Twin iT!
3D FOR EUROPE'S CULTURE

Funded by
the European Union

UNDER THE AUSPICES OF THE BELGIAN PRESIDENCY

High-level event of the 'Twin it! 3D for Europe's culture' campaign

14 May 2024 | 14:15 - 17:30 (CEST)
Berlaymont, European Commission

European Commission

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Creator: Ana Moreno Date: 2023 Institution: Europeana Foundation.

Programme

Tuesday, 14 May 2024
14:15 - 17:30 CEST

14:00 - 14:15	*Arrival and welcome at Berlaymont*	Hall 1
14:15 - 14:20	**Welcome** by Master of Ceremony **Prasanna Oommen**	Hall 1
14:20 - 14:50	**High-level political opening by**	Hall 1

- **Thierry Breton**, European Commissioner for Internal Market
- **Jan Jambon**, Minister-President of the Flemish Government and Flemish Minister of Culture on behalf of the Belgian Presidency of the Council of the EU

Special guests' interventions
- **Mr. Nayden Todorov**, Minister of Culture of Bulgaria
- **Dr. Lina Mendoni**, Minister of Culture of Greece
- **Ms. Nina Obuljen Koržinek**, Minister of Culture and Media of Croatia
- **Mr. Gennaro Sangiuliano**, Minister of Culture of Italy
- **Dr. Vasiliki Kassianidou**, Deputy Minister of Culture of the Republic of Cyprus
- **Ms. Agnese Logina**, Minister of Culture of the Republic of Latvia
- **Mr. Simonas Kairys**, Minister of Culture of Lithuania

In the presence of
Mr. Ernest Urtasun, Minister of Culture of Spain, **Mr. Eric Thill**, Minister of Culture of Luxembourg, and other high-level dignitaries.

14:50 - 15:00	**Twin it! Interactive exploration - Unveiling of the Twin it! collection**	Hall 1

Interactive journey unveiling the Twin it! collection, and showcasing the use of 3D technologies for the benefit of cultural heritage and society.

- The Twin it! virtual museum by Tijdlab
- Seeing Without Sight: A Sensory Exploration by the Hunt Museum in Limerick, Ireland
- The Elene windmill in Zottegem, Belgium: 3D for digital preservation by Visual Dimension

Programme

Tuesday, 14 May 2024
14:15 - 17:30 CEST

15:00 - 16:30	**Twin it! Forum: Boosting 3D for Europe's Culture** Moderated by **Prasanna Oommen** **Speakers** *(in alphabetical order)***:**	Hallstein room

- **Lucia Bistarova**, Head of Department of Education, Research and Statistics, National Centre for Culture and Further Education of Slovakia
- **Anthony Cassar**, Head of Technology and Experience Development Unit, Heritage Malta / Maltese Twin it! contact point
- **Valentine Charles**, Data Services Director, Europeana Foundation
- **Marjan Debaene**, Head Curator Old Masters at Museum M, Leuven
- **Julia Noordegraaf**, Professor of Digital Heritage at the University of Amsterdam, Netherlands, Time Machine Organisation
- **Matevz Straus**, Heritage+ Lead, Arctur
- **Marilena Tsakoumaki**, Archaeologist, Ephorate of Antiquities of Phokis, Ministry of Culture of the Hellenic Republic / Greek Twin it! contact point
- **Yvo Volman**, Director of Data directorate in DG for Communications Networks, Content and Technology at the European Commission
- **Karol Zgódka**, Director of the Department of Media and Creative Sectors, Ministry of Culture and National Heritage of Poland

Programme

Tuesday, 14 May 2024
14:15 - 17:30 CEST

16:30 - 17:30	**Twin it! Fair and reception**	Hall 1

Showcasing of 3D initiatives, projects and applications to increase access, preservation and reuse of cultural heritage

- EUreka3D: European Union's REKonstructed content in 3D (EU-funded project)
- Giravolt. Helping the cultural heritage sector to use 3D technologies: from high-resolution 3D captures to impressive VR experiences (Spain)
- Heritage Reloaded: innovative reuse of 3D cultural content in the 5DCulture project (EU-funded project)
- Seeing Without Sight: A Sensory Exploration by the Hunt Museum (Ireland)
- Unveiling the Twin it! collection: The Twin it! virtual museum by Tijdlab

