

Training THE DIGITAL CURATOR

**20-24 March 2023
ANCONA (AN) - ITALY**

PARTICIPATION

The call was restricted to a maximum number of 30 participants. Recipients of the training had to be museum professionals from the Marche region, both public and private, figures deputed to the enhancement and communication of museums and places of culture based in the Marche region.



Participation in the training, which took place over five days from 20th March 2023 to 24th March 2023, was very high.

In terms of numbers, there were 36 participants who registered through the web form, 6 more than the 30 participants as originally planned.

In fact, in addition to the 29 professionals we identified, who were linked to a museum in the Marche region (among Directors, Cultural Heritage Mediators, Communication and Marketing Managers, Museum Network Coordinators, Conservators, Curators of Exhibitions, Volunteers, Tour Guides, Museum Services Management Officers, Education Services Workers, Cultural Workers, Press Officers), also 7 external students and operators were interested in the course.

In particular among the 29 participating museums:

- 7 belong to the province of Ancona;
- 7 belong to the province of Macerata;
- 5 belong to the province of Ascoli;
- 5 belong to the province of Fermo;
- 5 belong to the province of Pesaro Urbino.

Of these museum institutions, 18 are publicly owned while the remaining 11 are privately owned.

Every day, in addition to the museum professionals, the 10 members of the heterogeneous working group that followed the creation of the entire course, also participated in the training. These included employees of the Fondazione Marche Cultura, lecturers and students of the Università Politecnica delle Marche and some ICOM Marche delegates, who together are the partners of the entire project.

Many members of the working group also acted as lecturers during the training days. In addition to them, there were also 10 external speakers, two from the Università Politecnica delle Marche, 3 from the University of Macerata and the remaining 5 as spokespersons for the local institutions they represented.

During the course, only two speakers spoke online, the rest of the training was entirely in presence.

The 7-hour days of the training, going from 10 a.m. to 5 p.m., were set up in order to have the lecturers' talks in the morning and the workshops in the afternoon. During the workshop

activities, participants were divided into teams and worked individually and/or in groups according to the activity proposed and supervised by tutors and speakers, putting into practice what they had learnt during the morning.

Between the theoretical lectures and workshops, moreover, Fondazione Marche Cultura offered a catered lunch to all participants to ensure greater comfort and to compensate for the expenses they incurred for traveling from different areas of the Region, in the case of the museum professionals, but also from outside the Region, as in the case of two student participants.

TOOLS

Concerning the tools used and the material produced during the entire training, participants brought their own laptops to take notes and carry out the workshop activities. All materials were shared, also with the lecturers, through a Drive folder from which they could obtain bibliographical sources of the whole course and further information.

On-site laptops were used for sharing and projecting the slides and also to allow connection with the two speakers who gave their presentations online.

Among the software and tools used for the workshops the following ones can be mentioned: the Excel spreadsheet, the Word spreadsheet, the Miro platform on which the participants created their own Canvas related to their reference institution, and also the social media and Google MyBusiness platforms. In addition to these applications during the fourth training day, participants also experienced Head-Mounted-Displays as augmented and mixed immersive reality tools (Hololens) and virtual reality through the Oculus.

In addition to these, there were hand-held devices such as tablets that allowed the visualization of digitized gigapixel photographs, or the analysis and three-dimensional reconstruction of models of architecture; as well as 3D models of sculptures and architecture and computer screens connected to gaming devices that allowed people to move around in virtual tours of museums and to explore them according to their interests and curiosity.



PROGRAM



On the first day (**Monday 20th March**), the training was held at the Archaeological Museum in Ancona. The topic was the definition of the figure of the **DIGITAL CURATOR**. The morning began with numerous institutional greetings, by the President of the Marche Culture Foundation, Andrea Agostini, who opened the training session, followed by Daniela Tisi - Director of the Cultural Heritage and Activities Sector of the Marche Region and Chiara Biondi - Regional Councillor for Culture. Paolo Clini - Rector Delegate for Cultural Heritage of the Università Politecnica delle Marche, Alessia Strozzi as a delegate of Cecilia Carolosi - Superintendent of Archaeology, Fine Arts and

Landscape for the Provinces of Ancona, Pesaro and Urbino and finally Federica Galazzi as a delegate of Benilde Marini - Deputy Mayor with responsibility for Culture and Monumental Heritage of the Municipality of Cagli as the owner of the Archaeological Museum of the Via Flaminia, recipient of the pilot project.

