



International Conference EuroMed 2012
dedicated on Cultural Heritage
October 29th – November 3rd, 2012

Amathus-Hotel, Limassol, Cyprus

www.euromed2012.eu



Invitation:

You are kindly invited to participate at the EuroMed 2012 conference which will provide an opportunity to exchange research results, opinions, experiences and proposals on the best practice and hi-tech tools from Information and Communications Technology to document, preserve, manage and communicate Cultural Heritage (CH). This event is under the patronage of UNESCO, under the Auspices of the Cyprus Presidency of the Council of the EU, under the Auspices of the Minister of Education and Culture and in cooperation with the European Commission.

The 4th EuroMed2012 brings together researchers, policy makers, professionals and practitioners to explore some of the more pressing issues concerning cultural heritage today. In particular, the main goal of the conference is to focus on interdisciplinary and multi-disciplinary research on tangible and intangible Cultural Heritage, the use of cutting edge technologies for the protection, restoration, preservation, massive digitalization, documentation and presentation of the CH content. At the same time, the event is intended to cover topics of research ready for exploitation, demonstrating the acceptability of new sustainable approaches and new technologies by the user community, SME's, owners, managers and conservators of cultural patrimony.

Several organizations and currently running EU projects have decided to join together in order to create an optimal environment for the discussion, explanation of new technologies, exchange of modern ideas and in general to allow the transfer of knowledge between a maximum number of professionals and participants during one common time period.

Its main objectives are further to:

1. Highlight the role of European cultural heritage research and developments within international activities and co-operation.
2. Assess the impact of EU policies on the protection, restoration, preservation and digitalisation (e-documentation) of European CH and evaluate the positive contribution of cultural heritage innovative research and developments for competitiveness and job creation.
3. Disseminate the results of EU cultural heritage innovative research and developments acquired at large research facilities and discuss new development and innovations in research infrastructure.





4. Discuss and consolidate co-ordination of national research into and educational programmes for CH within Europe and the world.
5. Refine, amend and publish main ideas and visions of any technological platforms opened to the entire field of CH in the context of preparation of the EU Horizon 2020 Framework Programme (2014-2020).
6. Emphasize the relation of conservation practice to contemporary legislation, especially experienced by SMEs, problems of orphan works, fraud and crime regarding movable cultural heritage market; health and safety issues in conservation practice.
7. Discuss the influence of research on the impact of EU policies and directives on CH, and mitigation of possible adverse effects (for example: Digital Agenda, Open Access, Orphan works, Public Sector Information-PSI, etc).
8. Underline and discuss the role of the current and future developments on international activities, agreements and co-operations:
 - a. Against demolishing and/or looting in CH (UNESCO, Interpol, Europol, ICOMOS, ICCROM, etc).
 - b. on the e-documentation and e-preservation in CH (European Union, Google, UNESCO, World Library, mSoft, etc);
 - c. on the establishment of standards in the field of CH;
 - d. on conventions (like the UNESCO Convention for the Safeguarding of the Intangible CH; EU CH Label, WHL, etc);
 - e. on documenting, archiving, monitoring, preserving, protecting and presenting worldwide the CH using innovative ICT solutions;
 - f. on the legal and ethical responsibilities of CH Informatics.

EuroMed2012 participants will have the opportunity to experience the results of original work addressing the following subjects or related themes:

Topics:

I. PROTECTION, RESTORATION, AND PRESERVATION OF TANGIBLE AND INTANGIBLE CH:

- Damage assessment, diagnosis and monitoring for the preventive conservation and maintenance of CH;
- Assessment of new conservation treatments (effectiveness, compatibility, reversibility)
- Development and application of methodologies, technologies, models and tools for damage assessment, monitoring and adaptation to climate change impacts (including extreme events)
- Ground-breaking applications in the field of monitoring and protecting the tangible CH (for example: earth satellite observation monitoring systems, GIS, etc).
- Information Management systems in CH.
- Innovative topics related to the current and future implementation, use, development and exploitation of the EU CH Identity Card
- Framework conditions to enhance and market most promising prototypes used in tangible and intangible CH
- Protecting cultural heritage assets from risks and damages resulting from earthquakes, fires, storms, looting and "extreme events"
- Non-destructive diagnosis technologies for the safe conservation and traceability of cultural assets





