

**SEMINAR *MUSEOLOGY, MUSEOGRAPHY*
*AND NEW PUBLIC ADRESSES***

**IRI/Centre Pompidou – Research and Technology Mission/Ministry of Art,
in collaboration with ADONIS/AnthropoNet and THD/Cap Digital projects**

**-
Program**

On November 8th 2006, the Ministry of Art (Research and Technology Mission (MRT)) and the Château de Versailles Research Center organized a national seminar about « Cultural places and new digital practices ».

From March to June 2007, the Institute for Research and Innovation (IRI)/Centre Pompidou organized, on behalf of the MRT, a seminar on *Museology, museography and new public addresses* which took the shape of eight sessions opened to Ecole du Louvre students (Master I) and Ministry of Art employees, cultural institutions and professionals.

Within the scope of its research program concerning cultural and educational new technologies and new public addresses, IRI decided that seminar 2008-2009 study will be focused on collaborative technologies in collaboration with ADONIS/CNRS Anthroponet project (museum archives' access and promotion) and THD Cap Digital project (cultural practices in broadband networks). In each session, this seminar principle is to compare museum experiences and theoretical and scientific thoughts by analyzing impact of new public address disposal on museum practices.

Program:

- **Session 1: Tuesday, October 14th 2008, 4:00-6:00 PM**, amphitheatre Dürer, Ecole du Louvre.

Topic: Collaborative critical spaces.

Nowadays, we consider the conjunction of an editorial point of view and visitors' contributions like a Web 3.0 characteristic. In social engineering, we also deal with combination of a “top-down” approach and ascending innovation of “bottom-up” kind.

This session introduces this notion and debates it without ignoring “viralization” effects long-searched by cultural industries, and shows how museums achieve or fail in combining a singular point of view on art works and visitors' contributions by concrete experiences.

- Introduction: Bernard Stiegler, IRI/Centre Pompidou and Elisabeth Caillet, Musée de l'homme (Paris),
- Jacqueline Eidelman and Séverine Dessajan, CERLIS (Research Center on social connections) - University Paris Descartes and CNRS,
- Peter Samis, Associate Curator of Education and Program Manager for Interactive Educational Technologies, SFMOMA.

- **Session 2: Wednesday, December 17th 2008, 5:00-7:00 PM**, amphitheatre Goya, Ecole du Louvre (to be confirmed).

Topic: Joint museum and social networks.

Is a museum able to joint social networks and existing collaborative websites (like FaceBook, Flickr, YouTube, Daily Motion...)? In this case, which breathing space does it have to choose metadatas and their recovery to enrich its fund? Does it have to create integrally its own social network?

- Philippe Bouquillon, MSH Paris Nord (University Paris VIII et XIII)
- Martin Rogard, Daily Motion,
- Elisabeth Gautier-Desvaux, Yvelines Archives,
- Vincent Puig and Cécilia Jauniau, IRI/Centre Pompidou.

- **Session 3: Wednesday, January 21st 2009, 5:00-7:00 PM**, amphitheatre Goya, Ecole du Louvre (to be confirmed).

Topic: Communicating objects: a link between museum space and digital arena.

Mobility technologies, useful to visites' personalization, are a pervasive link with digital spaces. We just have to think about new public addresses (debates, deepenings, games...) so that a communicating objet becomes a real critical tool.

- Joëlle Le Marec*, Full professor, ENS-Lyon
- Yves-Armel Martin, Technology and Information Mission Director / Informatic Center Erasme, and an employee of Confluences Museum (Lyon, France),
- Nancy Proctor, Smithsonian Museum (The United States).

- **Session 4: Wednesday, February 11th 2009, 5:00-7:00 PM**, Centre Pompidou.

Topic: Stakes of perception and practical instruments in educational programs and digital world.

In museums, educational context is exceptionally suitable for experimentation; we probably measure more precisely the "instrumentation" importance in perception and judgment. We will also deal with adolescence problematic.

- Stephan Schwan, INM/KMRC Tubbingen (Germany),
- Vincent Maestracci, Education Ministry,

- Philippe Dubé, Laboratory LAMIC (Museology and cultural engineering laboratory, Quebec, Canada).

- **Session 5: Wednesday, March 11th 2009, 5:00-7:00 PM, Centre Pompidou.**

Topic: Economic models and tourism

Which new creation value's organisation is outlined in collaborative web's, social networks', mobility and broadband networks' access' context? How reconsidering the link between cultural services and tourism?

- Philippe Chantepie, DEPS/Ministry of Art,
- ENST researcher *,
- Round table led by Jean-Pierre Dalbéra (MUCEM), with Philippe Fabry (Odit France), Laurianne Barbier (Voyazine-Voyages-sncf.com) et Jacques Naves (ViaMichelin).

** To be confirmed.*

Compulsory inscription: please contact Anne-Sophie François, project manager, Institute for Research and Innovation/Centre Pompidou :

anne-sophie.francois@centrepompidou.fr

Tel : +33 (0)1 44 78 49 11