Following the institutional greetings, the director of MAN, Diego Voltolini, took the floor and shared with the participants his thoughts on the use of digital technology in museums and then presented the work they are doing in the museum with PNRR funds.

Afterwards, the members of the working group presented the Next-Museum project to the participants, indicating what had been done so far.

Romina Quarchioni, director of the Urban Museum Network of Jesi and member of ICOM Marche, then took the floor and illustrated the state of the art in the profession of digital curator, indicating to the participants some material to identify the formalisations of the profession and therefore the responsibilities, knowledge and skills this new figure should have. Two examples of digital use within the Jesi MJ museum network were then presented: one related to Palazzo Pianetti with its APP and one from the Federico II Museum with the EMMA application.



In the afternoon, the participants were then divided into two groups, alternating in the following activities:

- visit to MAN led by director Voltolini;
- workshop consisting of an excel worksheet to be filled out, administered by tutors Romina Quarchioni and Monica Bernacchia (ICOM Marche), in which to clarify the objectives, define the activities and mapping the current state of the museum, as well as the intentions in terms of digital strategies planned to be adopted in the next three years.

From the second day, the training took place in the Sala delle Polveri of the Mole Vanvitelliana in Ancona.

During the morning of the second day (**Tuesday 21st March**), the topic addressed was **ACCESSIBLE MUSEUMS**. The first talk by Monica Bernacchia from the Omero Museum and ICOM member, focused on accessibility in general, the guidelines to be followed in accessible communication and some reference techniques.



The second talk was given by Francesca Raffi from the University of Macerata and concerned a more general reflection on accessibility and inclusion, showing participants some tools and guidelines to follow in order to pursue these goals in their own institution.

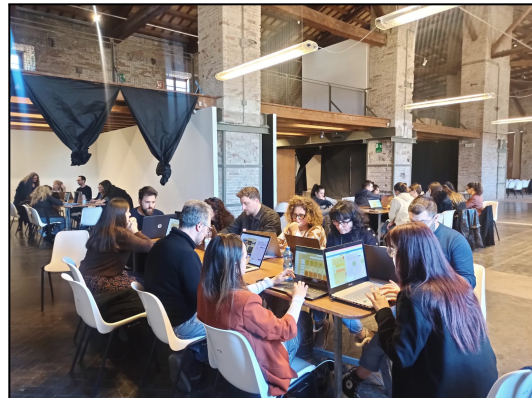
Afterwards, Alice Orrù spoke online about Copywriting Inclusivo, giving some examples of accessibility from her personal experience and sharing with the participants guidelines for respectful communication towards everyone.



In conclusion, two case studies on the use of technology within the museums of Ascoli and Macerata were presented to the participants. Stefano Papetti spoke about the one in Ascoli, while Giuliana Pascucci spoke about that one in Macerata, emphasizing how technology is increasingly being used in a narrative and edutainment mode in the museums of Macerata without, however, excessively interfering with the physical environment.

In the afternoon, participants had the opportunity to take a guided sensory tour through the venue of the Museo Omero: they were blindfolded and through the instructions of the museum staff were led through the rooms. At this point they were able to explore the artworks with their sense of touch and afterwards they wrote a description of the work they had touched using accessible writing.

The theme of the third day (**Wednesday 22nd March**) was **MUSEUM IDENTITY**. During the morning session, speakers included Mara Cerquetti from the University of Macerata, who analyzed the peculiarity of Italian museums, so deeply rooted and interconnected with the territory that they can act as a pivot for its valorisation through different strategies. Silvano Straccini from Fondazione Pescheria then spoke about the origins of the Foundation and its activities in Pesaro, such as the management of the museum system and the organization of Pesaro 2020/2024 programme, the complex plan which led the city to be awarded as the Italian Capital of Culture 2024.



In the afternoon, Professor Cerquetti introduced the workshop activity with a theoretical part on Design Thinking and then the methodological framework was explained by Concetta Ferrara from the University of Macerata. The participants worked on a pre-filled Canvas of the Miro platform in which they carried out an in-depth analysis of their institution in the present and in the future.



