

Advanced Cultural Heritage Training Workshops

Entry ID: 198

Title: **Communicating Values in Digital Environments for Cultural Heritage**

Description (250-300 words required)

In a time when digital technology is present in every part of our lives, the preservation and communication of Cultural Heritage (CH) have become crucial in the convergence of technology, history, and cultural studies. The training for "Communicating Values in Digital Environments for Cultural Heritage" aims to tackle the intricate task of effectively communicating the diverse range of cultural values and narratives through digital platforms. This session will delve into the various aspects of Cultural Heritage Communication (CHComm), with a specific focus on the effective communication of cultural knowledge and values through digital platforms. The training is based on extensive research conducted as part of a PhD thesis.

Cultural heritage, which includes both tangible and intangible assets, constitutes an essential component of community identity and historical background. However, the dissemination of these values through digital communication often fails to effectively connect heritage professionals with the wider, non-expert audience who are enthusiastic about engaging with and comprehending cultural heritage. This training seeks to address this issue directly by offering an operational workflow created through thorough investigation and analysis of case studies. The purpose of this eight-stage workflow is to streamline the process of discovering, verifying, and incorporating cultural heritage values into CHComm projects. This ensures that digital initiatives connect authentically and efficiently with their target audiences.

Participants will explore practical examples of this workflow by closely analyzing two different case studies: the creation of a digital multimedia application for the Menorah collection at the Hecht Museum in Haifa, Israel, and the development of a digital narrative for the Virupaksha Temple in Pattadakal, Karnataka, India. This will be followed by small group tasks of creating narratives, communication applications and presenting cultural heritage as chosen by the participants. For instance, communicating about a manuscript that travelled from Asia to Europe through the maritime silk route or an interactive narrative on the story of the battle at Milvian bridge and the Arch of Constantine.

The training is tailored for heritage experts, digital communicators, educators, and anyone interested in the intersection of technology and cultural preservation and communication. By the end of the session, participants should have the necessary knowledge and tools to successfully bridge the communication divide between heritage professionals and the public. This will guarantee that the digital representation of cultural heritage is equally encompassing and significant as the heritage itself.

Motivation:

In our quickly advancing world of digitalization, it is extremely important to use digital methods to protect and maintain cultural heritage. The core of our collective past, represented by cultural history, provides priceless understanding of human ingenuity, perseverance, and diversity. Nevertheless, the shift from conventional to digital communication has posed distinctive obstacles in guaranteeing that the profoundness and intricacy of cultural narratives. It is imperative to ensure that the cultural heritage values are efficiently communicated and available to everyone.

The training is organized in response to a deep understanding of these difficulties and the urgent requirement for creative resolutions. It is driven by a strong desire to provide heritage professionals, educators, technologists, and enthusiasts with the necessary skills and knowledge to effectively traverse the intricacies of digital communication. Through the utilization of digital platforms, we can make cultural heritage more accessible to everyone, promoting a broader and worldwide understanding of the various values and narratives that shape our shared human existence. This training serves as more than simply a chance to gain knowledge; it is a summons for all those involved in the cultural heritage field to work together, come up with new ideas, and make a meaningful impact on safeguarding our worldwide cultural heritage in the digital age.

Target Audience:

Heritage experts, digital communicators, educators, researchers, PhD students working on communication and presentation of Values or working with digital technologies.

Keywords (3-5 keywords required):

Cultural Heritage Values, Cultural Heritage Communication, Digital Environments for Heritage

No. of Participants: 16 – 20 Participants (Teams of 2).

What they need to bring: Laptop and writing material (notebook and pen).

Preparation: Read and prepare the material mentioned in the pre-training kit that will be shared one month before the event.