

## Technical meeting **SHARING COMMUNITIES**

Reggia di Venaria

25 -26 June 2015

### Thursday 25 June

8:30 Shuttle transfer from Le Petit Hotel (Turin) to La Venaria Reale

9:00 Welcome coffee. Room, *Sala Riunioni delle Arti* (See attached map)

9.30	Opening of the meeting	Paola Zini
	Introduction	Andrea Merlotti
9:45	Summary of the questionnaire' answers and introduction to Creative Europe ARRE project	Elena Alliaudi
10.00	La Venaria Reale, social media and digital communication - proposal for sharing communities	Matteo Fagiano Andrea Scaringella
	<b>Connecting with visitors: what strategy to which public</b>	
10:20	"Passage to knowledge" and sharing knowledge	Konrad Pyzel Jagoda Kruszewska Hubert Frankuz
10:40	Digitalize your collection: key challenges for digitalized museum and Digital strategies for educational activities or to attract young/teenagers	Aldona Modrzewska Dominika Sobolewska
11:00	Break	
11:20	Social media and digital strategies for Chinese visitors	Elise Albenque
11:50	Discussion : Challenges of advertising companies	Matteo Fagiano Salvatore Perri Daniele Lombardi

12.30 -14:00 Lunch at Garden House Restaurant

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**Association des Résidences Royales Européennes**

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	<b>The power of storytelling for Royal Residences</b>	
14:00	R&D approach: digital strategies as a way of allowing visitors to experience history	Tim Powell
14:20	Adapting content to visitor profiles, the example of <i>Fala Conmigo app</i>	Pedro Trocado Sandra Matos
14:40	Residences of the future: storytelling, in times of technological and social change	Daniela Holzer
15:00	Communicating cultural heritage: words, images and digital technologies. The case of <i>storify</i>	Clara Gorla SilviaVaretto Salvatore Perri
	" <i>La vita delle opere</i> ": an experimental app for Venaria Reale. A slow digital experience for the History of Conservation in Residences	Stefania De Blasi Maria Beatrice Failla
15:30	Break	
15:50	Discussion : Your Google projects	Moderator: Maité Labat
16:20	Questions et conclusions of the day	All

16:30 Between history and entertainment: Introduction by Domenico De Gaetano of "*Peopling the Palaces at Venaria Reale, video-installations by Peter Greenaway*"

16:45 Guided Tour of the Reggia di Venaria, with the Royal Stables and exhibition "*Prayer. A human experience, approaching the divine in world cultures*" (in English)

21:30 Royal Moroccan Dinner at the Palace

(Within the exhibition "*Prayer. A human experience*", under the Patronage of His Majesty Mohammed VI, king of Morocco).

23:30 Shuttle transfer from La Venaria Reale to Le Petit Hotel (Turin)

## Friday 26 June

9:00 Shuttle transfer from Le Petit Hotel (Turin) to La Venaria Reale

9:30 Welcome coffee. Room: Sala Riunioni delle Arti (See attached map)

10:00	<b>Know and share our public</b> Digital strategies to know your public, collect data and increase value	Moderator: Daniela Holzer
10:30	Monitoring: digital platforms to improve the knowledge of audience , monitor and analyse social media comments and to measure the impact of campaigns	Pedro Trocado Sandra Matos

	and crises	
11:00	Break	
11:30	Discussion: How manage e-reputation? The role of opinion leaders, blog, Wikipedia.	Tim Powell
12:00	The Peterhof State Museum-Reserve. The first steps towards a successful social media presence	Valeria Karpovich
12:15	Questions and discussions	All

12:30 – 14:00 pm Lunch at *Passami il Sale* Restaurant

14:00	<p><b>Workshop: projects for sharing communities</b></p> <p>How could ARRE members share their public and create a common database?  How can we promote other residences, their programs and their activities to our public?  How can we support each other in our digital communication activities?</p>	<p>Moderator:  Elise Albenque  Matteo Fagiano</p>
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17:00 Visit at the *Foundation Centro per la Conservazione e il Restauro dei Beni Culturali* "La Venaria Reale" (in English)

18:00 Shuttle transfer from La Venaria Reale to Le Petit Hotel (Turin)

### **Saturday 27 June**

Morning: optional visits to Royal Palace in Turin – Thanks to confirm your attendance