17:30   **End of the event**

Moderator

Prasanna Oommen

Public relations officer and moderator

Prasanna Oommen has been working for twenty years as a public relations officer, moderator (German / English) and author in the fields of culture, education, digitilisation, urban development, development and cooperation, migration and diversity and media. She was a press spokeswoman for various institutions in North- Rhine Westphalia and Hessen and is a former board member and active member for Neue Deutsche Medienmacher e.V.
She has been a member of the expert panel for the "Themenforum Medien" at the Ruhrkonferenz– launched by the federal government of North-Rhine Westphalia – and since 2020 she has been juror and mentor for the fellowship programme "Digital Cultural Journalism and New Media" at the Akademie Schloss Solitude in Stuttgart.

Prasanna Oommen has studied German, English and Political Sciences. After she finished her MA, she worked as a freelance journalist and dubbing artist in the radio and film industry before she took a leading position as a press spokeswoman for a private TV channel. She's a trained classical dancer (Cologne, Bangalore) and has worked for many years in arts education for children and adults.

High-level political opening
(in order of appearance)

Thierry Breton

European Commissioner for Internal Market

Since 2019, European Commissioner for Internal Market. As such, he is responsible for guaranteeing the smooth functioning of the single market, including the free movement of goods and services, both online and in the physical world. He is also responsible for ensuring European industry's full input to climate-neutrality by 2050 and a circular economy, and to enhancing Europe's technological sovereignty by putting the right policies and investment in place, among other responsibilities. Previous responsibilities include: CEO of Atos (2008-2019), Professor (Leadership and corporate accountability) at Harvard University (2007-2008), Minister for Economy, Finance and Industry (2005-2007), CEO of France Telecom (2002-2005), CEO of Thomson Multimedia (1997-2002), Director for Strategy and Development, then Director-General of Bull (1993-1997), Elected Vice-President of the Poitou-Charentes region (1986-1992), Project leader of the Futuroscope, Poitiers (1986-1990), and Adviser, Cabinet of the Minister for Education (1986-1988).

Jan Jambon

Minister-President of the Flemish Government
Flemish Minister of Culture on behalf of the Belgian Presidency of the Council of the EU

Minister-President of the Government of Flanders, Flemish Minister for Foreign Affairs, Culture, Digitalisation and Facility Management. As such, he is responsible for: general government policy, foreign policy, culture, disaster fund, digitalisation, facilities and IT. Previous roles included Deputy Prime-minister, Minister for Security and home Affairs (2014 - 2018), Fraction leader House of Representatives (2008 - 2014), Member of House of Representatives (2007 - 2014), Mayor of Brasschaat (2013 - 2014), Alderman of Brasschaat (2007 - 2013) and Member Town Council Brasschaat (2007 - 2013).

Special guests' interventions

(in order of appearance)

Mr. Nayden Todorov
Minister of Culture of Bulgaria

Nayden Todorov graduated with honours from the Dobrin Petkov School of Music in Plovdiv. In 2000, he was invited to become the Music Director of the Plovdiv Opera and Philharmonic, proving to be the youngest conductor in Bulgaria in such a position. Since 2017 he has been the director of the Sofia Philharmonic Orchestra, with which he has performed at some of the most prestigious venues in Europe.
In 2013 and 2019 he was voted "Musician of the Year" by the listeners of the Bulgarian National Radio. In 2014, he was awarded the Emil Chakarov Prize. In 2015 he was awarded the title of "Honorary Citizen" of the city of Ruse. He has also received awards from the Slovak Music Fund, the Rotary Club of Vienna, the Borghese Foundation, the Sofia Prize for the production of the opera Faust at the National Opera and Ballet, the Golden Petolinie for his contribution to the development of Bulgarian music, the Golden Book for his contribution to the development of Bulgarian culture, the George Wächter Foundation Award - Switzerland, etc. In 2020 he became the fourth winner of the Bogdan Bogdanov Prize for Humanities of the New Bulgarian University. Because of his mastery in creating international musical projects and for his outstanding artistic successes on stages around the world, he received the prestigious Italian Aquila d'Oro Award in the autumn of 2023. In 2021, he published his first book of short stories, A Whiff of Angels. In the period February-June 2023, he is interim Minister of Culture.

