Electronic Imaging & the Visual Arts

EVA 2014 Florence

7 - 8 May 2014

PROGRAM
Electronic Imaging & the Visual Arts

‘The Foremost European Electronic Imaging Events in the Visual Arts’

Forum for Users, Suppliers & Researchers

The key aim of this Event is to provide a forum for the user, supplier and scientific research communities to meet and exchange experiences, ideas and plans in the wide area of Culture & Technology. Participants receive up to date news on new EC and international arts computing & telecommunications initiatives as well as on Projects in the visual arts field, in archaeology and history. Working Groups and new Projects are promoted. Scientific and technical demonstrations are presented.

Main Topics

♦ 2D – 3D Digital Image Acquisition
♦ Leading Edge Applications: Galleries, Libraries, Education, Archaeological Sites, Museums & Historical Tours
♦ Mediterranean Initiatives in Technology for Cultural Heritage: Synergy with European & International Programmes
♦ Integrated Digital Archives for Cultural Heritage and Contemporary Art
♦ Management of Museums by using ICT Technology: Access, Guides, Documentation & Other Services
♦ The Impact of New Mobile Communications on Cultural Heritage and Modern Arts Area
♦ Semantic Webs
♦ Human - Computer Interaction for Cultural Heritage Applications
♦ Copyright Protection (Watermarking & Electronic Commerce)
♦ Culture and e-government
♦ Activities and Programmes for e-learning
♦ Application of Digital Television
♦ 3D Developments and Applications in the Cultural Heritage Area
♦ Digital Theater
♦ Cultural Tourism & Travel Applications
♦ Art and Medicine

WHO SHOULD ATTEND

THE CULTURAL SECTOR: The Visual Arts Community including Museums, Libraries, Archaeological Sites, Educational Institutions, Commercial Galleries and Dealers, Auction Houses, Artists & Collectors


IMAGING SYSTEMS RESEARCHERS: Imaging Systems, 3-D Acquisition, Reconstruction & Representation Systems, Information Sciences

TOURISM & TRAVEL SECTOR: Tourism Agencies & Operators, Travel Agencies

THE GOVERNMENT SECTOR: Ministries of Culture and other Institutions involved in Cultural Heritage, Ministries of Industry, Education, Research and Science, Regional Governments
SPONSORS & SUPPORTERS INCLUDE:

EUROPEAN COMMISSION, THE UNIVERSITY OF FLORENCE,
REGIONE TOSCANA, COMUNE DI FIRENZE,
DIPARTIMENTO DI INGEGNERIA DELL’INFORMAZIONE,
CENTRO PER LA COMUNICAZIONE E L’INTEGRAZIONE DEI MEDIA,
ISTITUTO DI FISICA APPLICATA “NELLO CARRARA” – C.N.R.

CONINDUSTRIA FIRENZE,

GTI, CNIT,

HITACHI LTD.,

GRUPPO SESO,

CABEL,

T.T. TECNOSISTEMI,

FRATELLI ALINARI IDEA,

CENTRICA,

NEUMUS,

VIDITRUST,

ICESP,

ISTITUTO DEGLI INNOCENTI,

ISTITUTO INTERNAZIONALE LIFE BEYOND TOURISM,

UNIVERSITA’ INTERNAZIONALE DELL’ARTE,

ENTE CASSA DI RISPARMIO DI FIRENZE

In cooperation with the

SOPRINTENDEZIA SPECIALE PER IL PATRIMONIO STORICO ARTISTICO ED
ETNOANTROPOLOGICO E PER IL POLO MUSEALE DELLA CITTA’ DI FIRENZE
EVA 2014 Florence Advisory Committee includes:

Cristina Acidini, Soprintendenza per il Patrimonio Storico, Artistico ed Etnoantropologico e per il Polo Museale della città di Firenze - MiBAC ~
Alberto Del Bimbo, Centro per la Comunicazione e l’Integrazione dei Media - Università di Firenze ~
Paolo Galluzzi, Museo Galileo ~
Andrea De Polo, Fratelli Alinari IDEA ~

EVA Conferences Organiser: Monica Kaayk, acinom_5@hotmail.com

EVA 2014 Florence Technical Organising Committee includes:
Roberto Caldelli, Maurizio Lunghi, Alessandro Nozzoli, Alessandro Piva, Francesca Uccheddu,
Luca Belloni, Riccardo Saldarelli, Giuliana Signorini,
Silvia Capecci, Federica Drovandi,
Paola Imposimato, Claudia Riva di Sanseverino

