



by



## **DIGITAL DISRUPTION AND BUSINESS DEVELOPMENT: TOWARDS A NEW ACCELERATION MODEL FOR CULTURE**

24th ICOM General Assembly, 4-7 July 2016, Milan

**July 5th, 11.15 AM, Expo Forum.**

Museums currently find themselves involved in a series of rapid and dramatic changes: new needs and expectations expressed by different audiences and communities, emerging ways of interpreting cultural heritage, an increasing variability of funding sources and the consequent need for diversifying business models. Such a fast-evolving scenario may look challenging and at times confusing, but it can also be an unprecedented source of opportunities. Thanks to the experience gained by collaborating with leading cultural institutions and developing unique digital solutions, we will present case studies of museums and heritage sites that have faced the challenge successfully by adopting disruptive managerial and technological innovations aiming to offer visitors an involving, interactive and "smart" cultural experience.

Some suggestions towards a new acceleration model for culture that we would be happy to discuss with you and compare with your own experience.

### Speakers:

Pietro Allegretti (Sooeasy Group, Italy-Switzerland): *@Museum as @Home. Penguin Pass, the Smart Access disruption.*

Luigi Percuoco (Art Glass, Italy): *Smartglass or not? When Wearable Augmented Reality makes the difference*

Massimo Spaggiari (Gsnets Group, Italy): *Totally Interactive. The New Dimension of 3&4D Labs For Museums.*

### Chairs:

Marion Werkheiser (Cultural Heritage Partners, US).

Antonio Scuderi (Capitale Cultura Group, Italy - Switzerland)

Open discussion.



Experience the new frontier of smart access to museums:  
download **Penguinpass** and check in at the workshop with just one click!

