



Музей на
народните художествени занаяти
и приложните изкуства - Троян



2022

Digital Transformation in Museums: Collections as Data



Master Class – Troyan,
Bulgaria

14-15 July 2022



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Digital Transformation in Museums: Collections as Data

First International Masterclass co-organised by
The Museum of Traditional Crafts and Applied Arts in Troyan
Municipality of Troyan
The e-Infrastructure for Bulgarian language and cultural heritage CLaDA-BG
Europeana Research Community
Museology Lab at the Ionian University, Corfu, Greece, and
the project DISTILL, Sofia University St Kliment Ohridski

14-15 July 2022, Troyan

Convened by
Assoc. Prof. Milena Dobрева, Sofia University St. Kliment Ohridski
Assoc. Prof. Georgios Papaioannou, Ionian University, Corfu, Greece

Venue:
Municipality of Troyan, 5600 Troyan



This master class is designed for museum specialists. It aims to introduce the latest trends in the domain of digital transformation and datafication of collections/collections as data.

The event is interactive and offers a series of group and individual activities which build up the design thinking skills of the participants and help in identifying avenues for innovation in the services the participating museums offer and developing strategies for digital.

Upon completion, the participants will be familiar with the current trends in digital heritage work and will have developed initial action plans for expanding their institutions' digital presence and services

The experience gained by the convenors during this master class will be integrated into designing a toolkit providing instruments and techniques on practical datafication for smaller cultural heritage institutions. This area of work is relevant to the ongoing shift of digital heritage infrastructures into data spaces for culture where the experience accumulated through various Europeana activities will be instrumental.

This event is dedicated to the 60th anniversary of the Museum of crafts in Troyan.



Programme

14 July 2022 11:30-15:30

11.30 – 12.30

- Welcome addresses
 - Eleonora Avdzhieva, Director of the Museum of Traditional Crafts and Applied Arts in Troyan
 - Rozalina Roussenova, Deputy Mayor of the Municipality of Troyan (Education, culture, social and youth activities)
 - Prof Andreas Floros, Rector of the Ionian University
 - Dr Teti Hadjinikolaou, Head of ICOM GREECE
 - Prof. Kiril Simov, IICT-BAS, Coordinator, CLaDA-BG
- Special guest (online) Dr Susan Hazan, Advisory Board member of Europeana and CEO Digital Heritage - Israel
- Tour de table
- Introduction – digital transformation and collections as data. Aims and format of this event.

12.30 - 13:30 Lunch

13.30 – 14.30 Main aspects of developing digital strategies in the time of digital transformation

Coffee break

15:00 – 17.00

- Example from the real-life practice: an overview of the digitisation activities and outcomes of the Museum in Troyan
- Exercise: developing digital strategies
- Data spaces and changing roles of data owners, data providers and data users

Project time

19:30 Dinner

15 July 2022 09:30-12:30

9.30 - 11:00

- The technological side of digital transformation: examples of 3D practices developed in CLaDA-BG
- Collections as data
- An overview of useful resources around digital transformation

Coffee break

11.30 – 12.30

- Presentation of the projects developed during the workshop
- Conclusion and future steps

12.30 - 13:30 Lunch