

TANGIBILE & INTANGIBILE/TANGIBLE & INTANGIBLE

Arte come motore sociale

Art as a social engine

Tiziana Casapietra, Direttore Museo della Ceramica di Savona

ABSTRACT

Today more and more art and cultural institutions are promoting projects that involve the use of digital technologies such as 3d printing, augmented and virtual reality. However, technology is not meant to be an end in itself. Depending on the goal we have to achieve, we need to evaluate which process is needed to accomplish our cultural and social mission. Sometimes, but not always, technology is the best way to reach it. During the lecture we will show a few examples of art projects that benefit from the use of digital technologies: the online events we have organized at the Savona Ceramics Museum during the lockdown, a couple of projects we are working on now for a more appealing experience of traditional art works, and the acquisition of a 3d printing for modelling clay.