



27 - 28 September 2018
Rende, Italy

Cultural Heritage Matchmaking @ SuperScienceMe 2018

International B2B meetings
Thematic workshops and
main conference



SEMINAR PROGRAM

SPIN – Ricerca Innovazione e Trasferimento Tecnologico S.r.l. partner Enterprise Europe Network co-organizes **Cultural Heritage Matchmaking 2018 @ SuperScienceMe** (chm2018.b2match.io), an international forum for matching advanced cultural heritage technologies, innovation demand of cultural institutions, novel applications from SMEs, and technical challenges of large companies.

In particular, in conjunction with the main exhibition SuperScienceMe 2018, the event offers several exchange and discussion opportunities:

- **Brokerage event**, two days of pre-scheduled one-to-one meetings between companies, research centres, public and private cultural operators and institutions (chm2018.b2match.io)
- **Demo area**, free desks for digital demonstrations and prototypes (contact chm2018@spin.srl)
- **Thematic workshops**, in-depth discussions on key topics and innovative solutions aimed at technical and cultural operators, held in parallel with the meetings of the Brokerage Event.
- **Conference** “**Innovate to preserve: good practices of multidisciplinary innovation for the protection and valorisation of cultural heritage**”, to share the opportunities deriving from the encounter between technology and the humanities with specialists, educators and enthusiasts.

The seminar program is co-ordinated by SPIN with the support of *Enterprise Europe Network* and the active collaboration of regional and national operators.

September 27th

CHM2018 presentation – from 10:00 to 10:30

Brokerage event – from 10:00 to 18:00

Thematic workshops – from 10:30 to 18:00

September 28th

Brokerage event – from 09:00 to 14:00

CONFERENCE – from 11:00 to 13:00

Thematic workshops – from 14:00 to 18:00

Cultural Heritage Matchmaking 2018 is on-line: chm2018.b2match.io

Coordination & info:



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CONFERENCE

28 September, 11.00 am Main Hall

Innovate to preserve: good practices of multidisciplinary innovation for the protection and valorisation of cultural heritage

Experts and stakeholders with different backgrounds compare their visions and discuss new opportunities starting from remarkable real experiences, mixing diagnostics, restoration and valorisation solutions: the restoration of the *Trevi Fountain*, the underwater archaeological park of *Baiae*, burnt papyrus of *Herculaneum*,

The Conference is aimed at a broad community of specialists, scholars, and passionate persons. Educators and students might find stimulating suggestions.

THEMATIC WORKSHOPS

Opening Session

27/09
10.00
Press
Room

Official opening of CHM2018

Presentation to operators and press of the aims and detailed activities of Cultural Heritage Matchmaking 2018, together with the partners of the initiative.

Coordinator: SPIN – Ricerca Innovazione e Trasferimento Tecnologico S.r.l., partner Enterprise Europe Network

27/09
10.30
Press
Room

Regional Thematic Platform for innovation in Culture and Tourism

The Calabria Region has included Tourism and Culture among the priority Innovation Areas of its Smart Specialisation Strategy (S3): a great potential, mostly untapped, for the economic and social growth of the region where the diffusion of innovation, coupled with reinforced extra-regional connections, might play as a powerful accelerator.

The meeting of the Tourism and Culture Platform – community of operators and integral part of the governance of S3 Calabria – is an opportunity to discuss regional and national initiatives to stimulate operators to focus on the innovation of their products and services

Coordinators: Regione Calabria – Department of National and Community Planning – Sector S3

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Cultural Heritage Session

27/09

14.30

Press
Room

Towards a sustainable valorisation of the underwater cultural heritage

New tools, robots, sensors and materials, available at ever-lower costs, are boosting the possibilities to document, restore and protect underwater cultural heritage thus allowing a sustainable preservation and valorisation. Technology experts, archaeologists and restorers from research bodies and public institutions present the most recent results and discuss next challenges through the case studies of several research projects like BLUEMED, iMARECulture, Lab4Dive, MAGNA, MATACOS, MUSAS and MOLUX.

Coordinators: University of Calabria – Prof. Fabio Bruno (DIMEG), Prof. Mauro La Russa (DIBEST), Roberto Petriaggi (MIBACT-ISCR) - Barbara Davidde Petriaggi (MIBACT-ISCR/ICA)

27/09

16.00

Press
Room

Hyper-connected and accessible museums for all

A seminar aimed at specialists (technologists, researchers), cultural operators (managers, curators, guides at museums, parks, other places of exhibit) and stakeholders to compare their needs and visions for an open, accessible, and interconnected fruition of the cultural heritage.

Coordinators: University of Calabria – Prof. Maurizio Muzzupappa (DIMEG), Polo Museale Calabrese, TEA sas - Elena Console

Cultural Tourism Session

27/09

14.30

Hall A

How to use social networks to boost cultural tourism: the Chinese market case

Basic tools for a targeted approach to intercept Chinese tourists in Europe. Insights from a business case based on WeChat.

Coordinators: Altrama srl

27/09

15.30

Hall A

Data analysis, marketing and technologies for tourism

The kick-off meeting of a project by Unioncamere Calabria, with the Chambers of Commerce, to combine knowledge about regional tourist attractors, data analysis and marketing tools.

Coordinators: Unioncamere Calabria

27/09

16.30

Hall A

Innovare in rete: finanziare imprese, innovazione e impatto sociale

Un programma nazionale di Banca Etica che integra finanziamenti, investimenti e servizi a supporto dei processi di innovazione tecnologica e sociale per avvicinare ricerca, tecnologia, sviluppo imprenditoriale e terzo settore nell'era della Trasformazione Digitale.

Coordinators: Entopan, Oltre – Open Innovation Hub



Non-invasive approaches to cultural heritage Session

28/09
14.30

Press
Room

Analytical approaches applied to the study of ancient stone materials

The introduction of ever more precise and sensitive non-destructive analytical techniques in archaeology and conservation has transformed, in recent years, the way in which ancient stone artefacts are observed and interpreted. The historical-artistic and material aspects of cultural heritage are factors that, analyzed together, can provide information about its origin, manufacturing techniques and use, and they allow for the selection of compatible materials for conservation. Researchers present different innovative non-destructive and/or micro-destructive analytical approaches to the study of ancient stone materials illustrating different case studies.

Coordinators: University of Calabria – Prof. Donatella Barca, Dott. Domenico Miriello (DIBEST).

28/09
16.00

Press
Room

Active conservation: from the recovery of the single cultural heritage asset to that of historical sites

Presentation of experiences and techniques of active conservation that, from the recovery of the single cultural assets, lead with innovative methods to the recovery and use of settlements of historical and architectural interest, for the promotion and valorisation under socio-cultural and economic profiles. Cases of recovery and energy efficiency will be presented in areas of architectural value (ENEA).

Coordinators: ENEA – Arch. Stella Styliani Fanou, SPIN – Ing. Carmine Antonio Donato

Sharing Economy Session

28/09
14.30

Hall A

From digital platforms to social enterprises: business models for the sharing economy

An intense afternoon dedicated to collaborative economy, to share experiences and knowledge of the regional (#mapjam session) and national system and to reflect on obstacles and opportunities for collaborative platforms and services, with the contribution of operators, entrepreneurs and innovators involved in the development of services and products for the sharing economy.

Coordinators: SPIN - SharEEN project partner (www.shareen.eu), TAG Cosenza, Goodwill

Join the researchers' night event

A group walk on the “bridge” of the University of Calabria to meet Calabrian researchers, to visit stands and laboratories, to enjoy music and shows, all night long.

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