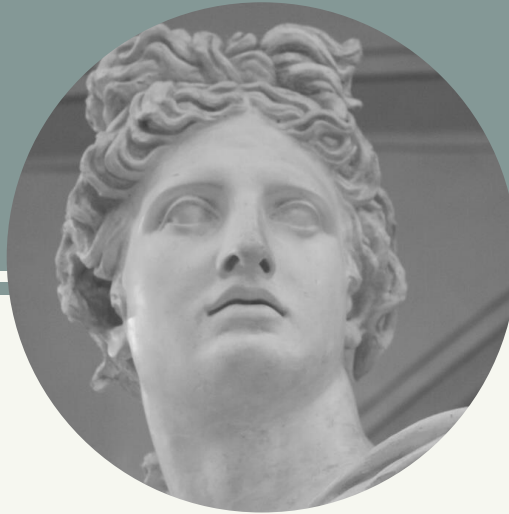


# BRANDING AND STORYTELLING. VISUAL AND TEXTUAL COMMUNICATION IN MUSEUMS

## LEARN

## SMA 2023



Dip. di Civiltà e Forme del Sapere  
Università di Pisa

Sistema Museale di Ateneo (SMA)  
Università di Pisa

### JUNE 12-16, 2023

#### MONDAY, JUNE 12, 2023

09:30-10:00

*Introduction*

10:00-12:30

**Stefania Zardini Lacedelli**, Research Fellow, Science Museum Group

*Rethinking museum narratives in a digital participatory culture: The case study of Laboratory of Stories and the platform-museum Dolom.it*

14:00-16:00

**Chiara Cecalupo**, Universidad Carlos III de Madrid

*Information in motion. Introduction to digital tools in museums*

#### TUESDAY, JUNE 13, 2023

10:00-12:00

**Ida Morisetti**, Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci, Milano

*History/stories/biographies in the collections of the National Museum of Science and Technology Leonardo da Vinci*

#### WEDNESDAY, JUNE 14, 2023

11:00-12:00

**Sandro Debono**, University of Malta

*Thinking Phygital – getting the right mix for the right purpose*

15:00-17:00

**Carlos Bayod**, Factum Foundation, Madrid

*Digital and material access to cultural heritage*

#### THURSDAY, JUNE 15, 2023

09:30-10:00

**Anna Anguissola**, Università di Pisa/Gipsoteca di Arte Antica e Antiquarium

*From laboratory to museum: Narrating the identity of an academic collection*

10:00-13:30

**Chiara Marabelli**, University of Oxford

*Questioning authenticity in museums: From classical cast collections to the digital*

All classes will take place in the Central European Summer Time (CEST) zone (UTC/GMT+2) at:

Organizer: Anna Anguissola, [anna.anguissola@unipi.it](mailto:anna.anguissola@unipi.it)  
Technical support: Erik Iemane, [e.iemane@studenti.unipi.it](mailto:e.iemane@studenti.unipi.it)

The course addresses communication inside a museum and explores the strategies behind textual and visual storytelling, focusing on digital and innovative methods for in-person and online learning. How to balance information and simplicity? When is storytelling effective? How can we construct lengthier historical or geographical narratives? What may immersive and synaesthetic technologies offer in order to advance a rich/individual experience, tailored to diverse audiences and types of visits?