The theme of the fourth day (**Thursday, 23rd March**) was **DIGITAL HERITAGE**, which was addressed by lecturers and students from the Università Politecnica delle Marche, and in particular those from the DiStoRi Heritage group who deal with the scientific digitisation of cultural heritage. During the morning, Professor Paolo Clini shared with participants a

moment of reflection on digitisation as a tool for preserving a fragile heritage for communities. Then lecturer Romina Nespeca outlined the group's working methods and tools, showing what they possess and carry out in their laboratory, as well as several digitisation projects carried out by the group at a regional level.

In the afternoon, Umberto Ferretti introduced the workshop activity that was again done on a pre-filled Canvas on the Miro platform. The participants were asked to analyze the digital user experience of their museum in the present and to design what it would be like in the future.

During the last day (Friday 24th March), the topics of **MARKETING, COMMUNICATION AND PROMOTION** were discussed in depth. The first speech was given by Alessandra Frontini from ICOM Marche, who highlighted the differences between traditional and digital communication, introducing the concept of phygital marketing and talking about the importance of consistency between the online and the real worlds.

For the second speech, Vissia Lucarelli - Fermo Musei presented some strategies to tell the story of small museums and municipalities on social media, emphasizing in particular the importance of the editorial plan and showing some apps to efficiently manage social communication.

This part was followed by two talks by lecturers from the Università Politecnica delle Marche Enrico Cori and Fabio Fraticelli, who addressed respectively these two topics: the organization of digital competences in museums and the importance of innovation as a widespread phenomenon; digital transformation, concerning not only a set of technological changes but also cultural, social aspects and so on; finally digital maturity was analyzed, detecting the lack of this element in organizations.



In the early afternoon before the workshop activity, Daisy De Nardis and Tania Torresi from the Fondazione Marche Cultura, leading partner of the Next-Museum project and organizer of the entire training, presented the activities and services of the Foundation to the participants, inviting them to take part in the projects they manage. The workshop continued then with participants divided into three groups that in turn analyzed 3 different tools for digital communication, each part lead by a tutor: features of Google My Business by Tania Torresi, the management of an editorial plan by Vissia Lucarelli, virtuous uses of Instagram with the examples of some museums as case studies by Alessandra Frontini.



During the training days, [interviews](#) were conducted with the participants and certificates of participation were handed out to each one of them at the end.

A short video of the entire training can be seen [here](#).

After the course a short questionnaire will be sent by Chiara Langianese, a student from the University of Macerata and a trainee at Fondazione Marche Cultura, to the participants to obtain feedback on the usefulness of the training and how they will apply the acquired knowledge within their own institutions.

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Training DIGITAL CURATOR
20-24 March 2023, Ancona

Erasmus+ Project 2021-1-T01-KA220-VET-00003335

PROGRAM

DAY 1: Monday 20 March
MAN Marche - Museo Archeologico Nazionale delle Marche (Ancona)

DIGITAL CURATOR

- 10:00-11:15 Institutional Greetings - Sector Governance of Cultural Heritage**
Daniela Tisi - Director of the Cultural Heritage and Activities Sector of the Marche Region
Chiara Biondi - Councillor for Culture, Education, Equal Opportunities, Sports and Youth Policies of the Marche Region
Andrea Agostini - President of Fondazione Marche Cultura
Paolo Clini - Delegate of the Rector to the Cultural Assets of the Università Politecnica delle Marche
Luigi Gallo - Director of the National Gallery of the Marche Region and of the Marches Regional Museums Directorate
Cecilia Carlorosi - Soprintendente Archeologia Belle Arti e Paesaggio for the Provinces of Ancona, Pesaro and Urbino
Paolo Marasca - Councillor for Culture, Tourism and Youth Policies for the Municipality of Ancona
Benilde Marini - Deputy Mayor with responsibility for Culture and Monumental Heritage of the Municipality of Cagli
- 11:15 - 11:30 Towards a new MAN Marche: rethinking historical settings between virtual and virtuous**
Curated by Diego Voltolini - Director MAN Marche

- 12:00 - 12:15 Presentation of NEXT-MUSEUM**
curated by Daisy De Nardis - Fondazione Marche Cultura and Romina Nespeca - Università Politecnica delle Marche
- 12:15 - 13:15 The digital curator and his team: working method and professional roles**
curated by Romina Quarchioni - MJ Rete Museale Urbana di Jesi / ICOM Marche
- 13:15 - 14:15 Lunch break**
- 14:15 - 14:45 Case study Museo Federico II Stupor Mundi - Experience Museum**
curated by Fabrizio Renzi - MJ Rete Museale Urbana di Jesi / RnB4Culture
- 14:45 - 15:45 Presentation of participants and division into working teams.**
Guided tour of the collections in the MAN Marche
- 15:45 - 17:00 Exercise:** Clarify objectives, define activities and mapping of your institution (tutors: Romina Quarchioni and Monica Bernacchia - ICOM Marche)

