

ONLINE-KONFERENZ
DAS KUNSTMUSEUM IM
DIGITALEN ZEITALTER
2025

ONLINE CONFERENCE
THE ART MUSEUM IN
THE DIGITAL AGE
2025

JANUARY 20–24, 2025

WORKSHOP
& PANEL
DISCUSSION

belvedere



Institute for Digital Culture

RESEARCH OBSERVATORY

FRIDAY, JANUARY 24, 2025, 9:00 A.M.–13:00 P.M.

INVITATION ONLY

The Institute for Digital Culture works with the culture sector globally to support its adaption to a digital world. The Institute leads and supports interdisciplinary research that purposefully responds to points of evidenced need within the sector internationally—convening partnerships, identifying resources, and coordinating the pathways to impact and use. The Institute's network of Digital Culture Research Observatories around the world are one important way in which cultural organizations, professional bodies, policymakers, communities of practice, and researchers in the area of digital culture (and its wider related fields) come together to identify where our collective work can be best focused. The Institute is proud to continue its partnership with the Belvedere Research Center and its annual conference, The Art Museum in the Digital Age, and to host the latest edition of its Observatory.

WORKSHOP

FRIDAY, JANUARY 24, 2025, 2:00–4:30 P.M.

Moderation: Ross Parry (University of Leicester)

- 2:00–2:20 p.m. Welcome and introduction to the session
- 2:20–3:00 p.m. **Round 1**
(participants choose their first roundtable discussion to join)
- 3:00–3:15 p.m. *Break*
- 3:15–4:00 p.m. **Round 2**
(participants choose their second roundtable discussion to join)
- 4:00–4:30 p.m. Summaries and action

This is a dynamic session in which participants will be able to move across a series of research discussions—each facilitated by different expert hosts. Together, participants will build a rich picture of the research and development needs of the culture sector today, as it continues to adapt in a digital world, and initiate potential alliances for projects that can address these needs.

ROUNDTABLE 1 CULTURAL HERITAGE DATA

Andrew Ellis (Art UK, London)

Andrew Ellis has been Chief Executive of Art UK since 2003. He has responsibility for the strategic direction of the organization, the development of partnership relationships and plays a major role in fundraising for the charity. He played a key role transforming the organization from being a publisher of hardcopy catalogues of oil paintings in public ownership to being the digital platform of the UK's national art collection bringing together almost 3,500 institutions on one platform. With colleagues at the Collections Trust and the University of Leicester, he helped found and launch the Museum Data Service in 2024. He sits on the Arts & Humanities Research Council's Towards a National Collection Steering Panel. Previously he worked at investment bank Robert Fleming, which subsequently became part of JP Morgan Chase, in various equity research and management roles in London and Tokyo. In the distant past he read Economics at the University of Cambridge.

ROUNDTABLE 2 SENSORY EXPERIENCE

Ross Parry (University of Leicester), Hannah Thompson (Royal Holloway, University of London)

Ross Parry is principal fellow of the Higher Education Academy, and board member of Attenborough Arts Centre. He is a member of the UK Research and Innovation's steering committee of its over eighteen-million-pound digital cultural heritage initiative Towards a National Collection. With Art UK and the Collections Trust, he also coleads the new Museum Data Service, funded by Bloomberg Philanthropies and the Arts and Humanities Research Council, UK. Parry's recent books include *The Routledge Handbook of Media and Museums* (2019), edited with Kirsten Drotner, Vince Dziekan, and Kim Christian Schröder, and *Museums and the History of Computing* (2025), edited with Simone Natale and Petrina Foti. Parry has been listed in the Education Foundation's EdTech50 as one of the fifty most influential people in the UK education and technology sectors.

