

What becomes evident here, is that citizens, and more specifically youth communities, can take an active role both in society and in the co-design of new relation between GLAMs and young audiences, enticing initiatives that contribute to better societies through civic empowerment.



AGENDA		
The “Meta-Pandemic” GLAMers		
EET Time (CY Time)	Monday 13/2/2023 @Poseidonia Hotel, Limassol, Cyprus	
10:00 am	REGISTRATION	
10:30	Opening Ceremony Prof. Panayiotis Zaphiris, CUT Rector H.E. Dr. Yiannis Toumazis, Deputy Minister of Culture Government of Cyprus Mr. Nicos Nicolaides, Mayor of Limassol Mr. Chrysanthos Pissarides, President, ICOMOS – CYPRUS Mr. Clitos Paisanos Vice President, CCCOL, Cyprus Mrs Themis Christophidou, Director-General for Education, Youth, Sport, and Culture, European Commission	
10:45	Marinos Ioannides, UNESCO Chair on Digital Cultural Heritage	Welcome and Overview of "The GLAMers" project
KEYNOTE SPEAKERS		
10:55	Prof. Monika Hagendorn-Saupe, Vice President of Michael Culture Association , Belgium	Museum- Attractive for Youngsters ???
11:15	Mrs. Marie-Véronique Leroi Ministry of Culture, France	Cultural Data: A High Value Asset for Education
PROJECT PRESENTATIONS		
11:35	Prof. Kyriakos Efstathiou, H2020 ERA Chair Holder MNEMOSYNE	Digital Cultural Heritage holistic documentation, a chance for GLAMs to leverage their digital transformation
11:50	Aris Demetriou, Web2Learn , Greece	Enhancing Citizen participation in Climate Cultural Heritage Institutions
12:05	Menelaos Lambis, Citizens in Power , Cyprus	Using Technology for Cultural purposes to enhance public participation
12:20	Marta Kuliš Aralica, Museum of Arts and Crafts, Zagreb , Croatia	The Museum of Arts and Crafts Experience
13:00	Discussion	
13:00-14:00	LUNCH	
WORKSHOP		
14:00	Michael Klein, CEO 7Reasons Media GmbH , Austria	The power of digital technologies: The XR Experience
14:30	Chris Vastenhoud, <i>Coordinator e-Collection</i> Royal Museum of Art and History , Belgium	The Recent examples of digital Cultural Heritage in Belgium
15:00	Dr. Ioanna Hadjicosti, Director Bank of Cyprus Foundation , Cyprus	Senses: A multisensory experience making the Museum accessible to all
15:30	Robert Davies, Chair Europeana Network Association , Netherlands	ENA Support for young professionals and students – Ways forward in the data space
16:00	Discussion	
16:30 -17:00	Mr. Tony Cassar, Director of Digitisation, Heritage Malta Closing Ceremony Speech	Digital initiatives at the time of the COVID19 Pandemic

KEYNOTE SPEAKERS



Monika Hagedorn-Saupe
ICOM-CIDOC Chairlady

Prof. Monika Hagedorn-Saupe studied mathematics, sociology, psychology, and education with a focus on adult education at the Ruhr-Universität Bochum, at Kings College London, and at the Freie Universität Berlin. She represents the Stiftung Preußischer Kulturbesitz in European and international bodies. She is president of CIDOC (the documentation committee in ICOM), president of the German Society for Information and Knowledge (DGI), serves as a member in the EC CEDCHE (Expert Group on a common European Data Space for Cultural Heritage), and is Vice President of the Michael Culture Association. She is professor in museology at the University of Applied Sciences HTW in Berlin/Germany.

PRESENTATION TITLE: *Museums – attractive for youngsters?*

ABSTRACT:

Museums have a wide variety of offers for education and enjoyment – also for young people. With digital technologies and the Internet museums activities are not restricted anymore to their buildings but connect much easier with outside spaces. Also, augmented and virtual reality provide new opportunities for engagement also for young people. Examples will be given.



