

Two - day Conference

The Networked Museum: New Media and Innovative Ideas for Audience Development in Museums and Cultural Institutions

SEPTEMBER 27-28, 2011 | 10:00-17:00

BENAKI MUSEUM | PIREOS STREET ANNEXE

AUDITORIUM

CO-ORGANIZED BY: THE BENAKI MUSEUM AND THE U.S. EMBASSY

The goal of the conference is to foster a dialogue in two critical areas of interest for the museum community: the design and production of interpretive technologies, and the development of strategies to attract new and diverse audiences.

Keynote speakers of the conference are Nancy Proctor, Head of Mobile Strategy and Initiatives, Smithsonian Institution; and Allegra Burnette, Creative Director of Digital Media, Museum of Modern Art, New York. Both are pioneers in the development of communication programs and new technologies for museums. The conference also features distinguished Greek experts, who are members of the academic and museum communities.

TUESDAY, SEPTEMBER 27, 2011

NEW TECHNOLOGIES AND SOCIAL MEDIA IN THE AREA OF CULTURE

9:00 REGISTRATION

10:00 - 10:30 WELCOME SPEECHES

10:30 - 11:00 **KEYNOTE SPEECH** | Nancy Proctor, *Head of Mobile Strategy and Initiatives, Smithsonian Institution*
“The Museum as distributed network: Best principles and practices for mobile product development”

11:00-11:30 Q&A

11:30-11:45 **COMMENT** | Eleni Lagoudi, *Museologist, Inter-university Postgraduate Program in Museology, Aristotle University in Thessaloniki*

11:45-12:15 Q&A

12:15-13:30 BREAK

13:30-16:00 **ROUNDTABLE WITH:**

Prof. Nikolaos Avouris, *University of Patras, Human-Computer Interaction Group*

Allegra Burnette, *Creative Director of Digital Media, Museum of Modern Art, New York*

Dr Dimitrios Charitos, *Assistant Professor, Department of Communication and Media Studies, National and Kapodistrian University of Athens*

Daphne Dragona, *Curator, PhD Candidate, Department of Communication and Media Studies, National and Kapodistrian University of Athens*

Evi Sachini, *Head of Strategic Planning and Development Department, National Documentation Center*
Dr Despina Tsiafaki, *Archaeologist, Cultural and Educational Technology Institute / R.C. "Athena"*

MODERATOR | Chrysanthi Kontaki, *Information Department, Benaki Museum*

Q&A

16:00 CLOSING REMARKS

WEDNESDAY, SEPTEMBER 28, 2011

INNOVATIVE IDEAS AND STRATEGIES FOR AUDIENCE DEVELOPMENT

9:00 REGISTRATION

10:00-10:30 INTRODUCTION

10:30-11:00 **KEYNOTE SPEECH** | Allegra Burnette, *Creative Director of Digital Media, Museum of Modern Art, New York*
"Expanding the museum: Websites and beyond"

11:00-11:30 Q&A

11:30-11:45 **COMMENT** | Dr Costis Dallas, *Assistant Professor, Communication, Media and Culture Department, Panteion University*

11:45-12:15 Q&A

12:15-13:30 BREAK

13:30-16:00 **ROUNDTABLE WITH:**
Dr Georgios Alexopoulos, *Visiting Research Fellow, Initiative for Heritage Conservancy*
Niki Dollis, *Director, President's Office, Acropolis Museum*
Dr Maria Economou, *Assistant Professor, Department of Cultural Technology and Communication, University of the Aegean*
Nancy Proctor, *Head of New Media, Smithsonian American Art Museum*
Dr Yannis Skarpelos, *Associate Professor of Visual Culture, Panteion University of Social and Political Sciences*

MODERATOR | Dr Sophia Handaka, *Curator of World Cultures, Benaki Museum*

Q&A

16:00 CLOSING REMARKS