One of the main challenges of the contemporary museum is to be able to grasp the potential of digital transformation to enable new ways of accessing its contents, to experiment with solutions aimed at expanding and diversifying audiences and providing more enriching and meaningful experiences in presence and online.

The contributions of the first seminar organised by ICOM Italia and British Council will explore:

- innovative ways of involving new audiences, thanks to digital and emerging technologies
- online approaches and solutions aimed at making museums’ collections more accessible to larger and more diverse audiences

After an overview by Alessandro Bollo of current issues, the state of the art and perspectives, Kati Price will present Explore the Collections, a new digital experience that allows users to explore, learn about and interact with the extraordinary collection of the Victoria And Albert Museum. This new platform comes at a vital time when the way audiences engage with museums and their collections has changed dramatically, particularly during and since the pandemic. Drawing on an audience-centred approach, Explore the Collections brings together for the first time all the V&A’s object data and information, with compelling editorial content about the objects from the world of art, design and performance.

Sofia Bilotta will present What a Wonderful World, an experimental project carried out on the occasion of the rearrangement of the permanent art collection of MAXXI, aimed at creating a "digital performative propotype" that allows one to "investigate the relational ecosystem of the work of art through the analysis, visualization, interpretation of data generated by the public in dialogue with the exhibited works". 
SCHEDULE

- **Welcome**
  Rachel Launay | British Council, Country Director Italy
  Adele Maresca Compagna | ICOM Italia, Presidente

- **Challenges and opportunities of digital technologies for public inclusion and engagement**
  Alessandro Bollo | La Fabbrica del Vapore, Senior Project Manager

- **Innovative international approaches**
  Moderator: Alessandro Bollo | La Fabbrica del Vapore, Senior Project Manager
  *Taking an audience-centred approach to presenting museum collections online*
  Kati Price | V&A Victoria and Albert Museum, Head of Experience and Digital
  *The Relational Digital Ecosystem of MAXXI: Data and Participatory Practices inside the Museum*
  Sofia Bilotta | MAXXI Museo nazionale delle arti del XXI secolo, Ufficio formazione

- **Discussion**

- **Final remarks**
  Alessandro Bollo | La Fabbrica del Vapore, Senior Project Manager
  Adele Maresca Compagna | ICOM Italia, Presidente