

Programme EVA - Paris 2022 : *New digital challenges in cultural engineering*

Presentation:

By bringing together archaeologists, medical anthropologists, artists, art historians and researchers and especially *startups*, EVA - Paris presents the new digital challenges in cultural engineering.

This conference is above all a place of exchange, addressing the following issues:

- Presentation of new digital tools, applications, *web* development and uses in applied science, which promote the cultural, artistic and educational diversity of a society becoming more interactive.
- Presentation of new digital tools to revisit and appropriate territories and heritage in a dynamic way.
- Valorization of cultural consumption and e-tourism of tomorrow, mixing mediation and sustainable development.
- Creation of a platform for the exchange of cultural and creative industries with researchers, *startups* and institutions.
- Accessibility of new discoveries and their promotion to the general public.
- Development, within a network, of a digital ecosystem where research, science and culture meet with different regional and international partnerships, both public and private.

Program:

Day ¹ : Monday, April 11, 2022
DRAC Île-de-France
45-49 rue Le Peletier – 75009 PARIS



Direction régionale
des affaires culturelles
d'Île-de-France

Join meeting using StarLeaf app

<https://meet.starleaf.com/4897318447/app>

9h30 - 9h45 : Welcome of the participants by the co-founders of EVA-PARIS –
Jeanette ZWINGENBERGER (University of Paris 1 Panthéon-Sorbonne)
Bertrand TRIBOULOT (Direction régionale des affaires culturelles d'Île-de-France / UMR 7044 ArchiMèdE)

9:45 - 10:00: Opening speech of the conference –
Laurent ROTURIER (Regional Director of Cultural Affairs of Île-de-France)
Martí GRAU SEGÚ (Curator and Head of the European Parliament Department at the Jean Monnet House)

1. ART

Partners:

Heritage, museums, cultural institutions , monuments, local authorities, galleries , fairs and leisure industry, e-tourism.

Objective:

Communicate about an exhibition through 3D, virtual and augmented reality. This sharing between different audiences promotes a greater dissemination of artistic and cultural creation.

10h00 - 10h20 :

Speaker: Philippe MERCAT (Co-founder of Vox Culturae)

<https://www.voxculturae.fr/>

Bring visitors into your world: allow them to discover your stories for themselves. A new interactive and playful digital solution where everyone manipulates time and space at their own pace and according to their desires.

10h20 - 10h40 :

Speaker: Valentin SCHMITE (Co-founder of Ask Mona)

<https://askmona.fr/>

A conversational robot, allowing personalized assistance and adapted personal assistance adapted to the needs of cultural institutions (museums, monuments, theaters, local authorities ...).

11:00 - 11:20: Break – Drinks / pastries

11h20 - 11h40 :

Speakers: Dominique and Sylvain LEVY (collectors)

<https://www.g1expo.com/v3/dslcollection/>

Visit one of the first virtual private museums featuring one of the largest collections of contemporary Chinese art.

11h40 - 12h00 :

Speaker: Marie MAILLARD, artist

<https://www.mariemaillard.com>

Decoding the futures, the cryptographic aesthetic in question: from cypherpunks to digital neocapitalism.

12h00 - 12h20 :

Speaker: Jonathan PEPE, artist

www.jonathan-pepe.com

From *soft-robotic* to Big Data and in relation to ancient history, the artist produces reflexive fictions in dialogue with research laboratories.

12h20 - 12h40 :

Speaker: Adrian SADAKA (Co-founder and CEO of Timescope)

<https://www.timescope.com>

Timescope is the first studio for creating heritage enhancement experiences dedicated to cultural places and territories.

12:40 - 13:00 : Discussions - Moderator : Jeanette ZWINGENBERGER

13h00 - 14h00 : Lunch

Free catering.

14h00 - 14h20 :

Speaker: Elian CARSENAT (President *Uncopied*)

<https://uncopied.art/>

Securing and enhancing museum collections through *blockchain*: risks and opportunities.

14h20 - 14h 40 :

Speaker: Akane HORI (University of Paris 1 Panthéon-Sorbonne)

<http://omage.free.fr/2019/videos.html>

Archaeometry of modern caves: from the real to the virtual.

14h40 - 15h00 : Discussions - Moderator : Jean-François Danis (DRAC Île-de-France)

15h00 - 15h15 : Break – Drinks / pastries

2. EUROPE

Initiatives for public history and citizen engagement in the European institutions.

15h20 - 16h40 :

Intervenant : Anastasia REMES (Department of History and Civilization European University Institute)

Creating a 3D Model of the European Coal and Steel Community Pavilion at Expo 58 (présentation à distance).

The EU at your doorstep. The European Parliament's citizens outreach projects:

Speaker: Nadina CRISAN (Head of mobile information unit, European Parliament) (remote presentation); The Jean Monnet House, the Mobile information Unit.

