

PERCEIVE

**Perceptive Enhanced Realities of Colored collections
through artificial Intelligence and Virtual Experiences**

press release [EN]

06.03.2023, PERCEIVE launch event

Auditorium of the National Archaeological Museum of Naples (MANN), Italy

PERCEIVE, the European project on Coloured Collections, AI and Virtual Experiences, will be launched, on 6th of March 2023, at the Auditorium of the National Archaeological Museum of Naples (MANN), during a special event open to scholar communities, cultural and creative sectors and civil society.

It will be a unique occasion to explore the **beauty and fragility** of coloured artworks and assess the **challenge** of colour conservation and reconstruction together with multidisciplinary scholars and experts from **8 countries and 11 institutions**. Speakers from 4 **museums**, including the MANN of Naples, the Munch Museum of Oslo, the Victoria and Albert Museum of London and the Art Institute of Chicago, will present their collections, activities and priorities. **3 companies** (Anamnesia, Imki and Hoverlay) and **5 research institutes**, starting from the coordinator of the project, CNR ISPC, together with the German Fraunhofer IGD, the Greek FORTH, the Norwegian NTNU and the Swiss HSLU, will try to pave the way towards innovating the museum visitor experience and towards a future of **new discoveries and re-appropriation** of these collections, diverse, but with a common element: **colour** and its **perception**.

During the days of 7 and 8 March, then, the PERCEIVE partners will continue to work behind closed doors, to try to answer some crucial questions, including “how can we predict the change and deterioration of the colors of our heritage? “How can we reconstruct the lost colors of ancient statuary and artworks?”. These experts will meet, discuss and lay the foundations for a new approach to cultural heritage and its colours.

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Perceptive Enhanced Realities of Colored collections through artificial Intelligence and Virtual Experiences

PERCEIVE, the European project on Coloured Collections, AI and Virtual Experiences, invites you to the launch event, on 6th of March 2023, at the Auditorium of the National Archaeological Museum of Naples (MANN), open to scholar communities, cultural and creative sectors and civil society.

It will be a unique occasion to explore the beauty and fragility of coloured artworks and assess the challenge of colour conservation and reconstruction together with multidisciplinary scholars and experts from 8 countries and 11 institutions. Speakers from 4 museums, including the MANN of Naples, the Munch Museum of Oslo, the Victoria and Albert Museum of London and the Art Institute of Chicago, will present their collections, activities and priorities. 3 companies (Anamnesia, Imki and Hoverlay) and 5 research institutes, starting from the coordinator of the project, CNR ISPC, together with the German Fraunhofer IGD, the Greek FORTH, the Norwegian NTNU and the Swiss HSLU, will try to pave the way towards innovating the museum visitor experience and towards a future of new discoveries and re-appropriation of these collections, diverse, but with a common element: colour and its perception.



PROGRAM

[open event]



March 6th, 2023



Auditorium, MANN Museum (Naples - IT)



09.00 Registration (accredit yourself at the entrance of "Ex soprintendenza")



10.30 Official Launch

prof. Massimo Osanna, Director General of Museums at MiC, *Welcome by the Italian Ministry of Culture*

prof. Lucio d'Alessandro, vice-president CNR, *Welcome by the Italian National Research Council*

Dr. Paolo Giulierini, MANN Director, *Welcome by the MANN museum*



11.30 The PERCEIVE project

Sofia Pescarin, CNR ISPC and project coordinator, *the Perceive project*



12.00 The PERCEIVE perspectives

Catlin Langfort, Centre for Contemporary Photography, Melbourne Australia [remote], *Colours in the historic autochrome process*

Giovanni Verri, AIC Chicago, *The impermanence of colours in collections*

Rebecca Pedrazzi, founder NotiziArte [remote], *Digital Art and its challenges*

Michael Weinmann, Delft University, *AI based geometry and material reconstruction next gen CG-applications*



13.00 lunch break @ MANN



14.30 PERCEIVE: a perspective from around the world

Costanza Miliani, CNR ISPC (IT), *Heritage Science research on polychromies in Italy at CNR: between conservation science and virtual technologies*

Cristiana Barandoni, MANN (IT), *Coloured collections, studies and initiatives at the MANN*

Kasper Teglggaard Koch, Munch Museum (NO), *Munch – looking to the future*

Lucia Burgio, Victoria and Albert Museum (UK), *Colour studies and public engagement around the textiles and photo collections of the Victoria and Albert Museum*

Sophia Sotiropoulou and Panos Trahanias, FORTH (GR), *Analysing colours and developing ICT tools and services for Cultural Heritage in Greece at FORTH*

Holger Graf, Head of Dept. VR and AR at Fraunhofer IGD (DE), *XR and AI technologies at Fraunhofer*

Marcos Alvarez, NTNU Colourlab (NO), *Colour perception and visualisation research*

Richard Wetzel, HSLU (CH), *Designing and testing augmented, virtual and hybrid experiences in the digital art and cultural heritage domains*

Simon Sappa, Anamnesia (FR), *New tools and services for museum exhibitions*

Francesca Casadio, AIC (USA) [remote speech], *Colors in the artworks of the Art Institute of Chicago*

Nicolas Robbe, Hoverlay LTD (USA) [remote speech], *Augmented Reality platform between storytelling and research challenges*



18:00 Cocktail @ MANN

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