DAY 2: Tuesday 21 March
Sala delle Polveri - Mole Vanvitelliana (Ancona)

ACCESSIBLE MUSEUMS

- 10:00 - 11:00 Accessible communication: what the digital curator needs to know**
curated by Monica Bernacchia - Museo Omero / ICOM Marche
- 11:15 - 12:15 Accessibility to art and culture: useful tools and good practices**
curated by Elena Di Giovanni and Francesca Raffi - University of Macerata
- 12:15 - 13:00 Inclusive and accessible languages**
curated by Alice Orrù - Inclusive copywriting (online lesson)
- 13:00 - 13:15 Case studies with the Network of Civic Museums of Ascoli Piceno**
curated by Stefano Papetti - Ascoli Musei
- 13:15 - 13:30 Case study with the Civic Museums of Palazzo Buonaccorsi**
curated by Giuliana Pascucci - Macerata Musei
- 13:30 - 14:30 Lunch Break**
- 14:30 - 17:00 Exercise:** Tell your museum in an inclusive way a tactile visit to the Museo Omero (tutors: Monica Bernacchia and Alessia Varricchio - Museo Omero)

DAY 3: Wednesday 22 March
Sala delle Polveri - Mole Vanvitelliana (Ancona)

MUSEUMS IDENTITY

- **10:00 - 12:00 Museums and Territory. Strategies and communication tools of the Italian competitive advantage**
curated by Mara Cerquetti - *University of Macerata*
- **12:15 - 13:15 How to enhance collections and their budget**
curated by Silvano Straccini - *Fondazione Pescheria*
- **13:15 - 14:15 Lunch break**
- **14:15 - 17:00 Exercise:** Design thinking for analyzing museum identity and planning its development. (tutors: Mara Cerquetti and Concetta Ferrara - *University of Macerata*)

DAY 4: Thursday 23 March
Sala delle Polveri - Mole Vanvitelliana (Ancona)

DIGITAL HERITAGE

- **10:00 - 12:00 The new meaning of the museum in the age of digital reproducibility of the artwork.** Facsimile and scientific digitization, user experiences and extended reality, user engagement and appreciation's measurement
curated by Paolo Clini and Romina Nespeca - *Università Politecnica delle Marche*
- **12:15 - 13:30 Museums without exhibits, invisible, diffuse.** Demos of some technologies and digital experiences
curated by Romina Nespeca and Umberto Ferretti - *Università Politecnica delle Marche*
- **13:30 - 14:30 Lunch break**
- **14:30 - 17:00 Exercise:** Draft your digital user experience to tell the story of your museum. Tutors: Romina Nespeca and Umberto Ferretti - *Università Politecnica delle Marche*

DAY 5: Friday 24 March
Sala delle Polveri - Mole Vanvitelliana (Ancona)

MARKETING, COMMUNICATION AND PROMOTION

- **10:00 - 10:45 «Phygital» strategies for museums**
curated by Alessandra Frontini - *ICOM Marche*
- **10:45 - 11:30 Less is more? Communicating culture with social media**
curated by Vissia Lucarelli - *Fermo Musei*
- **11:45 - 12:30 Digital skills in museums, a problem of organization**
curated by Enrico Cori - *Università Politecnica delle Marche*
- **12:30 - 13:15 Measuring and increasing digital maturity (online intervention)**
curated by Fabio Fraticelli - *Università Politecnica delle Marche / TechSoup Italy*
- **13:15 - 14:15 lunch break**
- **14:15 - 14:30 Marche Cultura Foundation: opportunities and services to enhance the cultural places of Marche region**
curated by Tania Torresi - *Fondazione Marche Cultura*
- **14:15 - 17:00 Exercise:** Promote your museum. (tutors: Tania Torresi - *FMC*; Alessandra Frontini - *ICOM Marche*; Vissia Lucarelli - *Fermo Museums*)

INFO

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NEXT- MUSEUM
Promoting digitization in small and medium-sized museums through the figure of the Digital Curator
www.next-museum.eu