Dr. Lina Mendoni
Minister of Culture of Greece

Lina G. Mendoni has a Bachelor's degree in Classical Philology and History and Archaeology and a PhD in Archaeology cum laude from the University of Athens. She received a scholarship from the British Archaeological School at Athens for a post-doctoral study on ancient Greek onomastics in Oxford. She was a member of the research staff at the Institute of Greek and Roman Antiquity (now Institute of Historical Research) of the National Hellenic Research Foundation, where she still serves as a Principal Researcher. Lina Mendoni is a member of several domestic and foreign academic organizations, societies and unions. She is also a leader or member of scientific committees in the context of European and international research programs.Her academic interests include ancient Greek epigraphy, history and topography, the study of landscape as a cultural good, the protection, promotion and management of cultural heritage, the theory and politics of Culture. She is the author of monographs and numerous articles published in international scientific journals, conference proceedings and collective volumes. She has also co-edited five collective volumes. She served as a Special Scientific Advisor to the Hellenic Ministry of Environment, Planning and Public Works from 1994 to 1997, and to the Hellenic Ministry for the Aegean from 1997 to 1999. From March 1999 to March 2004 Lina Mendoni was Secretary General of the Hellenic Ministry of Culture, and from November 2009 to January 2015 of the Ministries of Culture and Tourism, Culture and Sports, and Education and Religious Affairs, Culture and Sports successively.

Special guests' interventions
(in order of appearance)

Ms Nina Obuljen Koržinek

Minister of Culture and Media of Croatia

Nina Obuljen Koržinek, Minister of Culture and Media of the Republic of Croatia, has more than 25 years of professional experience in the fields of international relations, culture and media policies. She graduated from the Academy of Music and Faculty of Philosophy and obtained her Ph.D. from the Faculty of Political Sciences. Prior to her appointment as the Minister of Culture in 2016, she was working as a research associate at the Institute for Development and International Relations in Zagreb. She is publishing books and articles as well as expert studies in Croatian and international journals and teaches at the University of Zagreb.

Her consultancy and expert engagements include work for UNESCO, Council of Europe, European Cultural Foundation, UNDP, European Parliament etc. She received the European Cultural Policy Research Award for her research on the impact of the EU enlargement on cultural policies that was published in the book Why we need European Cultural Policies: impact of EU enlargement on countries in transition, Amsterdam, 2006.

Mr. Gennaro Sangiuliano

Minister of Culture of Italy

Gennaro Sangiuliano graduated in Law from the University Federico II and obtained a PhD in Law and Economics at the same University. He holds a Master's degree in European Private Law. From 1999 to 2001, he was the Editor-in-Chief of the daily newspaper "Roma" in Naples, then Deputy Editor of the daily newspaper Libero. He collaborates with Il Foglio, l'Espresso and Il Sole 24 Ore. He has served as Director of the School of Journalism at the University of Salerno and is currently a professor of Economic History at LUISS Guido Carli and of Information Law at LUMSA in Rome. In 2003 he joined RAI and became Head of Service of TGR in Naples. In 2004 he moved to Rome to the TGR National Agency where he became Deputy Chief Editor in 2005 and Chief Editor in 2007. In 2009 he moved to Tg1 where he became Deputy Editor. From November 2018 to October 2022 he is Director of Tg2. Author of numerous historical and scholarly essays, including: the university legal-economic textbook Theory and Techniques of New Media; the entry Communication Economics in Treccani's work XXI Century; the biography of the founder of La Voce, Giuseppe Prezzolini, the conservative anarchist; the historical essay Checkmate the Czar: 1908-1910: Lenin on Capri, genesis of the revolution; biographies of Ronald Reagan, Vladimir Putin, Hillary Clinton, Donald Trump, and Xi Jinping. As of October 22, 2022, he is Minister of Culture.