EVA Organiser: Centro per la Comunicazione e l’Integrazione dei Media (MICC) -
Università degli Studi di Firenze
Viale Morgagni 65 – 50134 Firenze, Italy
Tel.: (+39) 055 2751391 - Fax: (+39) 055 2751396
E-mail: eva2014florence@gmail.com

For general information: Prof. Vito Cappellini & Secretariat
Centro per la Comunicazione e l’Integrazione dei Media (MICC)
Viale Morgagni, 65 - 50134 Firenze, Italy
Tel.: (+39) 055 2751391 – Fax: (+39) 055 2751396
E-mail: vito.cappellini@unifi.it

For information on the Exhibition: CENTRICA S.r.l.
Piazza della Madonna della Neve, 5 - 50122 Firenze - Italy
Tel.: (+39) 055 24 66 802 – Fax: (+39) 055 20 09 785
E-mail: info@evaflorence.it Web pages ~ http://www.evaflorence.it/home.php
PROGRAM

1 - CONFERENCE

Wednesday, 7 May:  14,15 – 18,45
Thursday, 8 May:    9,00 – 19,00

2 - WORKSHOPS

Wednesday, 7 May:  9,00 – 13,00
Thursday, 8 May:    9,00 – 13,00

3 - SPECIAL EVENTS

Wednesday, 7 May:  20,00 – 22,45

4 - TECHNICAL EXHIBITION

Wednesday, 7 May:  15,00 – 18,45
1 - CONFERENCE

Wednesday, 7 May

ROOM A

Chairmen: Vito Cappellini, Florence University
            James Hemsley, EVA Conferences International

14,15 Opening: Alberto Tesi,
                Rector University of Florence
            Cristina Acidini,
                Superintendent Polo Museale Fiorentino
            Fabio Donato,
                University of Ferrara, Italian Representative in Horizon
                2020 – SC6 Committee
            Franco Lucchesi,
                President Opera di Santa Maria del Fiore, Florence
            Enrico Del Re,
                Director Dipartimento di Ingegneria dell'Informazione,
                University of Florence
            Marco Luise,
                University of Pisa, Co-Chairman ICASSP 2014

15,45 Coffee Break

16,00 SESSION 1 – STRATEGIC ISSUES
Chairman: Paolo Blasi, Università di Firenze, Italy

“e-Infrastructures and Research Infrastructures for Digital Culture Heritage”
Rossella Caffo
Istituto Centrale per il Catalogo Unico delle Biblioteche Italiane, Rome, Italy

“High Quality Archive Project for Polo Museale Fiorentino: Developed Activities”
Cristina Acidini¹, Vito Cappellini², Takayuki Morioka³, Marco Cappellini⁴
¹Polo Museale Fiorentino, Florence, Italy
²MICC - University of Florence, Italy
³DIS Project, Hitachi Ltd., Yokohama, Japan
⁴CEO Centrica S.r.l., Florence, Italy

“Linking a bipolar world: new jobs to bring ICT to Museums”
M. Mazura
EMF – Forum of e-Excellence, Brussels, Belgium
17,15  SESSION 2 – EC PROJECTS AND RELATED NETWORKS & INITIATIVES
Chairman: Margaretha Mazura, EMF – Forum of e-Excellence, Brussels, Belgium

Susan Hazan¹, Sorin Hermon²
¹New Media & Internet Office, The Israel Museum, Jerusalem
²Science and Technology for Archaeological Research Center, The Cyprus Institute, Cyprus

“Feeding The Digital Humanities: The DM2E and Judaica Europeana Projects”
Dov Winer
Judaica Europeana, European Association for Jewish Culture, London, UK
and MAKASH Advancing ICT Applications, Israel

“Enriching the Web of Data with Artworks: Burckhardtsource.org experience”
Francesca Di Donato, Susanne Muller
EUROCORR Project, Scuola Normale Superiore, Pisa, Italy

“Hyperspectral imaging for non-invasive diagnostics on polychrome surfaces: the latest advances of research at the IFAC-CNR laboratories”
Costanza Cucci, Andrea Casini, Marcello Picollo, Lorenzo Stefani
“Nello Carrara” Institute of Applied Physics, Italian National Research Council (IFAC-CNR), Sesto Fiorentino, Florence, Italy

“HDR Images for Cultural Heritage Documentation”
Andrea de Polo
Cultural Heritage Consultant @ Fratelli Alinari Photo Archive, Florence, Italy

Thursday, 8 May

ROOM A

9,00  INTERNATIONAL FORUM ON “CULTURE & TECHNOLOGY
Chairman: Vito Cappellini, Università di Firenze, Italy

