

**ROUND TABLE TITLE:**            **Building museums as protagonists of Virtual Reality exhibitions**

**ORGANISER:**                        Marco Merlini (*Italy*)

**ROUND TABLE PROPOSAL:**

A study published by the European Commission "The economy of culture in Europe" includes museums into the not-economic and not-profitable sector. They can generate employment and business only for what concerns their real, physical existence, mainly when they renovate their buildings.

Against this too restrictive vision, this roundtable intends to collect, present and discuss best-practices according to which museums are protagonists of innovative synergies between cultural heritage and Internet-digital multimedia devices as to generate social-economic benefits able to trigger local economic development.

A special focus will be put on skills and tools needed to develop Virtual exhibitions that are manageable, delivered on Internet and envisaged as e-services. Key criteria will be explored such as development of tools that require limited additional training, inexpensive software or hardware, and conceived as components of museum daily work - not externally outsourced –. Consistently, it will be discussed how to create an international learning community where museums develop capacity building and technical cooperation on the subject of robust digital representation methods, exhibitions online and 3D virtual reality.

The organiser of this round table intends to solicit specific case studies relating to topics such as management of Web exhibitions and 3D virtual reality, courses online as tools to build virtual museums, digital archaeological libraries managed by museums, museum educational programmes, and 3D representations.

**PLEASE CONTACT:**

**Marco Merlini**  
EURO INNOVANET  
Prehistory Knowledge Project  
Italy  
T: +39 06 897142  
E: [mi9887@mclink.it](mailto:mi9887@mclink.it)