Special guests' interventions

(in order of appearance)

Dr. Vasiliki Kassianidou

Deputy Minister of Culture of the Republic of Cyprus

Dr Vasiliki Kassianidou has a double major in Chemistry and Classical and Near Eastern Archaeology from the Bryn Mawr College and a doctoral degree from the Institute of Archaeology, University College London. From 2015 to 2019 she was the Director of the Archaeological Research Unit of the University of Cyprus. From 2014 -2016 she served as the President of the Board of Trustees of the Cultural Foundation of the Bank of Cyprus. In 2014 she was appointed to the Board of Directors of the Cyprus National Commission for UNESCO. In 2018 the Ministers Council of the Republic of Cyprus appointed her as a member of the Board of Directors of the National Board of Research and Innovation. In 2022 she was elected Corresponding Member of the Archaeological Institute of America. Her research focuses on ancient technology and specifically on the production and trade of Cypriot copper through antiquity, as well as on the impact of this industry on the Cypriot landscape and environment. She has taken part and directed numerous field and analytical projects regarding her fields of expertise and has an extensive list of publications which include five edited volumes, two co-authored volumes and over one hundred articles in peer reviewed journals, edited volumes and conference proceedings.

Ms. Agnese Logina

Minister of Culture of the Republic of Latvia

Since 15 September 2023, Minister for Culture of the Republic of Latvia.
Previous positions include Deputy at the Riga City Council (2020 – 2023) and Head of Riga Film Museum of the Latvian Academy of Culture (2021 –2023). Ms. Logina has served as guest lecturer of the course "Fundamentals of Culture and Art Awareness", Latvian Academy of Culture (2019 – 2021), as Curator at Riga Film Museum of the Latvian Academy of Culture (2015 – 2021), and Curator of the Baltic Music Video Competition of the Riga International Film Festival (2015 – 2023).
Since 2015, she has issued regular publications on films and cultural topics in various cultural and artistic media (Kino Raksti, Satori, Delfi, Latvijas Avīze, Rīgas Laiks)

Special guests' interventions
(in order of appearance)

Mr. Simonas Kairys
Minister of Culture of Lithuania

As of 11 December 2020, he is the Minister of Culture of the Republic of Lithuania. Previous responsibilities include: Adviser to the Mayor of the Kaunas City Municipality (2019–2020), Deputy Mayor of the Kaunas City Municipality (2015–2019), Network Manager of the AB Lietuvos Paštas (Lithuania Post) (2011–2015), Member of Kaunas City Municipality Council (2011–2015) and Assistant of Deputy Mayor at the Kaunas City Municipality (2007–2011). He holds a MA in Law from Mykolas Romeris University, and BA in Political Sciences from Vytautas Magnus University.

Twin it! Interactive exploration - Unveiling of the Twin it! collection

Rehana Schwinninger-Ladak

Head of the unit 'Interactive Technologies, Digital for Culture and Education'
European Commission

Rehana Schwinninger-Ladak is the Head of the Unit "Interactive technologies, Digital for Culture and Education " since January 2018. The Unit 's mission is three folds:
- To support the digital transformation of cultural and education institutions by promoting the digitisation, preservation and reuse of cultural heritage assets and the further development of Europeana as Europe's platform for digital cultural heritage and as the core of the common European Data space for cultural heritage
- To support the modernisation of education and training systems in an age of rapid technological changes and
- To foster a wider use of extended reality technologies in industrial and societal domains.

Harry Verwayen

Executive Director
Europeana Foundation

Harry is responsible for making sure that we meet our objectives as an organisation, and do that well. What he likes to do more than anything else though is to design and implement new business models that will change our way of thinking about heritage as an enabler of societal and economic growth. Quite taken lately by the developments of the sharing economy. A visual thinker, he needs a white board as much as a strong coffee. Mediocre football player, reasonable cook, aspiring photographer.

Forum Speakers
(alphabetical order)

Lucia Bistárová

Head of Department of Education, Research and Statistics
National Centre for Culture and further Education, Slovakia

Lucia Bistarova is the Head of the Department of Education, Research, and Statistics at the National Centre for Culture and Further Education (NCCFE). Her experience and working engagement include a role as a Digital Content Management Specialist for Slovakiana, the national aggregator for Slovakia - operating under the auspices of NCCFE. She coordinates the publication of Slovak collections on the Europeana website, contributing to broader cultural accessibility.
Lucia earned her Ph.D. in Ethnology, her doctoral thesis focused on exploring the formation of cultural and ethnic identity of New Zealand´s Maori people.

