

INTERNATIONAL CONFERENCE

IM/MATERIALITIES

Museums between real and digital

The conference IM/MATERIALITIES, held at the Museo Egizio in Turin from the 28th of November to the 1st of December 2023, will delve further into some of the main topics developed and proposed by the temporary exhibition “Invisible Archaeology”, which opened in March 2019.

The exhibition explored objects and their unique histories, biographies whose clues are largely condensed into the materials they are made of.

With more than 40 scientific institutions involved in the project, the exhibition emphasised the growing collaboration between Egyptology and Natural Sciences in studying archaeological artefacts and how archaeometry (increasingly employed by the Museo Egizio as a standard method to investigate objects) is changing the way a collection can be explored, preserved and, eventually, presented to the visitors. Of course, archaeometry provides information about the materiality of objects that would otherwise be inaccessible and invisible to the naked eye, and this allows researchers to fill in the gaps about what is unknown about the history/biography of the objects (who made them, why, when, where, with what materials etc.) to define, for example, the best ways to preserve them.

An opening to disciplines outside Egyptology is now an indispensable prerequisite for debating these topics. Hence, the desire to involve many people in the conference from diverse backgrounds, including physical and cultural anthropologists, philosophers, sociologists, archaeologists, paleopathologists, historians, heritage scientists, museum curators, museologists and AI specialists.

The conference will be divided into six sections:

➔ **IM/MATERIAL** 28th November 2023

➔ **IN/VISIBLE** 29th November 2023

➔ **IN/TANGIBLE** 29th November 2023

➔ **DE/CODED** 30th November 2023

➔ **UN/PERCEIVED** 30th November 2023

➔ **UN/CONNECTED** 30th November - 1st December 2023

PROGRAM

28TH NOVEMBER 2023

9.00 - 9.30

REGISTRATION Museo Egizio

9.30 - 9.45

WELCOME AND GREETINGS

9.45 - 11.30

OPENING SPEECH

Christian Greco (*Museo Egizio*)

Maria Luisa Catoni (*Scuola IMT*)

Admir Masic (*Massachusetts Institute of Technology*)

Willeke Wendrich (*Politecnico di Torino*)

11.30 - 12.00

Coffee break

IM/MATERIAL

CHAIR: Christian Greco

12.00 - 12.20

Resilience and fragility of matter.

Guido Tonelli (*CERN*)

12.20 - 12.40

Why That matters so much for AI?

Maurizio Ferraris (*Università di Torino*)

12.40 - 13.00

Discussion

13.00 - 14.00

Lunch

14.00 - 14.20

Spirits in the material world:

Archaeologists and the immaterial side of history

Andrea Augenti (*Università di Bologna*)

14.20 - 14.40

**Artifacts and their relations in the present,
between the material and digital.**

David Pantalony (*Ingenium Canada*)

14.40 - 15.00

Discussion

15.00 - 15.20

**Egyptian Archaeology “at the Laptop’s Edge”.
Im/material contexts in archaeological
and museum practices.**

Paolo Del Vesco (*Museo Egizio*)

15.20 - 15.40

**Ethnographic approaches to material culture.
Of buildings and digital archives.**

Luca Ciabbarri (*Università degli Studi di Milano*)

15.40 - 16.00

Discussion

16.00 - 16.20

Coffee break

- 16.20 - 16.40 **Design for resilience: Making the future we leave behind.**
Stuart Walker (*Manchester Metropolitan University*)
- 16.40 - 17.00 **I'm/material.**
Enrico Giannichedda (*Università Cattolica di Milano*)
- 17.00 - 17.20 **Discussion**