Hannah Thompson is Professor of French and Critical Disability Studies at Royal Holloway, University of London, and describes herself as a "partially blind academic and activist." Her most recent research focuses on the benefits of blindness ("blindness gain") in literature, culture, and heritage and on audio description as a kind of creative, intermodal translation with a focus on museums, galleries, and performance venues. She worked with a range of theaters and audio describers during her Arts and Humanities Research Council (AHRC) 2021–22 EDI Fellowship "Inclusive Description for Equality and Access." In April 2023 she became Principal Investigator on the £1M AHRC-funded project The Sensational Museum which aims to "use what we know about disability to change how museums work for everyone." Hannah writes about her place as a partially blind academic in a resolutely sighted world in her blog *Blind Spot* (hannah-thompson.blogspot.com/).
sensationalmuseum.org/

ROUNDTABLE 3 ARTIFICIAL INTELLIGENCE

Sergiu Gordea (AIT Austrian Institute of Technology GmbH, Vienna)

Sergiu Gordea holds a master's degree in Telecommunications from the Technical University of Cluj-Napoca (Romania) and a doctorate in Computer Science from the Alpen-Adria University of Klagenfurt (Austria). As senior research engineer in the Data Science and Artificial Intelligence Competence Unit of AIT Austrian Institute of Technology, Sergiu acted as coordinator for Enrich Europeana and the EnrichEuropeana+ EU Projects, leading the development of data processing and semantic enrichment activities in these projects. Within the scope of the European common dataspace for Cultural Heritage project, Sergiu leads the development of several APIs including Annotation, Entity, User Sets, and Translation APIs. His current topics of interest include knowledge engineering, natural language processing (NLP) and large language models (LLM), machine learning, information retrieval, big data analysis, the semantic web, and the reuse of digitized cultural heritage. Sergiu is a member of the Europeana Research Community and of the Austrian Standards Institute affiliated to ISO.

ROUNDTABLE 4 VIRTUAL REALITY

Matthias Husinsky (University of Applied Sciences, St. Pölten)

Matthias Husinsky is a lecturer and researcher at St. Pölten University of Applied Sciences. Since 2016, he has been leading the Master Class for Augmented and Virtual Reality. His research explores the dynamic intersection of technology and art, bridging the gap between analog and digital realms, and integrating industry with the humanities. Originally, his research was primarily focused on interactive experiences for arts and science centers, but later shifted to media applications supporting health rehabilitation, manufacturing, and even agriculture. Apart from creating XR experiences for the arts and creative industries, his recent work focuses on fusing digital/virtual and real spaces into one continuous medium. His current interest lies in the creation of situational photorealistic digital twins for virtual reality with applications in stop-motion animation, education, and cultural heritage.

PANEL DISCUSSION

FRIDAY, JANUARY 24, 2025, 5:00–6:30 P.M.

Moderation: **Christian Huemer** (Belvedere, Vienna)

Andrew Ellis (Art UK, London)

Susanne Kurz (University of Cologne)

Lukas Pilka (UMPRUM, Academy of Art, Architecture and Design, Prague)

Hannah Thompson (Royal Holloway, University of London)

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Susanne Kurz completed her master's degree in Information Processing (Digital Humanities), Sociology, and Philosophy at the University of Cologne. Since 2003, she has been Akademische Rätin at the Institute for Digital Humanities and is head of the IT Certificate Program at the Faculty of Arts and Humanities. Additionally, she teaches at the Institute of Public Law, focusing on Digitalization Law, and the Research Center for Law and Ethics at the Faculty of Law. Her research interests include the analysis and modeling of trust mechanisms in digital environments, their implementation in technical systems, and the resulting challenges for academia and science in an evolving AI-driven society. She also focuses on forward-looking methods for agile and interdisciplinary academic teaching and learning in digital spaces. Her latest publication is *Vertrauen in die Wirklichkeit—AI, Trust und Reliability in den Digital Humanities*, 2024.

Lukas Pilka is a digital designer and researcher working on interaction design, the latest technologies, and cultural data. He founded Cabinet of Wonders, a virtual guide across museums that uses a specialized large language model (LLM) to create personalized museum experiences. He is also the initiator of the Open Collections project, which maps the state of digitization of museums in the Czech Republic, and the creator of DigitalCurator.art. This app explores Central European art collections using computer vision. Lukas is also the cofounder of BlueGhost, a software agency that develops custom apps and digital products, a programmer, neural network enthusiast, podcaster, publicist, and fan of old and new generative art. He completed his PhD at the Academy of Art, Architecture and Design in Prague in 2022. His dissertation focused on using computer vision and machine learning for automated classification and quantitative interpretation of artworks.

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sensationalmuseum.org/

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