Marie-Véronique Leroi,
Ministry of Culture of France

Marie-Véronique Leroi is a project manager in charge of the national Linked Data Strategy in the Ministry of Culture of France. She works at the Digital Service in the Department of Digital for Cultural Policies and Data Management (Depnum) to facilitate the Linked Data transition of Cultural Heritage Institutions in order to build the Graphe Culture, a cultural knowledge graph. She represents the French Ministry of Culture in the CEDCHE (Common European Data space for Cultural Heritage and Europeana) Expert Group from the European Commission. Since 2021 she is the Chair of the Europeana Aggregators' Forum.

PRESENTATION TITLE: *Cultural data: a high value asset for education*

ABSTRACT:

The ministry of culture has among its mission the cultural democratisation and knowledge transmission. Producing and disseminating cultural data contribute to fulfil this mission. The presentation will focus on the policies and actions led by the Ministry of Culture regarding cultural data and how it is aligned and crucial in the context of Europeana and the European Common Data Space for cultural heritage.





Menelaos Lambis,

CIP Citizens In Power, Nicosia

European Project Manager and Researcher in the Global Education Department of CIP Citizens In Power, Nicosia. In charge of providing Project Management, conducting fieldwork research, facilitating the organization of workshops and dissemination activities, as well as conducting literature reviews, reports, and project presentations. Graduated from the University of Cyprus with a Bachelor's Degree in Sociology in 2018 and obtained a Master's Degree in Global Studies from Lund University, Sweden, in 2020.

PRESENTATION TITLE: Using technology for cultural purposes to enhance public participation

ABSTRACT:

Through this presentation, we will explore the use of augmented reality, virtual reality, touch screens & gamification in the Cultural and Creative Sector as a response to COVID-19. How do Flagship Initiatives by the EU help to achieve the ultimate goal, which is the digital transformation of GLAMs?



Aris Demetriou,

University of Macedonia in Thessaloniki

Collaborator in the preparation, management and implementation of transnational projects. He has a BA in International and European Economic Studies from the University of Macedonia in Thessaloniki and is currently pursuing an MSc in Maritime Economics and Politics.

PRESENTATION TITLE: Enhancing citizen participation in climate change actions at Greek cultural heritage Institutions.

ABSTRACT:

Climate change is yet another challenge for cultural heritage institutions still recovering from the post-pandemic condition. Facing challenges but also exploring opportunities, this talk will highlight citizen participation, both as a way of meaningful social identity of the cultural sector and as a way to re-connect with audiences, as vital activity of all Galleries, Libraries, Archives and Museums (GLAM).

This talk will discuss an indicative collection of good practices deployed by Greek cultural heritage organizations to raise public awareness on climate change and include citizens as active participants in their actions. This collection is a result of the workshop bringing together renowned Greek cultural and heritage museums on December 1st 2022 at the premises of the Goulandris Natural History Museum in Athens (more information [here](#)).





Marta Kuliš Aralica,
Museum of Arts and Crafts

MARTA KULIŠ ARALICA, mag. educ. philol. English and mag. hist. art (Faculty of Philosophy, University of Zagreb), Cambridge seminar on the education of preschool and school-age children, Helen Doron Early English courses for teaching preschool and school age (Teacher Training Course), obtained certificate. During her studies, she worked in galleries Arteria and Forum as a permanent associate and organized various art exhibitions. In 2013-2014, works at the British International School of Zagreb as an English teacher, coordinator and organizer of programs for kindergarten age. In 2014-2017 she worked again at the Early English Learning Center as a coordinator, English teacher and author of thematic workshops for children. Since September 2017, she has been employed as a museum educator in the Educational Department of the Museum of Arts and Crafts. Participates in the design and implementation of educational programs. Since 2019, she also works on several transnational projects as a part of the museum team; such as Art Nouveau 2 and the GLAMers, and on national projects as well.

