

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

Tecnia
Responsible for the Advanced Interaction Platform
Derio Spain

Ana Moya

Tecnia
Project manager in the Tecnia Advanced Interaction platform
Derio Spain

11:00 - 12:00:

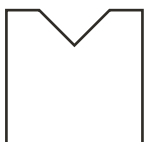
Speakers

Enric Martín

Erco Illumination
General Director
Barcelona

12:05 - 12:35:

16:30 - 17:30:





18/06/2024 Workshops 1

10:30 - 11:20: GVAM INTERACTIVE GUIDES

Speakers

Jaime Solano

GVAM
Founder
Madrid

17/06/2024 Workshops 2

11:00 - 12:00:

Speakers

Daniel Cucharero

Tifloactiva
CEO
Granada

12:05 - 12:35:

16:30 - 17:30:

Speakers

Alejandro Klecker

Royal Tapestry Factory
General Director
Madrid Spain

Veronica García

Royal Tapestry Factory
Workshop Manager Tapestry Restoration
Madrid

