

# INTERNATIONAL CONFERENCE **IM/MATERIALITIES**

## Museums between real and digital

The symposium Im/materialities scheduled in Turin from the 11th to the 13th of March 2020, intends to deepen some of the main topics developed and proposed by the temporary exhibition "Archeologia Invisibile" opened in March 2019 and on view until the 6th of January 2020 (now extended through 7<sup>th</sup> June 2020).

The exhibition explores objects and their own unique history, a sort of biography, whose clues are largely condensed into the very materials that they are made out of. Archaeometry provides information about their materiality that would otherwise be inaccessible and invisible to the naked eye and that allows the researchers to fill the gaps on what is unknown about the history/biography of the objects (who made them, why, when, where, with what materials) in order to define, for instance, the best ways to preserve them.

With more than 40 scientific institutions involved in the project, the exhibition emphasizes the growing collaboration between Egyptology and Natural Sciences in the study of archaeological artefacts and how archaeometry, increasingly employed by Museo Egizio as a standard method to question objects, is changing the way a collection can be explored, preserved and, finally, presented to the visitors.

An openness to disciplines outside Egyptology is an indispensable prerequisite for the debate about these topics. Hence the desire to involve for the conference scholars from many fields of research: physical and cultural anthropologists, philosophers, sociologists, archaeologists, paleopathologists, heritage scientists, museum curators, museologists, AI specialists, and neuroscientists.

### The conference will be divided into five sections:

➤	<b>IN/TANGIBLE</b>	11/03/2020
➤	<b>IN/VISIBLE</b>	12/03/2020
➤	<b>IM/MATERIAL</b>	12/03/2020
➤	<b>DE/CODED</b>	13/03/2020
➤	<b>UN/PERCEIVED</b>	13/03/2020

# PROGRAM

11.03.2020	
9.00 - 9.30	<b>REGISTRATION</b> CONFERENCE ROOM, Museo Egizio
9.30 - 9.45	<b>WELCOME AND GREETINGS BY:</b> Evelina Christillin <i>(President Museo Egizio)</i> Hisham Mohamed Moustafa Badr <i>(Ambassador of the Arab Republic of Egypt)</i>
9.45 - 11.30	<b>OPENING SPEECH</b> Christian Greco <i>(Museo Egizio)</i> Maria Luisa Catoni <i>(Scuola IMT)</i> Admir Masic <i>(Massachusetts Institute of Technology)</i>
11.30 - 12.00	<b>Coffee break</b>
<b>IN/TANGIBLE</b> CHAIR: Christian Greco	
12.00 - 12.20	<b>From the Pyramid to the Web.</b> Maurizio Ferraris <i>(Università di Torino)</i>
12.20 - 12.40	<b>Objects in a built environment and built environment as object: exploring the material culture perspective at a very large scale.</b> Luca Ciabarri <i>(Università degli Studi di Milano)</i>
12.40 - 13.00	<b>Discussion</b>
13.00 - 14.30	<b>Lunch</b>
14.30 - 14.50	<b>Spirits in the material world: do archaeologists need more than a trowel?</b> Andrea Augenti <i>(Università di Bologna)</i>
14.50 - 15.10	<b>Discussion</b>
15.10 - 15.30	<b>Coffee break</b>

**Coffee breaks**  
are served for  
all participants.

**Lunch**  
is reserved for  
the speakers.

15.30 - 15.50 **From Dust to Display. Shaping im/material contexts in archaeological and museum practices.**  
Paolo Del Vesco (*Museo Egizio*)

15.50 - 16.10 **Egyptian Things: Intangible Dimensions of Museum Objects.**  
Stephen Quirke (*University College London*)

16.10 - 16.30 **Discussion**

16.30 - 18.00 ***Tours of the exhibition "Archeologia Invisibile" guided by the curators of Museo Egizio***

12.03.2020

**IN/VISIBLE**

CHAIR: Enrico Cappellini

9.30 - 9.50 **Numbers, words and images. The material culture in the digital era.**  
Corinna Rossi (*Politecnico di Milano*)

9.50 - 10.10 **Unlocking the past: using CT scanning to digitally reveal new insights into mummification.**  
Daniel Antoine (*British Museum*)

10.10 - 10.30 **Discussion**

10.30 - 10.50 ***Coffee break***

10.50 - 11.10 **Unveiling the ancient Egyptian polychromy by the non-invasive MA-XRF imaging and related methods.**  
Francesco Paolo Romano (*ISPC-CNR, Catania*)

11.10 - 11.30 **How do we make objects talk? The role of the conservation scientist in archaeological research.**  
Tiziana Cavaleri (*Centro Conservazione e Restauro La Venaria Reale*)

11.30 - 11.50 **Discussion**

11.50 - 12.10 **The Research Program about the House of the Ancient Hunt in Pompeii (VII, 4, 48): Between Archaeology and Diagnostics.**  
Diego Elia (*Università di Torino*)