PRESENTATION TITLE: Museum of Arts and Crafts – The GLAM in The GLAMers project

ABSTRACT:

Presentation of the Museum of Arts and Crafts in Zagreb, Croatia and its educational program for all age groups, with emphasis on programs designed for youth as a hardly reachable audience for the museums. Examples of analogue and digital content will be presented. In the second part of the presentation results achieved within the GLAMers project will be displayed.



Prof. Kyriakos Efstathiou,
ERA Chair Mnemosyne

Kyriakos Efstathiou is since 2019 the Chair Holder of the EU ERA (European Research Area) Chair on Digital Cultural Heritage, in the Cyprus University of Technology. From 1982 – 2019 was Professor of Mechanical Engineering at the Aristotle University of Thessaloniki, Greece. His main research focus in two main areas a) optimisation of the manufacturing conditions to minimize the manufacturing cost and increase the manufacturing quality and b) the holistic digital documentation of the cultural heritage. He is well known for using innovative technologies and tools in the investigation and re-construction of several archaeological findings. He is the leader of the Aristotle University of Thessaloniki, Greece research team, investigating the Antikythera Mechanism. He has authored several dozens of publications in excellent international scientific journals and conference proceedings and his work is well known and cited.

PRESENTATION TITLE: Digital cultural heritage holistic documentation, a chance for GLAMs to leverage their digital transformation

ABSTRACT:

The MNEMOSYNE project aims on the development of a workflow for the holistic documentation and digitization of tangible Cultural Heritage objects, monuments and sites, as well as their embedded intangible aspects and features.



To meet the challenge of the holistic documentation and digitization very important issues, which the researchers of the project faced were:

- Development of an integrated taxonomy of tangible Cultural Heritage assets to support the representation of movable and immovable heritage complex nature and their embedded intangible heritage.
- The development of a Data Acquisition and Digitisation pipelines, where the complexity and quality of the results based on the collected and used data are fundamental parameters in determining the necessary and required effort for digitization project.
- The creation of a user classification diagram with the main purpose being to categorize the users based on their needs and knowledge regarding Cultural Heritage

To implement the Research Program and to validate the effectiveness of the developed systems, we applied them to 17 selected Case Studies. Each of them has different features and requirements. The use these systems can be a chance for GLAMs to leverage their digital transformation.



Michael Klein,
7 Reasons

Michael Klein has been active as CEO of 7 Reasons in the fields of virtual archaeology and digital cultural heritage for over two decades with a special interest to disseminate scientific knowledge to a broader audience.

PRESENTATION TITLE: The power of digital technologies, XR experience

ABSTRACT:

The media agency 7reasons has specialised thematically in dealing with projects connected to cultural heritage and within this range especially historical, archaeological and musicological research, reconstruction and education issues. 7reasons objective is not only to produce the final media in terms of a well-researched and scientifically backed animation, interactive application or representative short film, but also to aid scientific personnel during research with new methods and possibilities offered by computerized tools and simulations. In this presentation we will showcase some highlights of the recent production in context with virtual cultural Heritage using XR and VR Technologies used in exhibitions, on site and in museums.



Chris Vastenhoudt,
Royal Museums of Art and History, Brussels,
Belgium

Chris Vastenhoudt (m) holds a BA in museology (Reinwardt, Leiden 1984), specialised in computer-based registration methods for large heritage collections and the logistics involved. Worked in advertising, publishing and CH organisations. Today projects coordinator at Royal Museums of Art and History, Brussels. Focus on innovation. Participation in EU projects Partage Plus, 3D-Icons, Europeana Food and Drink, CollectionCare. Recently coordinator of Pixel+, a BRAIN research project on the integration of RTI and PLD technologies often used to visualize cuneiform. Currently a member of the Advisory Board in the Horizon 2020 4CH project, member of the project team of BELSPO Cune-



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IIIF-form project and RMAH representative in Horizon Europe project ENIGMA, on protection of cultural heritage goods and sites against man-made threats (start Jan.2023).

