



## 17/06/2024 Workshops 1

### 10:20 - 10:50: SILVIA & THE SPYGLASS : Pioneering study of neuroscience that evidences the positive impact of art

Aimed at :

Directors of museums and managers of expositions, foundations and cultural institutions, galleries and responsible of education

The results of a pioneering study that combines art and neuroscience will be shown in which the emotional state of people is measured by viewing an immersive art experience in virtual reality of the artist Silvia Sánchez, founder of the gallery silvia & the spyglass. The study provides scientific evidence about the positive impact of art on people, demonstrating its ability to provoke a wide range of emotional responses and even alter the initial emotional nature of visitors.

A demonstration of the experiment will be carried out by measuring in situ the emotional response of a volunteer from the public during the viewing of the work of immersive art.

#### Speakers

##### Josetxo Soto

Silvia & the spyglass  
Partner  
San Sebastián Spain

##### Leire Bastida

Tecnalia  
Responsible for the Advanced Interaction Platform  
Derio Spain

##### Ana Moya

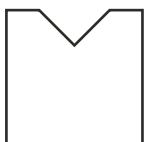
Tecnalia  
Project manager in the Tecnalia Advanced Interaction platform  
Derio Spain

### 11:00 - 12:00: Workshop + coffee: ERCO lighting

#### Speakers

##### Enric Martín

Erco Illumination  
General Director  
Barcelona





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2024

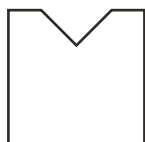
## **12:05 - 12:35: Workshop: Deckard Cultura Digital**

### **Speakers**

**Sònia López**

Deckard Digital Agency for Art

## **16:30 - 17:30: Workshop + coffee: Gnos**





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## 18/06/2024 Workshops 1

### 10:30 - 11:20: Workshop: GVAM interactive guides

#### Speakers

##### Jaime Solano

GVAM

Founder

Madrid

## 17/06/2024 Workshops 2

### 11:00 - 12:00:

#### Speakers

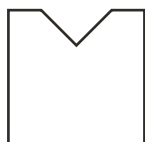
##### Daniel Cucharero Palomo

Tifloactiva Innovation

CEO

Peligros Spain

### 12:05 - 12:35:





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## 18/06/2024 Workshops 2

**11:00 - 12:00:**

### Speakers

**Alejandro Klecker**

Royal Tapestry Factory  
General Director  
Madrid Spain

**Veronica García**

Royal Tapestry Factory  
Workshop Manager Tapestry Restoration  
Madrid