- Compatible solutions for improving the resource and energy efficiency of historic buildings in urban and rural areas
- Innovative solutions for archaeology, as well as cultural landscapes, taking into account the promotion of (and protection from) cultural tourism and quality of life
- Benchmarking for furthering guidelines and best practices on methodologies, and standards for CH protection, restoration, preservation and documentation, in relation with CEN (TC 346), Europeana and implementation of EU directives affecting CH and its end-users
- Research needs to further improve conservation & restoration practices and strengthen the involvement of end-users: owners & managers, conservators, restorers, SMEs, industry etc.
- Protection of submerged CH: maritime, coastal, marshes and lakes including archaeological assets
- Contribution to the JPI Initiative on CH for furthering the coordination of all European public efforts together with Member States and wide range of stakeholders
- Contribution to the ECTP and Focus Area on CH especially for the efforts from private sector especially SMEs and industry
- Innovative solutions for the consolidation, dissemination, demonstration and exploitation of results, training and education related to the tangible and intangible CH (including open access to scientific results in cultural heritage as well as their preservation)
- e-Infrastructure networks and applications in the field of CH
- Contribution to the efficient estimation of costs of the maintenance, conservation, restoration, preservation, digitalization and documentation of the tangible and intangible heritage.

II. DIGITAL HERITAGE:

- Digital Data Acquisition Technologies in CH
- 2D and 3D Data Capture Methodologies and Data Processing in CH
- On-site and remotely sensed data collection
- 2D and 3D GIS in Cultural Heritage
- CAD and FEM based Digital Reconstructions and 3D Modelling
- Reproduction Techniques and Rapid Prototyping in CH
- Visualisation Techniques (desktop, Virtual and Augmented Reality)
- Virtual Reality in Archaeology and Historical Research
- Multimedia, Multilingua, Data Management and Archiving
- Construction and indexing of large scale Multimedia/Multilingual Encyclopedias in Cultural Heritage
- Computer Animation for CH Applications and Virtual Heritage
- Game Technologies in Cultural Heritage
- Non-Photorealistic Rendering of CH Data
- Virtual Museum Applications (e-Museums and e-Exhibitions)
- Digital/Virtual Documentation of Archaeological Excavations
- Novel Internet-based Cultural Heritage Applications
- Portals and Digital Libraries of Culture
- Usability, Effectiveness and Interface Design for CH Applications
- Innovative Graphics Applications and Techniques
- Interactive Environments and Applications
- e-Libraries and e-Archives in Cultural Heritage
- National Digital Libraries and Aggregators as cross-domain systems
- Long term availability of content and its long term accessibility



- Effective IC-Technologies for the creation, management and reuse of content and knowledge
- Storytelling and authoring tools
- e-Learning in Cultural Heritage
- Tools for Education, Documentation and Training in CH
- Archaeological Analysis and Interpretive Design
- Standards, Metadata, Ontologies and Semantic Processing in Cultural Heritage
- Authentication, Accreditation and Digital Rights Management
- Legal issues: Water-Marking, Orphan Works, Copyrights and IPR
- Professional and Ethical Guidelines
- The Economics of Cultural Informatics and Tourism
- Natural and Man initiated deconstruction of Cultural Heritage and prevention techniques.
- ICT assistance in monitoring and restoration

Keynote Speakers:

- Dr. KISHORE RAO, Director of UNESCO's World Heritage Center (France)
- Dr MICHAEL T. JONES, Google's Chief Technology Advocate, former Chief Technologist of Google Maps/Google Earth and CTO of Keyhole Corporation (USA)
- Dr. THOMAS R. KLINE, Lawyers for Cultural Heritage Looting and Preservation (USA)
- Prof. NADIA MAGNENAT-THALMANN, Director of MIRALab at the University of Geneva (Switzerland) and Director of the Institute for Media Innovation (IMI) at Nanyang Technological University in Singapore
- Prof. DANIEL THALMANN, founder of VRlab at EPFL (Switzerland) and professor at the Institute for Media Innovation (IMI) at Nanyang Technological University in Singapore
- Dr LIVIO DE LUCA, Director of MAP laboratory at CNRS Marseille (France)
- Dr ELEANOR E. FINK, International art and technology consultant the Institute of Information Science, University of Southern California, the World Bank, and International Finance Corporation (USA)
- Dr JOHN GREAVES, The pioneer of the RF-ID technology (USA)
- Prof. STEFAN GRADMANN, professor of knowledge management and semantic knowledge architectures at the School of Library and Information Science of Humboldt-University in Berlin (Germany)
- Dr. CRISTINA SABIONI, coordinator of the Joint Programme Initiative on Cultural Heritage and Global Change: A new Challenge for Europe (Italy)
- Dr. SALAVTORE SIANO, Special Scientist and partner at the EU CHARISMA Project (Italy)
- Dr. WERNER WEBER, Beauftragter der Bundesregierung für Kultur und Medien (Germany)

For more information about the joint conference, please visit the webpage <http://www.euromed2012.eu> or directly contact the chair of the event at: chairman@euromed2012.eu .

Best Regards,

Marinos Ioannides, Dieter Fritsch, Johanna Leissner, Fabio Remondino, Rob Davies and Rossella Caffo
Chairs of Euromed2012

