

PROGRAMME #ELEVATORFORUM

21, June 2021

ELEVATOR FORUM

Presentation of unique and cutting-edge projects, success stories, ideas and initiatives to make the future of museums and cities more friendly, smarter and more sustainable.

Moderator: **Luz Pérez Iriarte**, Technical Advisor, Museum Service

Digital Transformation, Museo de Huelva

Elena Aguilera, Director, Museo de Huelva

The Museo de Almería's digital strategy for a new relationship between users and collections

Carlos Javier Fernández, Director, Museo de Almería

09.45 – 11.00

The Museum and Ensembles Web Portal and its social function

Rocío Ortiz, Head of the Department of Dissemination, Research and Dissemination Service, Directorate General of Historical and Documentary Heritage, Seville

Institutional and Organisational Information: electronic access points of the museums and sites managed by the Ministry of Culture and Historical Heritage

Joaquín Vázquez, Head of the Information and Dissemination Service, Viceconsejería

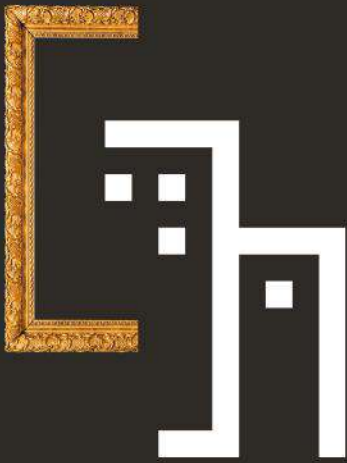


11.05 – 11.20

Everpaths: Enrich the visits to your cultural space.
Case Espacios Junta

Manuel García Mora, General Director, ITSOF, Sevilla





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11.25 – 11.40 Generation 27 Cultural Centre: reading the past, creating the future

José Antonio Mesa Toré, Director, Centro Cultural Generación del 27,
Diputación Provincial de Málaga



11.45 – 12.00 The Virtual Library of the Province of Malaga:
a project for the dissemination of Malaga's bibliographic heritage

M^a Antonia Olea Leal, Director, Biblioteca Cánovas del Castillo,
Diputación Provincial de Málaga

12.00 – 13.00

Opening CM Málaga

13.15 – 13.30 Caramel Tower. The awakening of the Picasso child

Lanzada Calatayud, Manager, Consorcio de Turismo de A Coruña



13.35 – 13.50 TAG MUSEUM@. The game of the museum and its cultural management
where you are the protagonist

Ana Tirado de la Chica, Professor at the Universidad of Jaén.
Author of TAG MUSEUM@, Jaén



13.55 – 14.10 Editorialized 360/VR Experiences for Exhibitions and Museums

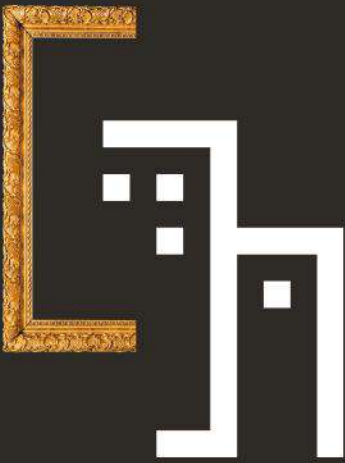
Joergen Geerds, CEO and Co-founder, Koncept VR, New York



14.15 – 14.30 Album 7. Picasso and the digital humanities

Pablo Rodríguez, Research Support Technician, Department of History of
Art, Universidad de Malaga- UMA





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14.30 – 15.45

Working Lunch

15.50 – 16.00

Pathfinder. A system for generating knowledge about the art exhibition ecosystem

María Ortiz, Researcher, Universidad de Málaga - UMA

16.05 – 16.15

Corpus linguistics at the service of the analysis of translated museum texts: the case of MUSA21

Jorge Leiva, Professor, Department of Translation and Interpreting, Universidad de Málaga - UMA

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16.20 – 16.30

The Museo Andaluz de la Educación and the dissemination of historical and educational heritage

Carmen Sanchindrian, Professor, History of Education, Universidad de Málaga – UMA

