

## Digital Formats & Early Modern Artistic Culture (Madrid/Málaga, 25-27 Sep 19)

Madrid-Málaga (Spain), 25.-27.09.2019

Carmen González-Román, University of Málaga (Spain)

### Digital Formats for the Dissemination of Early Modern Period Artistic Culture

The possibilities offered by digital technology nowadays allow us to advance even more in the knowledge and, particularly, in the transmission to society of aspects related to artistic culture between the 16th and 18th centuries. This symposium connects with some of the current debates on the use of digital technology in the field of cultural heritage in general and, in particular, on its application to the analysis and transmission of Modern Age material or ephemeral culture.

Prestigious institutions worldwide, among others, the Prado Museum (Madrid) - Princess of Asturias Award for Communication and Humanities 2019-, the Kunsthistorisches Museum (Vienna) or the Städel Museum of Frankfurt will present the projects and the achievements from their respective digital development departments. On the other hand, this symposium will present current projects developed by humanists who have applied digital technology for the virtual reconstruction and / or re-creation of the artistic culture of those centuries.

Conveners: Carmen González-Román, Andrea Sommer-Mathis, Rudi Risatti.

Wednesday, September 25

Marqués de Valdecilla Historical Library (UCM Madrid)

17:30-18:00.

Welcome speech by Marta Torres Santo Domingo (Director of the Historical Library Marqués de Valdecilla, UCM) and Sagrario Aznar Almazán (Dean of the School of Geography and History, National Distance Education University).

Presentation of the R+D ART-ES Project by Carmen González-Román (University of Málaga).

18:00-19:30.

Presentation of the volume: *Teatralidad y performatividad de las artes. El contexto hispánico en la Edad Moderna*. Bulletin of Spanish Visual Studies III:2 (2019). Hilary Macartney (University of Glasgow) and Carmen González-Román (Universidad de Málaga).

Speakers:

Michael Rössner (Director of the Institut für Kulturwissenschaften und Theatergeschichte, ÖAW, Vienna)

Sara Mamone (Università degli Studi di Firenze)

19:30-20:00.

Presentation of the digital: From real life into the World of Art (online exhibition of the results of the ART-ES project) Andrea Sommer-Mathis and Rudi Risatti

Friday, September 27

Polo de Contenidos Digitales (Málaga)

9:30-10:00: Credentials

10:00-10:30: Official Opening: José Luis Caro (Director of the Strategic Chair of Leading-Edge Technologies in Humanities (University of Málaga), Víctor Fernando Muñoz (Vicepresident for Strategic Projects, University of Málaga), Juan Antonio Perles (Dean of the School of Humanities).

SESSION I. Museum Digital Formats - Chair: Rudi Risatti (Theatermuseum, Viena).

10:30-11:00: Digital strategy and transformation of the Prado Museum. Javier Pantoja Ferrari (Head of Digital Development at the Prado Museum)

11:00-11:30: Break

11:30-12:00: Digital Strategies in Art Education

Chantal Eschenfelder (Head of the Education and Mediation Department, Städel Museum/Schirn-Kunsthalle, Frankfurt)

12:00-12:30: Web Design and digital resources. Nicoletta Hernández (Media Department, Kunsthistorisches Museum, Vienna)

12:30-13:00: Discussion.

SESSION II. Digital formats in research on visual and performative arts

Chair: Andrea Sommer-Mathis (Österreichische Akademie der Wissenschaften, Institut für Kulturwissenschaften und Theatergeschichte)

13:00-13:30: ... and they jingle by again: Splendid vehicles of the Habsburgs as a means for representation in the 18th century. Monica Kurzel-Runtscheiner (Director of the kaiserliche Wagenburg, Kunsthistorisches Museum, Vienna)

13:30-14:00: Il pomo d'oro (1666/1668) – Animated Retelling of a Baroque Festival Opera. Daniela Franke (Theatermuseum, Vienna)

14:00-16:00 Lunch

16:00-16:30: The Kolowrat-Wedding of 1580 in Innsbruck. Let's bring it to life!