Valentine Charles

Data Services Director, Europeana Foundation

Valentine Charles has worked with Europeana since 2009 covering the field of data aggregation and quality. She supported the development and adoption of the Europeana Data Model (EDM) before coordinating the development of Metis, the data aggregation and publication infrastructure used at Europeana. She now serves as Data Services Director

Speakers
(alphabetical order)

Anthony Cassar

Head of the Technology and Experience Development Unit, Heritage Malta

Tony Cassar is the head of the Technology and Experience Development Unit at Heritage Malta, overseeing the preservation and digitization of over 90 national cultural heritage sites, including numerous UNESCO sites. With over 25 years of experience in IT and multimedia, Tony champions digital transformation initiatives to make Malta's cultural heritage accessible and engaging worldwide. He is an advocate for high standards in digitization, especially in 3D digitization, and promotes the reuse of 3D digital assets in various outreach efforts, ensuring that Malta's rich heritage is preserved and appreciated across borders and generations

Marjan Debaene

Head Curator Old Masters at Museum M, Leuven, Belgium

Dr. Marjan Debaene (°1978) studied Art History and Cultural Studies at KU Leuven. Today, she is Head Curator of Old Masters at M Leuven. She is an expert on late Gothic Brabant sculpture and painting. She published M's first sculpture catalogue in 2014 and curated several exhibitions and collection presentations for M such as Signed, Jan R. A Renaissance Master Rediscovered (2012), Sculptures from Bruges (2015), Plein Air (2015), Crossing Borders. Medieval Sculpture from the Low Countries (2017), Borman and Sons (2019) and Alabaster (2022). She is currently preparing her PhD Dissertation in art history at KU Leuven on late gothic sculpture in Leuven.

Speakers
(alphabetical order)

Julia Noordegraaf

Professor of Digital Heritage at the University of Amsterdam, Netherlands, Time Machine Organisation

Julia Noordegraaf is professor of Digital Heritage in the Faculty of Humanities, University of Amsterdam. She leads the research program and lab CREATE that studies the history of urban creativity using digital data and methods. Noordegraaf's research focuses on the reuse of digital cultural heritage for media historical research. She is involved as board member in two Dutch national digital humanities infrastructure projects (CLARIAH, SSHOC-NL).. In the context of the European Time Machine project Noordegraaf coordinates the realization of the Amsterdam Time Machine: a historical "Digital Twin" for location-based, personalised access to historical information on the city.

Matevž Straus

Arctur, Heritage+ Lead, Slovenia

Matevz Straus is a Heritage+ Lead at a High Performance Computing company Arctur (www.arctur.si) from Slovenia. Matevž has been working at the crossroad of heritage, tourism and technology for the past 10 years and has led several award-winning projects on innovating heritage. Matevž is bringing the interdisciplinary perspective into Arctur's 3D digitisation, digital interpretation (AR/VR experiences, holograms, videomapping projections, digital rooms and web apps) and 3D storage and viewing projects.

Speakers
(alphabetical order)

Marilena Tsakoumaki

Twin it! Contact point

Dr. Marilena Tsakoumaki is an archaeologist at the Ephorate of Antiquities of Fokis based at Delphi. She studied Archaeology at the Aristotle University of Thessaloniki and continued her postgraduate studies at King's College, University of London in the UK where she obtained an MA and a PhD in Archaeology. She also obtained an MSc in Cultural Organization Management from the Hellenic Open University. Her research focuses on Ancient Greek and Roman Architecture and Digital technologies in Archaeology. Her work involves excavation, documentation, restoration, protection, and enhancement of the monuments of Delphi and of tthe prefecture of Fokis in Greece.

Yvo Volman

Director
European Commission

Yvo Volman (1965) is acting Director of the Data directorate in the Directorate General for Communication Networks, Content and Technology of the European Commission.

Yvo studied at the Universities of Amsterdam and Strasbourg and holds a PhD in European law awarded by the European University Institute in Florence. He worked for the Dutch Ministry of Economic Affairs in the areas of industrial and technology policy, before joining the European Commission in 1998. In the Commission, he dealt with legislative and strategic issues as well as funding programmes related to the information market, digitisation and data.

