

CreativeCH Workshop
NEW SKILLS AND PROFESSIONALIZATION FOR THE DIGITAL ARENA
 DISH2013 – Rotterdam, 2 December 2013
 Hudig Zaal 14:00-15:50

Workshop Agenda:

14:00-14:15	Welcome by Prof. Franco Niccolucci, PIN - Coordinator of the CreativeCH project
14:15-14:35	Like fish in the water: using it, not producing it <i>Reimar Knoop, Reinwardt Academie, the Netherlands</i>
14:35-14:55	Educational Challenges of New Heritage <i>Paula Simões, University of Coimbra, Portugal</i>
14:55-15:15	The experience of Italian showcases <i>Massimo Negri, European Museum Academy, The Hague, Netherlands</i>
15:15-15:45	Moderated discussion What new skills are necessary for creating innovative cultural and creative products and services based on cultural heritage resources? What is the required mix of expertise in arts and humanities, technical applications and business development? How do we effectively digitize and make accessible cultural heritage resources and how do we contextualize and interlink them in innovative ways? <i>Moderator – Prof. Franco Niccolucci, University of Florence, Italy</i>
15:45-15:55	Summary of discussion results What did we learn today? Key workshop takeaway points and future directions. <i>Prof. Franco Niccolucci, University of Florence, Italy</i>

Guest speakers:
 Reimer KNOOP
 Massimo NEGRI

Dr. Riemer Knoop

Riemer Knoop has a broad professional background in the areas of archaeology, built heritage preservation, museums and heritage, having held positions at the Dutch National Museum of Antiquities, the VU University, Amsterdam, and the University of Amsterdam. In 1998 he founded the consultancy firm [Gordion](#), which offers customised solutions to clients in the cultural sector regarding policy development, communication and strategy. In his role as professor he draws on his experience with knowledge theory, and social and organisational issues from his own consultancy practice to reflect on the dynamics from which heritage comes into being.

Prof. Massimo Negri

Prof. Massimo Negri is the director of the European Museum Academy and Scientific Director of the Executive Master in European Museology at the IULM University of Milan. He teaches at the Post Graduate Master Course in Industrial Heritage, as well as in the Erasmus Mundus Course on Industrial Heritage within the Course of History, Faculty of Letters and Philosophy, of the State University of Padua. Consultant for the planning of the Courses of the Centre of Higher Education in Cultural Heritage of the Scuola Normale Superiore di Pisa. He founded and directs [Kriterion Consulting](#), a company that is active in the area of museum studies, temporary exhibitions

organization and consultancy as well as teaching at university level in museology and heritage interpretation related matters. An active lecturer, he is regularly invited in Italy and abroad to speak on industrial archaeology, museum innovation and cultural programming.

Prof. Franco Niccolucci

Franco Niccolucci received a degree in Mathematics from the University of Florence in 1970. After being Assistant Professor at the University of Pisa, he became Professor at the Faculty of Architecture of the University of Florence in 1974, where he taught until 2007. He is an expert in Informatics and Multimedia applied to the valorization and preservation of Cultural Heritage and founder of [VAST-LAB](#), a research lab located at PIN in Prato, Italy. With this lab he coordinated several EU-funded projects, the latest being the [CreativeCH](#) and [ARIADNE](#) projects. He has authored several books and over 100 papers on digital heritage, and has chaired a number of international conferences on the subject.