

AGENDA

Monday, 22 October, 2012

WHERE WE STAND

From 09:00 Check-in and coffee

INTRODUCTION

10:00 Opening

Börries von Notz

Managing director of the Jewish Museum Berlin Foundation and deputy to the director

10:05 Welcoming address

Dr. Birgit Grundmann

State Secretary in the Federal Ministry of Justice

10:20 Introduction

Dr. Paul Klimpel

Head of iRightsLab Culture, coordinator “Cultural Heritage” of the Internet & Society Co:llaboratory

10:40 Practical examples: New ways of access

Short presentations (6 minutes 40 seconds max.)

» First we take Berlin | Jürgen Keiper & Peter Paul Kubitz

» German Archaeological Institute | Marcus Cyron

» DM2E | Konstantin Baierer

» Europeana 1914-1918 | Frank Drauschke

» The Mobile Museum | Graeme Were

**11:30 Free access to cultural heritage—
an appraisal**

Prof. Dr. Jürgen Renn

Director at the Max Planck Institute for the History of Science

12:00 Lunch break

CULTURE AND COMMERCIALISATION

**13:00 The stock photo agency bpk—a professional
service provider of media for cultural institutions**

Hanns-Peter Frentz

Head of the stock photo agency bpk

13:20 Culture for all, online, and for free

Börries von Notz

Managing director of the Jewish Museum Berlin Foundation and deputy to the director

**13:40 The “Snapshot Fee”—A fairy tale from Potsdam
about access to the Prussian Palaces and Gardens**

Dr. Christian Czychowski

For the Prussian Palaces and Gardens Foundation:
lawyer at BOEHMERT & BOEHMERT

14:00 Products from museums

Robert Kirchmaier

Executive governmental director, directorate of the Bavarian State Painting Collections

14:20 Podium

Moderation: Dr. Paul Klimpel

15:00 Coffee break

CULTURAL HERITAGE OF ALL

**15:30 How to make the monuments directory
more attractive**

Dr. Andreas Lehne

Head of the department for inventory and monument research, Federal Monuments Office Austria

15:50 Cooperation between Wikipedia & museums (wt)*

Lennart Guldbrandsson

Wikipedian in Residence at the Swedish National Heritage Board

16:10 All crowd, all fine?

Kathrin Passig

Journalist & author

16:30 Podium

Moderation: Dr. Paul Klimpel

17:30 Presentation of the audience award,
Wrap-up

Tuesday, 23 October, 2012

VISIONS AND TABOOS

From 09:00 Coffee

MODELS FOR THE FUTURE

10:00 Free knowledge in the future

Pavel Richter

Executive Director of Wikimedia Deutschland e.V.

10:30 New business models*

Harry Verwayen

Director Business Development at Europeana

11:00 The Cultural Institute and the Google Art Project*

Amit Sood

Founder of the Google Art Project,
Director at the Cultural Institute

AGENDA

11:30 Basic conditions for the future

Ralph Giebel

Head of business development and public affairs –
Public Sector, EMC Deutschland GmbH

12:00 Lunch break

13:00 Unlock the vaults! Reaching out with open data*

Joseph Pugh

Education & Outreach, The National Archives (UK)

13.45 The future of cultural heritage*

David Ferriero

10th Archivist of the United States

14:30 Coffee break

VISIONS AND TABOOS

15:00 Panel discussion

» Prof. Dr. Gabriele Beger

Executive director of the State and University Library
Hamburg Carl von Ossietzky

» Dr. Verena Metze-Mangold

Vice President of the German Commission for UNESCO

» Dr. Till Kreutzer

Lawyer at iRightsLaw, Managing Editor for iRights.info

» Dr. Konstantin von Notz, MdB

Spokesperson on internal affairs and on Internet policy,
member of the Enquete Commission "Internet and
Digital Society"

» Pavel Richter

Executive Director of Wikimedia Deutschland e.V.

Moderation: Dr. Paul Klimpel

16:15 Statements

16:45 Audience discussion

„Access and the future of cultural heritage“

Moderation: Matthias Spielkamp

Project manager at iRights.info

17:30 Wrap-up

Organizers of the conference

» Jewish Museum Berlin

» Prussian Cultural Heritage Foundation

» Internet & Society Co:llaboratory

» iRightsLab Culture

» Open Knowledge Foundation Germany

» Wikimedia Germany

Media partner

» KULTURSERVER

With kind support of

» EMC Deutschland GmbH

» Zeuschel GmbH

» startext Unternehmensberatung GmbH

Location

Jewish Museum Berlin

Lindenstraße 9-14

10969 Berlin

www.jmberlin.de

Directions

U1, U6 Hallesches Tor

U6 Kochstraße

Bus M29, M41, 248

Time

22. und 23. Oktober 2012

10:00 – 18:00

Please allow some extra time at the entrance of the Jewish
Museum for a quick security check.

Registration

www.zugang-gestalten.de

Admission is free.

Head of conference

Dr. Paul Klimpel

Coordination

Stefan van Zwoll und Jana Maire

Contact & Media relations

Jana Maire

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* Sessions marked with a star are in English and not
translated into German.

Publicly funded archives, museums and libraries are important custodians of cultural heritage. But what about access to these great storehouses of knowledge? Are the artifacts that are catalogued, restored, and safeguarded by memory institutions really visible or are they hidden in locked storage rooms? Does “Open Access” mean “Access free of charge”? Is the self-conception of heritage institutions changing in the information age? What is the role of participatory initiatives such as Wikipedia, what is the role of the private sector? Why is free access to cultural heritage often given for non-commercial uses only? Is the differentiation in commercial and non-commercial use justified? What responsibility do memory institutions have when it comes to granting access to cultural heritage? Do they have more responsibilities in the information age, with access becoming ever more easy from a technical point of view?

The International Conference “Shaping Access!”, taking place on the 22nd and 23rd October 2012 at the Jewish Museum in Berlin will offer an opportunity to discuss different concepts of access to cultural heritage with experts from the areas of culture, business, civil society, and politics.