Veronika Sandbichler (Director of the Ambras Castle, Kunsthistorisches Museum, Innsbruck)

16:30-17:00: Baroque Festivals in Lisbon: Toward a Multimedia Analysis. Pedro Flor (Universidade Aberta / Instituto de História da Arte - NOVA/FCSH, Lisbon), Susana Varela Flor (Instituto de História da Arte - NOVA/FCSH, Lisbon)

17:00-17:30: Break

17:30-18:00: Project in progress: The Royal Entry of Queen Isabel II in Málaga (1862).  
Exhibition: design in digital format. Javier Carrasco and Álvaro Leal (Master's Degree in the Social Development of Artistic Culture, Universidad de Málaga)

18h.-19:30h. Panel Discussion. Challenges and perspectives on digital contents in the research on Early Modern Period artistic and performative culture.  
Chair: Hilary Macartney (University of Glasgow), Anna Maria Testaverde (Università degli Studi di Bergamo) and Siro Ferrone (Università degli Studi di Firenze)  
Participants: Researchers of the ART-ES team.

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Miércoles, 25 de septiembre  
Biblioteca Histórica Marqués de Valdecilla (UCM Madrid)

17:30-18:00.  
Bienvenida a cargo de Marta Torres Santo Domingo (Directora de la Biblioteca Histórica Marqués de Valdecilla, UCM) y Sagrario Aznar Almazán (Decana de la Facultad de Geografía e Historia UNED).  
Presentación del proyecto I+D ART-ES a cargo de Carmen González-Román (Universidad de Málaga).

18:00-19:30.  
Presentación del volumen: Teatralidad y performatividad de las artes. El contexto hispánico en la Edad Moderna. Bulletin of Spanish Visual Studies III:2 (2019). Hilary Macartney (University of Glasgow) y Carmen González-Román (Universidad de Málaga).

Intervienen:  
Michael Rössner (Director del Institut für Kulturwissenschaften und Theatergeschichte, ÖAW, Viena)  
Sara Mamone (Università degli Studi di Firenze)

19:30-20:00.  
Presentación del digital: De la vida real al mundo del arte (exposición en línea de los resultados del proyecto ART-ES) Andrea Sommer-Mathis y Rudi Risatti

Viernes, 27 de septiembre  
Polo de Contenidos Digitales (Málaga)

9:30-10:00: Acreditaciones

10:00-10:30: Inauguración oficial del simposio: José Luis Caro (Director de la Cátedra Estratégica de Tecnología de Vanguardia en Humanidades, UMA), Víctor Fernando Muñoz (Vicerrector de Proyectos Estratégicos, Universidad de Málaga), Juan Antonio Perles (Decano de la Facultad de Filosofía y Letras).

SESIÓN I. Formatos digitales en el museo Preside: Rudi Risatti (Theatermuseum, Viena).

10:30-11:00: Estrategia y transformación digital del Museo del Prado. Javier Pantoja Ferrari (Jefe

de Área de Desarrollo Digital en el Museo Nacional del Prado)

11:00-11:30: Break

11:30-12:00: Digital Strategies in Art Education

Chantal Eschenfelder (Jefe Departamento de Educación y Mediación, Städel Museum/Schirn-Kunsthalle, Frankfurt)

12:00-12:30: Web Design and digital resources. Nicoletta Hernández (Departamento de Medios Visuales, Kunsthistorisches Museum, Viena)

12:30-13:00: Debate.

SESIÓN II. Formatos digitales en la investigación sobre artes visuales y performativas Preside: Andrea Sommer-Mathis (Österreichische Akademie der Wissenschaften, Institut für Kulturwissenschaften und Theatergeschichte)

13:00-13:30: ... and they jingle by again: Splendid vehicles of the Habsburgs as a means for representation in the 18th century. Monica Kurzel-Runtscheiner (Directora de la kaiserliche Wagenburg, Kunsthistorisches Museum, Viena)

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(Universidade Aberta / Instituto de História da Arte - NOVA/FCSH, Lisboa), Susana Varela Flor (Instituto de História da Arte - NOVA/FCSH, Lisboa)

17:00-17:30: Break

17:30-18:00: Project in progress: La entrada de Isabel II en Málaga (1862). Diseño

expositivo en formato digital. Javier Carrasco y Álvaro Leal (Máster en Desarrollos sociales de la cultura artística, Universidad de Málaga)

18h.-19:30h. Mesa redonda. Retos y perspectivas de lo digital en la investigación sobre la cultura artística y performativa de la Edad Moderna

Presiden: Hilary Macartney (University of Glasgow), Anna Maria Testaverde (Università degli Studi di Bergamo) y Siro Ferrone (Università degli Studi di Firenze)

Intervienen: Ponentes e investigadores del equipo ART-ES

Quellennachweis:

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