



**Pact4Skills:** Tackling the challenges of the European Education Area to upskill HED students face the transformation in museums and collections with new digital, intercultural, social and entrepreneurial skills (2021-1-CY01-KA220-HED-000031113)



## CONFERENCE CY CERGY PARIS UNIVERSITE

**THURSDAY 25th JANUARY 2024**

### **“STORYTELLING REINVENTED”** **Cultural institutions and digital culture**

MAISON INTERNATIONALE DE LA RECHERCHE (MIR, CY CERGY PARIS UNIVERSITE)  
Campus de Neuville sur Oise, 1 rue Descartes, 95000 Neuville-sur-Oise.  
RER A « Neuville Université »

For the connection link, please register at <https://forms.gle/oqJTLcMirsyBT14x7>

In the 21st century, cultural institutions have become hybrid and, consequently, need to exploit more and more the potential of digital culture to communicate their collections and work to the public. This new cultural communication pattern requires museum and heritage people to adapt and adopt a digital culture so that they reconfigure their approaches, reinvent storytelling and directly engage visitors. A compelling story is expected to increase interest and curiosity, and to encourage integration which in turn supports the cognitive approach.

As Pact4Skills empowers HED students in Europe to bridge digital industries and cultural institutions by developing validated skills and opening new fields of practice and research, this Conference offers a space for interaction on exploiting powers of digital culture, storytelling, and direct audience engagement. Based upon real-life innovative examples and case studies, the Conference aims to promote dialogue on the potential of digital culture, the diversity of higher skills and competences, and promote entrepreneurship education as a transversal key competence in the cultural domains as per the EU Digital Education Action Plan 2021-2027.

- What are the challenges of going digital, creating online content and offering apps?
- How are museum narratives and content affected by the digital/hybrid shift?
- What new partnerships/cooperations are (or can be) developed among stakeholders? And of what kind?
- What perspectives do new approaches, such as 3D and AI, offer in interpreting heritage?
- Is gamification important in heritage knowledge? And why?
- How do the digital media affect the museum experience? Do they re-write heritage?

The Pact4Skills “Storytelling Reinvented” Conference addresses the above questions and adds to the projects aims and objectives on building relevant skills and competences.



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**9.30:** Welcome Coffee

**10.00:** Opening of the conference: Valérie Zwilling, Deputy CEO in charge of internationalization, CY Cergy Paris University

**10.15 – 12.30: PACT4SKILLS - ERASMUS + PROJECT**

**Presentation of the Pact4Skills project** - Georgios PAPAIOANNOU, Open University of Cyprus, Cyprus, Leader

**The concept of the Pact4Skills project in a European context** - Dorothea PAPATHANASIOU ZUHRT, Artifactory, Greece

**Digital and entrepreneurial skill needs in the Heritage sector: Pact4Skills research results** - Tamar ASLANISHVILI, Telavi State University, Georgia

**Tutorials, MOOC and policies: the Pact4Skills contributions** - Georgios PAPAIOANNOU, Open University of Cyprus, Cyprus, Leader, Anne HERTZOG, CY Cergy Paris Université, France

**Game design skills / gamification in Heritage sector: the Pact4Skills platform** - Dorothea PAPATHANASIOU ZUHRT, Artifactory, Greece, Daniel WEISS, SEALS, the Netherlands

**Connecting Pact4Skills with the community** - Constantino KOUNAS, Comunità Montana Alto Basento

Students' contributions

Discussion

**12.30 – 14.00:** lunch break



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**14.00-18.00: STORYTELLING REINVENTED**

**14.00 – 15.15: SESSION 1**

**A visiting app for a martyr village: the case of Oradour-sur-Glane (France):** Stéphane MICHONNEAU, Professor of history, Paris Est Creteil University

**Narrating the Middle Ages in the 21st century:** Aline DAMOISEAU, Head of communication and partnership, Musée de Cluny – musée national du Moyen Âge

**Digital contents and activities at the Museum of National Archaeology:** Daphné MAVROCORDATOS, digital projects and social networks manager, musée d'Archéologie nationale – domaine national de Saint-Germain-en-Laye

Discussion

**15.15-15.30:** coffee/tea break

**15.30 – 17.00: SESSION 2**

**Past in Perspective. Exploring new rebuilding and visualisation tools:** Nicolas PRINIOTAKIS, ETIS/AGORA Lab., Head of Digital Profession Trainings, Department of Computer Science, CY Cergy-Paris University

**Story and heritage in video games: from monuments to gardens:** Edwige LELIEVRE, Associate Researcher, CHCSC Lab, University of Versailles Saint Quentin

**"Bonjour Vincent": reflecting on an AI experience and its audience:** Fatma CHELLY, Marketing Manager Jumbo Mana, Wouter van der Veen, Art Historian, University of Strasbourg

Discussion

**17.00-17.15:** coffee/tea break



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**17.15 – 18.00: Keynote**

**Questionner le numérique comme expérience de médiation culturelle : approche infocommunicationnelle des (ré)écritures du patrimoine / Questionning digital technology as a cultural mediation experience : an info-com approach to heritage (re)writing.**

Patrick FRAYSSE, Professor in Information-Communication Sciences, University of Toulouse

Patrick Fraysse is a Professor at IUT Paul Sabatier in Toulouse and a researcher in Information and Communication Sciences at LERASS-EA 827 - "Heritage and Mediation". His work focuses on cultural mediation, contemporary reception and circulation of the notion of the Middle Ages, and on observation and analysis of mediation systems in museums and contemporary uses of monumental and urban heritage.

Discussion and conclusion

**18.00:** Wine Reception (onsite)

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**Pact4Skills :** <https://ivetagr.org/pact4skills/>



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