Speaker: Daisy MOUZAKA (Project Manager Paris, Europa Experience Unit, European Parliament)

The future Europa Experience in Paris.

Speaker: Marc CLAEYS (House of European History)

The audiovisual and interactive offer at the House of European History.

16:40 - 17:00 : Discussions - Moderator : Martí GRAU-SÉGÜ (Jean-Monnet House, European Parliament)

18h00 – 20h00 :

Cocktail dinner with the artist **Yves YACOEL**,

Pioneer of the pixel sticker and author of *Invader Space*, *street art*.

Day² : Tuesday, April 12, 2022

European Parliament – Jean Monnet House
7 chemin du Vieux Pressoir, Houjarray
78490 BAZOCHES



Possibility of a departure from Paris by bus Porte d'Auteuil: 8:30 am for a departure at 8:45 am (at the latest), return by bus in the early evening to Paris Porte d'Auteuil.

Join meeting using the FB Live app on the *Maison Jean Monnet* FB page
<https://www.facebook.com/maisonjeanmonnet/>

9h30- 10h00 : Welcome of the participants – Breakfast

Martí GRAU SEGÚ (Curator and Head of the European Parliament Department at the Jean Monnet House)

Jeanette ZWINGENBERGER and Bertrand TRIBOULOT (Co-founders of EVA PARIS)

3. 3D RECONSTRUCTION

10h00 - 10h20 :

Speaker: Gaëlle LAFAGE (Centre André Chastel)

<https://institut-opus.sorbonne-universite.fr/>

The molière theatre at the Palais-Royal. The contributions of 3D modeling.

10h20 - 10h40 :

Speaker: Hubert NAUDEIX (Director ARISTEAS)

<http://www.aristeas.fr/>

3D reconstruction: from research to mediation.

Around a few concrete cases bringing together different issues: the Basilica of Constantine in Rome, the Versailles of Louis XIV, Gaudi's workshop in Barcelona.

10h40 - 11h00 : Discussion - *Modérateur : Martí GRAU SEGÚ*

11h00 - 11h20 : Break (20 mn) – Drinks / pastries

11h20 - 11h40 :

Speaker: Sébastien DUMETZ (Co-founder and designer of hologram generators)

<https://holusion.com/fr/about/>

Images, 3D models, reconstructions, simulations... to study, communicate, inform. Presentation of a holographic table.

11h40 - 12h00 :

Speaker: Virginie BOURDIN (LIMSI LABORATORY)

<https://www.quaibranly.fr>

Forensic techniques and archaeology/heritage: new contributions.

12h00 - 12h20 : Discussions - *Moderator : Constance WALLER (University Paris 1 Panthéon-Sorbonne)*

12:40 - 14:00 : Lunch

4. ENVIRONMENT

14h00 - 14h20 :

Speakers: Yann LE JEUNE (Loire-Atlantique Departmental Council / UMR 6566 CReAAH) and Cynthia DOMENECH-JAULNEAU (DRAC Île-de-france / UMR 8215)

Ishtar: a software for managing archaeological databases from the field to the museum and its use at the Regional Archaeology Service (DRAC Île-de-France).

14h20 - 14h40 :

Speakers: Bruno WIRTZ and Geoffroy ETAIX (Co-founders of Tellus Environnement)

<https://tellus-environnement.com/>

Geophysics for archaeology in 3D and in complex environments.

14h40 - 15h00 :

Speakers: Maurice BATAILLE and William NIVET (Co-founders of HD Media)

<https://www.hdmedia.fr>

Realization of 360° virtual tours, enriched HD Media, and advice in digital communication.

15h00 - 15h20 : Discussions - Moderator : Bertrand TRIBOULOT.

15h20 - 15h40 : Break – Drinks / pastries

15h40 - 16h00 :

Speaker: Isabelle LE TELLIER (Fondatrice de Aird'éco-drone)

<https://www.airdeco-drone.com/fr>

Making the invisible possible: multisensor approach under drone (LiDAR, thermal, magnetic). From the hunts of Louis XIV to the Battle of Britain.

16h00 - 16h20 :

Speaker: Eric ZORNIOTTIERI (Musician and musiccrab sounder)

<https://en.unesco.org/covid19/educationresponse/solutions>

<https://www.musiccrab.com>

This new educational, artistic and cultural resource is an intelligent game that promotes musical learning: easy music theory.

16h20 - 16h40 : Marie Molins, digital artist, researcher in media archaeology and analysis

Decoding the futures, the cryptographic aesthetic in question: from cypherpunks to digital neocapitalism

16h40 - 17h40 :

Debate - Moderator: Jeanette ZWINGENBERGER.

17:40 - 18:00 And Visit of the Jean Monnet House.

18h00 - 19h00 : Cocktail dinner