The structure of the FORUM is presented.
Actual developments and perspectives are outlined:

- Cooperation Groups
- Proposed Projects
- Funding Opportunities
- European Commission Plans (HORIZON 2020)
Opening:
- Pierluigi Rossi Ferrini, Vice-President Ente Cassa di Risparmio di Firenze
- Alberto Del Bimbo, Director Centro per la Comunicazione e l’Integrazione dei media, Firenze, Italy

Speakers Include:
- Enzo Valente, Director GARR Consortium
- Umberto Donati, Director Fondazione Italia - Giappone
- Marco Aluigi, Vice-Director Fondazione Meeting per l’amicizia fra i popoli, Rimini, Italy
- Alessandra Maggi, President Istituto degli Innocenti, Firenze, Italy
- Francesco Bellini, Eurokleis S.r.l., Roma, Italy

11,00 Coffee Break

11.15 SESSION 3 – 2D - 3D TECHNOLOGIES & APPLICATIONS

Chairman: Andreas Bienert, Staatliche Museen zu Berlin, Berlin, Germany

“THz- Arte Project for non-invasive analysis of Cultural Heritage”
K. Fukunaga¹, M. Picollo², G.P. Gallerano³
¹National Institute of Information and Communication Technology (NICT), Koganei, Tokyo, Japan
²“Nello Carrara” Institute for Applied Physics of the National Research Council (IFAC-CNR), Sesto Fiorentino, Florence, Italy
³ENEA – Centro Ricerche Frascati, Frascati, Rome, Italy

“Conserving Digital Images Into the 23rd Century – a New Case Study”
Graham Diprose¹, Mike Seaborne²
¹London College of Communication, University of the Arts London, London, UK

“A Place of Faith and Devotion and its Contemporary Re-Reading, the Digital Survey and Interpretation of the San Vivaldo “Jerusalem” Area near Florence”
C. Mastroberti, R. Pacciani, G. Verdiani
Dipartimento di Architettura, Università degli Studi di Firenze, Florence, Italy

“Architecture and sculpture: a digital investigation about the Cellini’s Perseo basement from the Loggia dei Lanzi to the Bargello Museum”
Pablo Rodríguez-Navarro
Departamento de Expresión Gráfica Arquitectónica, Universitat Politècnica de València, València, Spain

“The baroque altar and the liturgical furnishings in the 3D reconstruction and reframing: suggestion for a new layout of the Museums Diocesani”
A. De Gloria, L. Magnani, V. Fiore, S. Rulli
Dept. D.I.R.A.A.S., Università degli Studi di Genova, Genova, Italy
“Super Multiview and Free Navigation by FTV”

Masayuki Tanimoto
Nagoya Industrial Science Research Institute, Nagoya, Japan

13,15  Lunch Break

ROOM A

14,15  SESSION 4 – VIRTUAL GALLERIES – MUSEUMS AND RELATED INITIATIVES

Chairman: Takayuki Morioka, DIS Project, Hitachi Ltd., Yokohama, Japan

“Image Digitisation in ICARUS”

D. Jeller
Digitisation / IT, International Centre for Archival Research, Vienna, Austria

“Using a Creative Evolutionary System for Experiencing the Art of Futurism”

Steve Di Paola, Sara Salevati
School of Interactive Arts & Technology, Simon Fraser University, Vancouver, Canada

“Structuring Wild-Style: Developing a Research Database and Connected Web Archive for Historical Graffiti”

Elisabeth Lindinger
Research Center for Culture and Computer Science, HTW University of Applied Sciences, Berlin, Germany

“Preservation of Cultural Heritage as Double Historicity: its Substance and the Importance of Existing”

Sara Penco
Restorer and Ideator of the “Penco System”, Rome, Italy

“A New Cognitive Approach to Art Experience: Priming, EEG-Based Virtual Reality, and Digital Storytelling”

Raffaella Folgieri¹, Annalisa Banzi², Diletta Grella³
¹Dipartimento di Economia, Management e Metodi Quantitativi, Università degli Studi di Milano, Italy
²Centro Studi sulla Storia del Pensiero Biomedico, Università Bicocca, Monza, Italy
³Journalist and Digital Storyteller, Italy

“Investigation of the activity based teaching method in e-learning musical harmony course”

P. Pistone¹, A. Shvets²
¹Dept. of Arts, Faculty of Humanities, Michel de Montaigne Bordeaux 3 University, Bordeaux, France
²Dept. of Culture Sciences, Faculty of Humanities, Maria Curie-Sklodowska University in Lublin, Lublin, Poland

