

## "Immersive art"

### Seminar programme on 22. June, 2017

Moderator: Joachim Ritter

Time \_\_\_\_\_ Room: Bassano Saal, Kunsthistorisches Museum Vienna

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| 10.00 | Registration   |
| 10.45 | <b>Introduction</b><br>Joachim Ritter, Managing Director of the VIA Group  |
| 11.00 | <b>Dr. Andrea Nanetti/SP</b><br><i>Towards professionally designed lighting in museums, galleries, and cultural spaces. An interdisciplinary educational path.</i>       |
| 11.30 | <b>Anne Bureau/FR</b><br><i>From sunflowers to waterlilies – lighting culturally significant art.</i>  |
| 12.15 | <b>Emrah Baki Ulas/UK</b><br><i>Academic Research in Practice - Towards modern museum lighting guidelines.</i>   |
| 13.00 | Lunch break  |
| 14.00 | <b>Film screening: A treasury of light. The Italian way to illuminate art</b><br>P: VIA Group, D: Moritz Gieselmann, 15 min  |
| 14.15 | <b>Veronika Mayerböck/AT</b><br><i>Lighting beyond art: choreographing views and appearances for the viewer.</i>   |
| 15.00 | Coffee break   |
| 15.30 | <b>Consuline, Francesco Iannone and Serena Tellini/IT</b><br><i>The Monza method</i>   |
| 16.15 | <b>Presentations by the workshop participants</b>  |
| 17.00 | <b>Tour</b> of the existing lighting conditions at the Kunsthistorisches Museum (Veronika Mayerböck), and of the results of the practical lighting workshop (Consuline). |
| 17.45 | Summary and conclusion of seminar  |
| 18.00 | <b>Official vernissage of workshop installations</b>   |