29TH NOVEMBER 2023 IN/VISIBLE

CHAIR: Willeke Wendrich

- 9.00 - 9.20 **Looking back, looking forward: materials science window on cultural heritage.**
Admir Masic (*Massachusetts Institute of Technology*)
- 9.20 - 9.40 **Color representation in epigraphic documentation.**
Krisztián Vértes (*Museo Egizio*)
- 9.40 - 10.00 **Discussion**
- 10.00 - 10.20 **Beyond the visible: Uncovering the materiality of ancient objects through X-rays.**
Francesco Paolo Romano, Claudia Caliri,
Costanza Miliani, Danilo Paolo Pavone
(*ISPC-CNR, Catania*)
- 10.20 - 10.40 **Unlocking the past: using CT scanning to digitally reveal new insights into mummification.**
Daniel Antoine (*British Museum*)
- 10.40 - 11.00 **Discussion**
- 11.00 - 11.20 **Coffee break**
- 11.20 - 11.40 **How do we make objects talk? The role of the conservation scientist in archaeological research.**
Tiziana Cavaleri (*Centro Conservazione e Restauro La Venaria Reale*) [ONLINE](#)
- 11.40 - 12.00 **The research program about the house of the ancient hunt in Pompeii (VII, 4, 48): between archaeology and diagnostics.**
Diego Elia (*Università di Torino*)
- 12.00 - 12.20 **Discussion**
- 12.20 - 14.00 **Lunch**

IN/TANGIBLE

CHAIR: Admir Masic

- 14.00 - 14.20 **Numbers, words and images.
The material culture in the digital era.**
Corinna Rossi (*Politecnico di Milano*)
- 14.20 - 14.40 **Digital twins: trajectories of materiality
at the post-digital turn.**
Enrico Ferraris (*Museo Egizio*)
- 14.40 - 15.00 **Discussion**
- 15.00 - 15.20 **Notre-Dame of Paris, material and immaterial.**
Lindsay Cook (*Pennsylvania State University*)
- 15.20 - 15.40 **Open world, open minds:
sharing culture in new ways.**
Anaïs Aguerre (*Culture Connect*)
- 15.40 - 16.00 **Discussion**
- 16.00 - 16.20 **Coffee break**
- 16.20 - 16.40 **Doppelgänger: archaeology
and artistic research on virtual objects.**
Felix Sattler (*Universität Bonn*)
- 16.40 - 17.00 **Digital heritage within mixed reality environments.**
Eugene Ch'ng (*University of Nottingham Ningbo China*)
[ONLINE](#)
- 17.00 - 17.20 **Discussion**

30TH NOVEMBER 2023

DE/CODED

CHAIR: Maria Luisa Catoni

- 9.00 - 9.20 **Reveling the unperceived: 3D scanning and post-processing analysis of Cuneiform Tablets for philological and historical purposes.**
Stefano De Martino and Filippo Diara
(*Università di Torino*)
- 9.20 - 9.40 **Progetto Sekhmet. New strategies and technologies applied to the study of the greatest sculptural production in Ancient Egypt.**
Alessia Amenta (*Musei Vaticani*)
- 9.40 - 10.00 **Discussion**
- 10.00 - 10.20 **The digital resources created by the 15cBOOKTRADE Project for the study of early printed books as historical sources. An evidence-based re-assessment of the impact of the printing revolution.**
Cristina Dondi (*University of Oxford*)
- 10.20 - 10.40 **Turin Papyrus Online Platform. The papyrological material of the Museo Egizio digitally assembled.**
Susanne Töpfer (*Museo Egizio*)
- 10.40 - 11.00 **Discussion**
- 11.00 - 11.20 **Coffee break**
- 11.20 - 11.40 **(Information) design and (digital) humanities.**
Paolo Ciuccarelli (*Politecnico di Milano*)
- 11.40 - 12.00 **The ghost in the machine - AI's impact on cultural heritage.**
Harald Sack (*FIZ Karlsruhe - Leibniz Institute for Information Infrastructure*)
- 12.00 - 12.20 **Discussion**
- 12.20 - 13.50 **Lunch**