PRESENTATION TITLE: Recent examples of digital Cultural Heritage in Belgium

ABSTRACT:

Belgium, a relatively young country in Europe (1830) has a rich political, social and cultural history. An amalgam of developments led to what the country is today: Brussels as the political center of the EU in a country with 3 language regions and 5 governments.

Culture (policy) is pre-eminently a means of expressing and strengthening identity. Not surprisingly, there is a vibrant cultural life in Belgium, with numerous collaborations between educational, research and cultural heritage institutions in all kinds of fields. In this presentation, we present a few examples of recent developments in digital cultural heritage and its interaction with young people.



europaena

Robert Davies,
Chair of Europeana Network Association

Rob Davies is the current Chair of the Europeana Network Association (ENA). He has been involved with the Europeana initiative in numerous ways almost since its outset, participating in many related EU-funded projects. His continuous experience in the Cultural Heritage field at European and international levels goes back to the dawn of the digital era. He now works for the Heritage Management Organisation, an international foundation based in Greece, following a spell of several years at the Digital Heritage Research Laboratory of CUT.

PRESENTATION TITLE: ENA SUPPORT FOR YOUNG PROFESSIONALS AND STUDENTS – WAYS FORWARD IN THE DATA SPACE

ABSTRACT:

The speaker will profile the current opportunity to join ENA and engage with its communities, the extent and type of take up and how this is planned to progress within the capacity building actions of the Data Space for Cultural Heritage. The presentation will draw on the potential of the recommendations of the New Professionals Task Force, cooperation with other networks such as ESACH, enhancing ENA activity at country level and of working together with Europeana aggregators.



Tony Cassar,
Heritage Malta

Tony Cassar heads the Digitisation Unit of Heritage Malta, the national cultural heritage agency for Malta. He is responsible for implementing the digital policy for the agency, thus includes the digitisation of the national collection and the implementation of a collections



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management system for the national collection. He is also lead on behalf of Heritage Malta in a number of COST and Horizon projects as well as Malta representative on the European commission's board of experts for cultural heritage Data spaces. the digitisation unit is also the national data aggregator for cultural heritage in Malta and is responsible for using the latest digital tools to improve interpretation and digital outreach initiatives by museums.

PRESENTATION TITLE: Digital initiatives at the time of the pandemic

ABSTRACT:

The pandemic changed the way museums operate. It brought a reality never experienced before. In March 2020 museums around the world had to close their doors to the public and risked becoming silent warehouses of artefacts yet many responded turning to the only option they had - digital.



Bank of Cyprus
Cultural Foundation

Ioanna Hadjicosti,

**Bank of Cyprus Cultural
Foundation**

Dr Ioanna Hadjicosti graduated from the Aristotle University of Thessaloniki, Greece, with BA in Greek Philology, specialize in Classics. She studied with the Scholarship of the Institute of National Scholarships of Greece (I.K.Y.). She then pursued her studies in Classics at University College London (UCL) where she was first awarded the MA in Classics, followed by the PhD for her thesis with the title "Aischylo and the Trojan Cycle: The Lost Tragedies". Her research is multidisciplinary combining literature, theatre studies, archaeology and history and her research interests mainly include ancient drama and epic poetry. Since November 2016 she is the Director of the Bank of Cyprus Cultural Foundation, having the responsibility to design and implement the new strategy, organize the yearly program of events and supervise the research programs of the Museums and Collections.

PRESENTATION TITLE: Senses: a multisensory experience making the museum accessible to all.

ABSTRACT:

The paper will present the Bank of Cyprus Cultural Foundation new multisensory programme titled Senses. With the aim of making Culture accessible to everyone, the Bank of Cyprus Cultural Foundation is launching the new multi-sensory experience "Senses". The Cultural Foundation, in full alignment with the ESG principles of the Bank of Cyprus, and in coordination with the principles for the social development of museums advocated by the H2020 ReInherit program, of which it is the coordinator, is proceeding with permanent changes in its museums and the actions that promote and facilitate the participation of all hindered/vulnerable groups in culture.