Speakers
(alphabetical order)

Karol Zgódka

Director of the Department of Media and Creative Sectors, Poland

Attorney at law, Director of Department of Media and Creative Sectors in Polish Ministry of Culture and National Heritage. Media law expert representing Poland in Audiovisual and Media Working Party and Contact Committee on AVMSD Directive and responsible for media law legislation. Responsible for creating the policy regarding the development of creative sectors in Poland as well as the strategy of digitization of cultural heritage. Responsible for coordination of actions of the cultural institutions performing tasks related to digital culture, including: digitization, storage and dissemination of digitized cultural heritage.

Exhibition

Tijdlab

Unveiling the Twin it! collection, The Twin it! virtual museum

Heritage deserves to be seen.

Tijdlab makes digital presentations for the cultural heritage sector. We bring history back to life through 3D presentations or animations, holograms, (route) applications, gamification, virtual reality, augmented reality and other forms of digital presentations.

History is brought to life so that it can be experienced visually and, with an educational foundation, is also very educational. We take you on a journey through time!

EUreka3D

European Union's REKonstructed content in 3D

Eureka3D, a support project for the Common Data Space of Cultural Heritage, aims to build the capacity of small cultural heritage institutions in digital transformation, particularly on issues related to 3D digitisation. It offers capacity building, training and new services to Cultural Heritage institutions facing the challenge of advancing the efforts of 3D digitisation, access, storage and sharing

Exhibition

Giravolt

Helping the cultural heritage sector to use 3D technologies: from high-resolution 3D captures to impressive VR experiences

T Giravolt is a national project in Catalonia coordinated by the Catalan Department of Culture GENCAT, and is associated partner of EUreka3D, sharing its purposes and vision, promoting 3D digitisation of cultural heritage items for scopes of research and dissemination.
Giravolt project has digitised the plaster replica of "Dead Lucretia", a sculpture (preserved in the Biblioteca Museu Víctor Balaguer) that is considered one of the most unique examples of Catalan and European Neoclassicism.
Having a 3D model of the plaster not only allows us to uncover the history behind the sculpture, but also gives us the chance to examine in great detail its craftsmanship and formal intricacies, that wouldn't be possible to observe in person, due the work's elevated pedestal.


5DCulture

Heritage Reloaded: innovative reuse of 3D cultural content

5Dculture is a support project for the Common Data Space of Cultural Heritage, focusing on enabling and demonstrating how 3D cultural heritage content from the domains of fashion, archaeology, and architecture can be creatively reused in museums, schools, tourism and other cultural and creative industries. Reusing 3D content means reimagining it. We foster innovation that inspires new narratives and fresh perspectives, making cultural heritage a dynamic tool for education, creativity, and meaningful experiences.

Exhibition
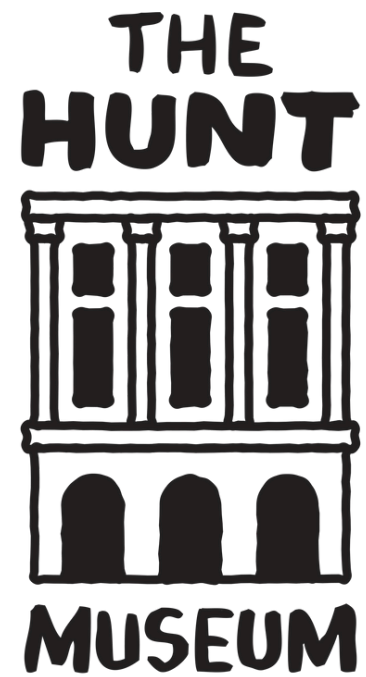
The Hunt Museum

Seeing Without Sight: A Sensory Exploration

3D Digitisation in conjunction with audio description has opened up exciting experiential learning experiences in museums, which hugely benefit the blind and visually impaired community but also enrich the museum experience for everyone.

Visual Dimension

Visual Dimension is a Belgian company, that specialises in the 3D virtual reconstruction of the past and interactive 3D for cultural heritage. It has over 25 years of international experience in 3D digital heritage, combining appealing visualisation, playful interaction and scientific accuracy for museums, sites, and touristic and educational applications. Visual Dimension has over 20 years of experience in European projects and has pioneered the creation of GroupVR applications.

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#DataSpace for #CulturalHeritage**

Address

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Rue de la Loi 200, 1040 Brussels**

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