12.10 - 12.30 **Antiquity-Inspired Innovation: The Egyptian Blue.**  
Admir Masic (*Massachusetts Institute of Technology*)

12.30 - 12.50 **Discussion**

12.50 - 14.30 ***Lunch***

- 14.30 - 14.50 **From Object Biographies to Material Networks. Curating Between the Analogue and the Digital.**  
Felix Sattler (*Humboldt-Universität zu Berlin*)
- 14.50 - 15.10 **Notre-Dame of Paris, Material and Immaterial.**  
Lindsay Cook (*Vassar College*)
- 15.10 - 15.30 **Discussion**
- 15.30 - 15.50 **Towards a Digital Cast Court? Digital records and the building of a new heritage - a global museum perspective.**  
Anaïs Aguerre (*Culture Connect*)
- 15.50 - 16.10 **Color representation in epigraphic documentation.**  
Krisztián Vértés (*The Epigraphic Survey of The Oriental Institute, University of Chicago*)
- 16.10 - 16.30 **Discussion**
- 16.30 - 16.50 **Coffee break**
- 16.50 - 17.10 **The Role of Block Chain in the Reproduction of Cultural Heritage.**  
Eugene Ch'ng (*University of Nottingham Ningbo*)
- 17.10 - 17.30 **Trajectories of Materiality at the Post-Digital Turn.**  
Enrico Ferraris (*Museo Egizio*)
- 17.30 - 17.50 **Discussion**

13.03.2020

DE/CODED

CHAIR: Maurizio Ferraris

- 9.30 - 9.50 **The Tablet as Object. Archaeometry and 3D Modeling of Cuneiform Clay Tablets.**  
Stefano de Martino (*Università di Torino*)  
e Michele Cammarosano (*Julius-Maximilians-Universität Würzburg*)
- 9.50 - 10.10 **Progetto Sekhmet. New strategies and technologies applied to the study of the greatest sculptural production in Ancient Egypt.**  
Alessia Amenta (*Musei Vaticani*)
- 10.10 - 10.30 **Discussion**
- 10.30 - 10.50 **Coffee break**

10.50 - 11.10	<b>The digital resources created by the 15cBOOKTRADE Project for the study of early printed books as historical sources. An evidence-based re-assessment of the impact of the printing revolution.</b> Cristina Dondi ( <i>University of Oxford</i> )
11.10 - 11.30	<b>Turin Papyrus Online Platform. The papyrological material of the Museo Egizio digitally assembled.</b> Susanne Töpfer ( <i>Museo Egizio</i> )
11.30 - 11.50	<b>Discussion</b>
11.50 - 12.10	<b>The “TEMPERA” European Training Network for palaeoproteomic analysis of cultural heritage.</b> Enrico Cappellini ( <i>University of Copenhagen</i> )
12.10 - 12.30	<b>Artificial Intelligence for Cultural Heritage – Blessing and Curse?</b> Harald Sack ( <i>FIZ Karlsruhe – Leibniz Institute for Information Infrastructure</i> )
12.30 - 12.50	<b>Discussion</b>
12.50 - 14.30	<b>Lunch</b>

**UN/PERCEIVED**

CHAIR: Maria Luisa Catoni

14.30 - 14.50	<b>The aesthetic world in the digital age: A call to arms for empirical aesthetics.</b> Vittorio Gallese
14.50 - 15.10	<b>The museum experience: what can we learn from neuroscience?</b> Daniela Ovadia ( <i>Neuroscience and society lab, Università di Pavia</i> )
15.10 - 15.30	<b>The Neurobiology of Beauty.</b> Semir Zeki ( <i>University College London</i> )
15.30 - 15.50	<b>Discussion</b>
15.50 - 16.10	<b>A Neuroscience-Informed Approach To The Design of Art Experiences In A Museum Setting.</b> Tedi Asher ( <i>Peabody Essex Museum</i> )
16.10 - 16.30	<b>Objects as mirrors of self: using museum objects for psychotherapy.</b> Ali Coles ( <i>Art Psychotherapist, UK National Health Service, and Senior Lecturer in Art Psychotherapy, University of South Wales</i> )
16.30 - 16.50	<b>Discussion</b>
16.50 - 17.10	<b>Coffee break</b>
17.10 - 18.30	<b>Conclusions</b> Christian Greco, Maria Luisa Catoni, Admir Masic, Maurizio Ferraris, Enrico Cappellini

*The scientific committee consists of:*

**Christian Greco, Enrico Ferraris, Paolo Del Vesco**

Museo Egizio, *Turin*



The participants are entitled to free admission to the Museo Egizio  
from the 11<sup>th</sup> to the 13<sup>th</sup> of March 2020 during the opening times of the museum:

Monday **9.00 – 14.00** (closed in the afternoon)

Tuesday - Sunday **9.00 – 18.30**

Please present your badge at the entrance



The participants are entitled to 20% discount at the Museum Shop.  
Please present your badge at the cash desk.

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