16,15  Coffee Break
SESSION 5 – ACCESS TO THE CULTURE INFORMATION
Chairman: James Hemsley, EVA Conferences International, UK

“London’s Digital Culture: Artists & Designers, Public Service Media & ‘Livecasting’”
James Hemsley¹, Nick Lambert¹, Lizzie Jackson,²
¹VASARI Research Centre, School of Arts, Birkbeck, University of London, London, UK
²Ravensbourne, Greenwich Peninsula, London, UK

“Learning is a Way to Access to Treasure of Museums”
Elena Gaevskaya
Faculty of Arts, Saint - Petersburg State University, Saint-Petersburg, Russia

Andreas Bienert
Staatliche Museen zu Berlin - Stiftung Preußischer Kulturbesitz, Berlin, Germany

“Networked Museum, Concept, Design, Technology and Experiments”
Shinji Shimojo¹, Masaki Chikama², Kaori Fukunaga², Eiji Kawai², Hisako Hara³,
Jin Tanaka⁴, Takayuki Morioka⁵, Vito Cappellini⁶
¹Cybermedia Center, Osaka University, Ibaraki, Japan
²National Institute of Information and Communications Technology, Keihanna/Koganei, Japan
³Osaka Electro-Communication University, Shijonawate, Japan
⁴KDDI Corp, Japan
⁵DIS Project, Hitachi Ltd., Yokohama, Japan
⁶MICC – DINFO, University of Florence, Florence, Italy

“Crowdsourcing – New Possibilities and Limitations for Image Archives”
Nicole Graf
Image Archive, ETH Zurich, ETH-Bibliothek, Zurich, Switzerland

“Solution for Cultural Experience in Places of Elective Supermodernity (NeoLuoghi)”
F. Spadoni¹, R. Rossi¹, F. Tariffi²
¹Rigel Engineering S.r.l., Livorno, Italy
²Space S.p.A., Prato, Italy

“Multimedia guides based on augmented reality technologies”
Tatyana Laska, Sergey Golubkov
Institute of Arts, Saint – Petersburg State University, Saint-Petersburg, Russia
ROOM B

WORKSHOP 1  INTERNATIONAL COOPERATION
9,00 – 13,00  Chairmen: Ugo Di Tullio, University of Pisa and Italy Film Investments, Italy
James Hemsley, EVA Conferences International

The general aspects of international cooperation in Cultural Heritage are presented. The impact of new technologies in the field is considered, outlining the more suitable ones for cooperative plans.

The importance of Virtual Heritage for better cooperation among the Nations in the World is considered.

Projects currently developed in different parts of the World are presented.

The importance of coordination and promotion by International Organization (as by UNESCO) is outlined.

European Commission programs and initiatives are presented, with particular reference to new Plan HORIZON 2020. Collaborative activities in Europe are in particular described.

Speakers include:
- Maria Luisa Stringa, Centro UNESCO di Firenze, Italy
- Paolo Del Bianco, Istituto Internazionale Life Beyond Tourism, Firenze, Italy
- Nikolay Borisov and Vera Slobodyamek, Center of Design and Multimedia, St. Petersburg State University, Russia
- Carlo Quinterio, Film Producer, Firenze, Italy
- Walter Ferrara, Museum Advisory Board, V-MUST (Virtual Museum Transnational Network), Firenze, Italy
- Agata Lo Tauro, MIUR – Liceo Scientifico Galileo Galilei, Catania, Italy

ROOM A

WORKSHOP 2  INNOVATION AND ENTERPRISE – INNOVAZIONE E IMPRESA
(Italian Language)
9,00 – 13,00
Chairman: Francesco Chirichigno,
Roma

Technological requirements in the Cultural Heritage field are outlined and opportunities for Italian SME’s working in the field, using new technologies, are presented.

Regional and national applied research Programs in Italy are described.

Activities by National Organizations and Firms working in the area of Telecommunications, Informatics, Optoelectronics, Environment and Infomobility are presented.
Funding by European Commission is considered, with particular reference to multimedia and telematics for Cultural Heritage, Environment and Education (e-learning). Special consideration is given to the new EC Plan HORIZON 2020.

Initiatives regarding the “know-how” transfer from Research Organizations to the Industrial Sector are described.

Organizations and Companies present their activities and experiences.