Manuel López, Manager, Museo Andaluz de la Educación, Alhaurín de la Torre

16.35 – 16.50

Based on true events

David Burbano, Director, LCAMálaga
Roy Laguna, Artistic Director, LCAMálaga



16.55 – 17.10

Museum Jorge Rando, a museum with the soul of a painter

Vanesa Díez, Artistic Director, Museum Jorge Rando, Málaga



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17.15 – 17.35

Telmo Dice: the Malaga design festival

Alfonso Simón Montiel, Founding Partner, Telmodice, Málaga

telmodice:

17.40 – 17.55

The longest way

Mateo García, CEO, Narita, Málaga

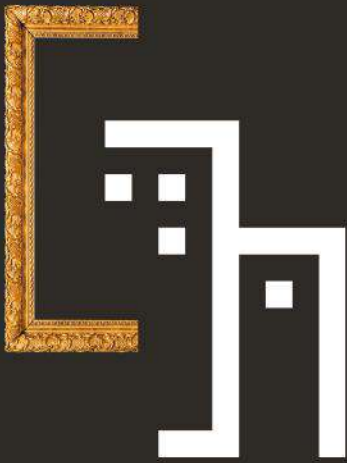
NARITA

18.00 – 18.15

Fundación Unicaja and its corporate responsibility in the preservation of documentary heritage

José Medina, Curator, Conservador, Museo Unicaja de Artes y Costumbres Populares, Málaga





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Itálica in digital key

Fernando Panea, Director, Archeological Site, Itálica

Museo Arqueológico de Córdoba: digitalisation and planning

Manuel Aguayo Marmolejo, Curator, Museo Arqueológico, Córdoba

M^a Dolores Baena Alcántara, Director, Museo Arqueológico, Córdoba

10.00 – 11.25

Cástulo Archaeological Site: Cástulo in movement
Technologies for Knowledge Translation

Francisco Arias de Haro, Coordinator, Cástulo Archaeological Site,
Agencia Andaluza de Instituciones Culturales

Museo Casa de los Tiros, Granada: essays from modesty

Emilio J. Escoriza, Director, Museo Casa de los Tiros, Granada

The Information System, Carmona Archaeological Site (SICAC)

José Ildfonso Ruiz, Director, Carmona Archaeological Site



11.30 – 11.45

Inclusion and universal accessibility in Museo Julio Romero de Torres

Enrique Ortega, Head, Museum Department,
Cordoba City Hall



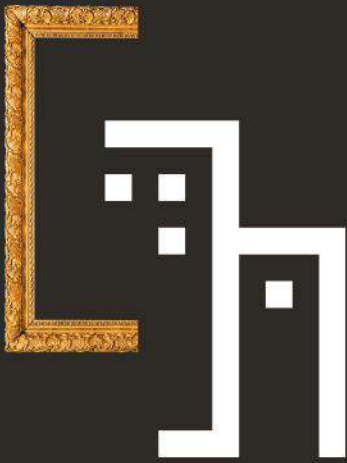
11.50 – 12.05

Playing at the Museum

Javier Boned and **Luis Machuca**,
Professors, ETS Arquitectura, Universidad de Málaga - UMA





Fundación Málaga
más cultura



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12.10 – 12.25	Localised tourism: the future of smart destinations Ricardo Alonso Maturana , CEO, Gnos, Logroño	
12.30 – 12.45	Intangibles. A digital exhibition of the Telefónica Collection Sandra Gutiérrez , Exhibition Coordinator, Fundación Telefónica, Madrid	
12.50 – 13.05	La Real Fábrica de Tapices. 300 years from tradition to innovation Verónica García Blanco , Head of the Tapestry Restoration Department. Real Fábrica de Tapices, Madrid	
13.10 – 13.25	Acción Cultural Española. Selection of good practice projects during the pandemic Isabel Izquierdo , Programming Director, Acción Cultural Española - AC/E, Madrid	
13.30 – 13.45	#yocanto. The viralisation of a participatory music initiative Nuria Oller , Director, Department of Music and Digital Projects, Fundación "La Caixa", Barcelona	
14.00 – 14.30	Closure CM Málaga	