Digital Strategies for Heritage (DISH) 2013
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Workshop report

Host: Franco Niccolucci
Title: New Skills and Professionalization for the Digital Arena

Introduction

Is the training background of heritage professionals up to 21st century challenges arising from social and cultural changes, technology progress and economy? We believe it is not, and with this workshop we want to discuss how it needs to be revolutionized

Which new skills are required for creating cultural heritage based products and services, professionalization processes, and best practices in education and training? Educational and vocational training offers in the area of Cultural Heritage are typically rather specialized, addressing librarians, archivists, museum curators and other CH professionals, while offers for developing skills for creative industries focus on creativity, technical and business development.

The workshop aims to analyze what is currently available for practitioners in the field of CH, in order to identify the gaps that need to be filled and will revolve around a series of questions: 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. Recent initiatives and examples of best practices will be presented, which will show how it is possible to bridge the divide between these two worlds.

This is the 7th workshop in a series promoted by the CreativeCH project dedicated to discussing and consolidating the existing experiences in S&T-CCI-CH Cooperation.

Discussion

Project objectives:
- Cooperation and mutual innovation
- S&T
- CH
- CI
- 6 partners, 6 countries
- Collaboration to support cities and regions: less developed but cultural important
- Investigate economic potential of heritage
- Also engaging young people
- European level, exchange between regions and finding mutual good practices (handbook), also forum for young people and experts

- Regional focus,
- Show cases on different aspects
- Glocal (local activities with global meaning)
- Showcases different (see the movie):
- Catalonia, theme reuse of industrial heritage (textiles'),
- Tuscany, less known sites archaeology, how to support and develop (3:100). Created trick
- Salzburg, perception of UNESCO site for younger
- Rumania, 3 different populations and their mutual influence over time
- Drama, reconstructions, ancient food and experimental archaeology to enhance less popular sites
- Using an app to connect site with reconstructed objects at the museum. Also video of reconstructed sites.
- 3D reconstructed using a 3D-printer. Costs 10 time less. Suitable technology now. But with limitations (eg weight).
- Project also required to organise workshops. One is today about new skills.

Paula Simões.
Product development. New (?) task for heritage professional?
- Complexity
- Interdisciplinary
- Etc

New program: for first cycle graduates in humanities. EuroMACHS
Spinoffs: iClio
Balans technology and content

Lessons learned:
Primacy of content
Project as a collective learning environment
Focus on use experiences
Controlled simulation of real

Difficulties:
- From project to dissertation
- Assessment
- Teachings to be creative is really hard
- Using potential of network
- Fit to traditional curriculum

Questions:
- What new skills are necessary?
- Required mix of expertise in arts and humanities, technical applications and business development
- Effectively digitize and make accessible cultural heritage resources and how do we contextualize and interlink them in innovative ways.

What's happening already:
PhD program in Digital Cultural Heritage, Cyprus

PhD in Digital Arts and Humanities, Ireland
Others phD research within other PhD course.

Is a specialized PhD necessary
How can it be organized

BA/MA
- Professional activity
- Some countries this is regulated, some it's free
- Need to homogenisation at EU level
- Little attention to business aspects
- Business models
- Socio-economic impact
- IPR

- Then there is life long learning
- No European program
- Not just ECDL
- Define together the needs
- In Italy 500 youngester will be trained in digital CH

- Q1: what about art schools. They are creative (unlike academics?)
- Q2: what about wifi
- Q3: why are Italian sites so quiet and user unfriendly?
- Q4: will more universities join the master training? Can we propose projects?
- Q5: what's the result of the master
- Q6: involve institutions more into the course.
- Q7: how do you make existing organisations ready for the new professionals.