



# ReACH: Reproduction of Art and Cultural Heritage

## BOOK LAUNCH & CONFERENCE

### REFLECTING ON A YEAR OF GLOBAL RESEARCH IN THE FIELD OF DIGITAL REPRODUCTION

*UNESCO, Room XI, Place de Fontenoy Paris, France*

*Friday 22 June 2018*

*14.00 – 18.30*

Since its launch at UNESCO in May 2017, the ReACH initiative<sup>1</sup> has enabled museum and heritage communities from across the world to engage in a global dialogue to explore the challenges and opportunities that digital reproductions represent today and how we could collectively shape new responses to ensure that these latest technologies could help us to better study, preserve and share our cultural heritage.

This event is a unique opportunity to hear from the experts and practitioners who contributed to the development of these collective responses through the launch of the ReACH Declaration signed by a cohort of museum and heritage leaders and the development of accompanying technical guidelines.

The objectives of the conference are:

- To share with Member States and UNESCO's representatives the result of the ReACH initiative
- To highlight the opportunities and challenges that digital reproduction represents for the museum and heritage sector at a time when cultural heritage is under increased threats
- To explore what could be the next step(s) for the international museum and heritage community and how UNESCO and/or national ministries of culture might like to build on the ReACH findings and achievements for the benefit of the global community
- To share the ReACH Declaration which will be distributed in the 6 official UN-languages and to share the publication « Copy Culture: Sharing in the Age of Digital Reproduction » which compiles interviews, essays and case studies gathered during this year of global research

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<sup>1</sup> The ReACH initiative was spearheaded by the Victoria and Albert Museum (V&A) in partnership with the Peri Foundation and with contributions from experts across the globe

## Programme

- 13.30 – 14.00 **Arrival**
- 14.00 – 14.20 **Opening remarks**
- Mr Ernesto Ottone R., Assistant-Director General for Culture, UNESCO
  - HR Matthew Lodge, Minister, and Permanent Delegate of the United Kingdom of Great Britain and Northern Ireland to UNESCO
  - Dr Tristram Hunt, Director, Victoria and Albert Museum
- 14.20 – 14.30 **What has been achieved since the launch at UNESCO a year ago?**
- Anaïs Aguerre, ReACH Project Director
- 14.30 – 14.55 **MAKE: Presentation of state of the art in the production of data and related challenges and opportunities**
- Adam Lowe, Director, Factum Arte
  - Salma El Dardiry, Co-founder, Describing Egypt
- Q&A
- 15.00 – 15.25 **STORE: Presentation of state of the art in preserving and storing these digital reproductions and related challenges and opportunities**
- Dr Eugene Ch'ng, Director, NVIDIA Joint-Lab on Mixed Reality and Professor, Cultural Computing, International Communications, Faculty of Humanities and Social Sciences, University of Nottingham Ningbo China
  - Chance Coughenour, Programme Manager, Google Cultural Institute
- Q&A
- 15.30 – 15.55 **SHARE & USE: Presentation of the state of the art in OpenAccess and new use that digital reproductions enable and related challenges and opportunities**
- Paul Keller, Director, Kennisland and Board Member, Europeana Foundation
  - Dr Stefan Simon, Director, Global Heritage Initiatives, Yale Institute for the Preservation of Cultural Heritage
- Q&A
- 16.00 – 16.50 **COLLABORATIONS AND WAY FORWARDS**
- Panel discussion moderated by Brendan Cormier, Senior curator of 20<sup>th</sup> & 21<sup>st</sup> century design at the V&A and editor of "Copy Culture: Sharing in the Age of Digital Reproduction"
- Ernesto Ottone R., Assistant-Director General for Culture, UNESCO
  - Dr Tristram Hunt, Director, Victoria and Albert Museum
  - Prof. Dr. Markus Hilgert, Secretary General/CEO, Cultural Foundation of the German Federal States
- Discussion and Q&A
- 16.50 – 17.00 **CONCLUSION AND CALL FOR ACTION**
- Dr Tristram Hunt, Director, Victoria and Albert Museum
- 17.00 – 18.30 **DRINK RECEPTION**