**Invited Speakers:**
- Marco Bellandi, Pro-Rettore al Trasferimento Tecnologico, Università degli Studi di Firenze
- Laura Castellani, Responsabile Settore Infrastrutture e Tecnologie, Regione Toscana
- Enrico Bocci, Responsabile Commissione Regionale Servizi Innovativi e Tecnologici, Confindustria Toscana

**Speakers include:**
- Luigi Perissich, Confindustria Servizi Innovativi e Tecnologici, Roma
- Claudio Tasselli, Sezione Servizi Innovativi e Tecnologici, Confindustria Firenze
- Edoardo Calla, Istituto Superiore Mario Boella, Torino Wireless
- Giovanni Gasbarrone, Business – Sales Top Clients and Public Sector, Industry Marketing, TELECOM ITALIA
- Daniele Corsini, CABEL
- Paola Castellacci, VARGROUP
- Riccardo Bruschi and Luca Bencini, T.T. Tecnosistemi, Prato
- Vannino Vannucci, Vannucci Pianta, Pistoia
- Andrea del Re, Studio Legale Del Re – Sandrucci, Firenze
- Franco Guidi, NEUMUS, Firenze
- Donata Cappelli, LATTANZIO Business Advisory, Roma

**Closing:**
- Oreste Giurlani, Coordinator e Rete Telematica Regionale Toscana (RTRT), Presidente UNCEM TOSCANA

**ROOM B**

**WORKSHOP 3**  
**e. CULTURE CLOUD**  
**“An infrastructure for Cultural Content”**

**Chairman:** Dirk Petrat, Free ad Hanseatic City of Hamburg, Ministry of Culture, Hamburg, Germany

**Opening:**
Chairman Dirk Petrat

**Introduction:**
Mathias Müller-Using, Dominik Anweiler, Nordpol+ - Agentur fur Kommunikation GmbH, Hamburg

**Speakers present:**
- added value from the perspective of cultural content owners
- added value from the perspective of users
- added value from the international perspective
- necessary steps for implementation

**Panel Discussion**

**Closing**
3 - SPECIAL EVENTS

Wednesday, 7 May  20,00 – 22,45

RECEPTION at Grand Hotel Minerva
Concert by Iuri Ricci
Multimedia Presentation of Art and Science

4 - TECHNICAL EXHIBITION

Wednesday, 7 May:  15,00 – 18,45

For information on the Exhibition:
CENTRICA S.r.l.
Piazza della Madonna della Neve, 5 - 50122 Firenze - Italy
Tel.: (+39) 055 24 66 802 – Fax: (+39) 055 20 09 785
E-mail: info@evaflorence.it   Web pages ~ http://www.evaflorence.it/home.php

EVENT OF INTEREST

ICASSP 2014 - 4-9 May, 2014 - Florence, Italy
www.icassp2014.org/home.html
IEEE - Signal Processing Society -
ICASSP is the World's largest and most comprehensive technical conference focused on signal processing and its applications. The conference will feature world-class speakers, tutorials, exhibits, and thematic workshops.
Electronic Imaging & the Visual Arts
EVA 2014 Florence
Conference, Workshops, Meetings & Exhibition
7-8 May 2014
REGISTRATION

Dr/Mr/Mrs/Ms:…………………………Surname:………………………………………………………………………..
First Name:…………………………………………Job:……………………………………………………………………..
Title:…………………………………………………………Address:………………………………………………………
Post Code:………………………………Country:……………………………………………………………………
Tel.:……………………………………………………Fax:……………………………………………………………………
Email:…………………………………………………………………………………………………………………………
Principal Activity of your Organisation (tick one only)
Commercial □ Government □ Academic/Library/Museum □
Signature:……………………………………………………Date:…………………………………………………

Please use tick boxes

<table>
<thead>
<tr>
<th>Morning</th>
<th>Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday 7:</strong></td>
<td></td>
</tr>
<tr>
<td>□ Workshop 1</td>
<td>□ Conference Sessions</td>
</tr>
<tr>
<td>International Cooperation</td>
<td></td>
</tr>
<tr>
<td>□ Workshop 2</td>
<td>□ Reception</td>
</tr>
<tr>
<td>Innovation and Enterprise</td>
<td></td>
</tr>
<tr>
<td>(In Italian – Innovazione e Impresa)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thursday 8:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>□ International Forum on “CULTURE &amp; TECHNOLOGY”</td>
<td>□ Conference Sessions</td>
</tr>
<tr>
<td>□ Conference Session</td>
<td></td>
</tr>
<tr>
<td>□ Workshop 3</td>
<td></td>
</tr>
<tr>
<td>e.Culture Cloud</td>
<td></td>
</tr>
</tbody>
</table>

The participation to all the Events is free.

This Registration Form is to be sent by E-mail to:
Prof. Vito Cappellini & Secretariat
E-mail: vito.cappellini@unifi.it