

## Conference on May 14, 2025, in Turin at the Natural Sciences Museum

- **Address:** Via Accademia Albertina 15, Turin
- **Time:** 6:00 PM – 7:30 PM
- **Title:** From Digitization to Artificial Intelligence: Emerging Models of Conservation and Knowledge.

The conference is designed as an in-person event.

For those unable to attend, live streaming (in Italian) will be available via Zoom:

<https://us02web.zoom.us/j/89780594373?pwd=Nq1LACFaas8heTN1m6fvz6wnKmsVat.1>

(Meeting ID: 897 8059 4373 – Passcode: 202009 – Find your local number:

<https://us02web.zoom.us/u/kebOtrNOaO>)

The conference is hosted by the [Regional Museum of Natural Sciences of Turin](#) and promoted by the [Research Center of the international Logosnet network](#), in collaboration with and under the patronage of the [Department of Architecture of the University of Bologna](#).

International experts will guide the audience through a journey across digitization, immersive and extended reality technologies, artificial intelligence, and cultural innovation for museums, libraries, and archives.

The avatars of Alfred Wallace and Michele Lessona, with their very human-like artificial intelligence, will interact with all attendees and will be available for statements and interviews to anyone who wishes to talk with them: a unique opportunity for journalists interested in exploring the emerging phenomena of extended reality and artificial intelligence.

A truly special event, featuring lights and optical effects curated by [Logosnet](#) and [Club Silencio](#).

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*The LOGOSNET Research and Development Center*

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VAT/IVA: IT-08247890018 – Recipient Code for e-invoices/Codice Destinatario fatture elettroniche: W7YVJK9

R.E.A. Torino: TO-957519 - R.E.A. Roma: RM-1621601 – Fully paid-up share capital/Capitale sociale: € 115.000 i.v.

## The program:

At the heart of the program is the theme of digitization as a key element for the conservation, enhancement, and accessibility of cultural and scientific heritage.

We will explore the potential of new technologies, with particular focus on extended reality (augmented, virtual, mixed, immersive, metaverse) and the role of generative artificial intelligence in knowledge management and dissemination, the development of new conservation models, and museum exhibitions.

The experts will deliver short talks to allow time for audience participation and discussion:

- **Dr. Marco Fino**, Director of the Regional Museum of Natural Sciences of Turin (Opening remarks: *The Natural Sciences Museum between tradition and innovation*).
- **Prof. Marco Gaiani**, Professor at the University of Bologna, pioneer in the digitization and enhancement of cultural heritage (Talk: *Representing knowledge through digital technologies: new models for conservation and understanding*).
- **Dr. Mauro Felicori**, prominent figure in the management of major Italian cultural assets and former Director of the Royal Palace of Caserta (Talk: *Why does digital innovation advance so slowly in Italy's public cultural sector?*).
- **Prof. Alberto Garlandini**, President of the ICOM Foundation, one of the leading voices in international museology (Talk: *Digital transition and artificial intelligence: Two challenges for the museum of the future*).
- **Prof. Filippo Molinari**, Vice Rector of the Polytechnic University of Turin, expert in artificial intelligence (Talk: *Models of generative and interactive artificial intelligence: where we are and what we are missing*).
- **Prof. Ugo Cardinale**, Curator of the Festival of Classics, philologist, and passionate communicator (Closing talk: *In dialogue with artificial intelligence. Questions and discussion with the avatars of Michele Lessona and Alfred Wallace*).

There will also be several **"poster-style" presentations**:

One-minute interventions by museum directors and curators, representatives of cultural institutions and administrations, universities, archives, and libraries.

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Confirmed participants to the poster presentations so far include:

- **Prof. Paola Borrione**, President of the Santagata Foundation for the Economics of Culture
- **Dr. Alessandro Bollo**, Director of the National Museum of the Italian Risorgimento
- **Dr. Federico Taverni**, Digital Media Expert at the Egyptian Museum of Turin
- **Dr. Roberta Tota**, Curator at the Regional Museum of Natural Sciences of Turin
- **Dr. Gabriella Serratrice**, Head of the Promotion of Library and Archival Assets Division at the Piedmont Region.

#### Moderators and coordinators:

- **Dr. Barbara Bertagni**, Founder of Logosnet, psychologist and trainer, expert in experiential and intercultural learning.
- **Dr. Fernando Salvetti**, Founder of Logosnet, designer of immersive solutions for communication and training.

The conference proceedings will be published as a volume by Franco Angeli Publishing House in Milan.

For further information or contacts: [info@logosnet.org](mailto:info@logosnet.org)

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