UN/PERCEIVED

CHAIR: Maria Elena Colombo

- 13.50 - 14.10 **Objects as mirrors of self: using museum objects for psychotherapy.**
Ali Coles (*University of South Wales*)
- 14.10 - 14.30 **Be phigital! Designing accessibility at MAXXI through participatory and emancipatory practices.**
Sofia Bilotta (*Fondazione MAXXI*)
- 14.30 - 15.00 **Progetto “Giovani Visioni al Museo”
The “Young Visions at the Museum” Project.**
Alessia Fassone (*Museo Egizio*)
- 15.00 - 15.20 **Discussion**
- 15.20 - 15.30 **Coffee break**
- 15.30 - 15.50 **What storytelling can do for museum engagement.**
Rossana Damiano (*Università di Torino*)
- 15.50 - 16.10 **Transmedia storytelling as a human-centric and participatory approach to cultural heritage.**
Filippo Gilardi (*University of Nottingham Ningbo China*)
- 16.10 - 16.30 **Discussion**

UN/CONNECTED

CHAIR: Enrico Ferraris

- 16.30 - 16.50 **Neither/Nor (beyond the digital/analog binary).**
Jeffrey Schnapp (*Harvard University*) [ONLINE](#)
- 16.50 - 17.10 **Collecting the world**
Haidy Geismar (*University College London*)
- 17.10 - 17.30 **Discussion**
- 17.30 - 17.50 **Architecting digital transformation: insights from Rijksmuseum’s Journey - it’s perspective: managing change and shaping the digital future of museums.**
Rob Hendricks (*Rijksmuseum Amsterdam*)
- 17.50 - 18.10 **National Museum of Digital Art, Milano.
The future meeting the past.**
Ilaria Bonacossa (*Museo Nazionale di Arte Digitale Milano*)
- 18.10 - 18.30 **Discussion**

1TH DECEMBER 2023

UN/CONNECTED

CHAIR: Paolo Del Vesco

- 9.00 - 9.20 **Museums and the negotiation of agency in transitional digital societies.**
Pier Luigi Sacco (*University of Chieti*)
- 9.20 - 9.40 **Diasporic Heritage: a worldwide digital discourse.**
Maria Elena Colombo (*Museo Egizio*)
- 9.40 - 10.00 **Discussion**
- 10.00 - 10.20 **The rise of the algorithmic society and the strategic role of arts and culture.**
Luciana Lazzeretti (*Università di Firenze*)
- 10.20 - 10.40 **Digital collections and online collaborative communities: insights from Wikimedia Commons.**
Enrico Bertacchini (*Università di Torino*)
- 10.40 - 11.00 **Discussion**
- 11.00 - 11.20 **Coffee break**
- 11.20 - 11.40 **Otherness on display: objects, images and the archival silence at the Museum of Anthropology and Ethnography of the University of Turin (MAET) between digitisation and critical analysis.**
Erika Grasso (*Università di Torino*)
- 11.40 - 12.00 **Digital data and object biographies: expanding meanings and materialities in the born-digital realm.**
Chiara Zuanni (*University of Graz*)
- 12.00 - 12.20 **Discussion**
- 12.20 - 13.30 **Conclusions**
Christian Greco (*Museo Egizio*) and the chairs.
- 13.30 - 14.30 **Lunch**

The scientific committee consists of:

Christian Greco, Maria Elena Colombo, Enrico Ferraris, Paolo Del Vesco

Museo Egizio, Turin



The participants are entitled to free admission to the Museo Egizio during the opening times of the museum:

Monday **9.00 – 14.00** (closed in the afternoon)

Tuesday – Sunday **9.00 – 18.30**

Please present your badge at the entrance



The participants are entitled to 20% discount at the Museum Shop. Please present your badge at the cash desk.

Organizing Committee: Virginia Cimino
Federico Zaina

Contact: +39 011 5617776
virginia.cimino@museoegizio.it
federico.zaina@museoegizio.it


MUSEO EGIZIO
1824 — 2024

Sala Conferenze
Via Accademia delle Scienze 6 | TORINO

 | museoegizio.it