

Panel discussion
“Smart city” — “Smart media”:
Museums and mass media in conditions of global digitalization of city spaces

November 15, 11.00-13.00
State Literary and Memorial Anna Akhmatova Museum
in Fountain House (53 Liteyny Ave.)

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11.00 - 11.10 — speaker’s presentation, a brief introduction by moderator Kamilla Nigmatullina (SPbSU, Russia) on the background and objectives of the discussion.

11.10 - 12.30 — the main body of the discussion.

Questions to discuss:

1) Prerequisites: what is a “smart city” and what are the “smart media”.

“*Smart city*” — the concept of the integration of information and communication technologies (ICT) and Internet of Things (IoT) to control the urban property and space. The aim of creating a “smart city” is to improve the quality of life with the help of urban information technologies to increase service efficiency and satisfy the needs of citizens.

“*Smart Media*” is a metaphor to designate platforms for mass and personal communication between the city government, social institutions and urban foundations, on the one hand, and the mass audience, or a particular citizen - on the other. “Smart media” can be considered as urban online media, as a service for sending complaints on the site, a mobile application guide for museums, and other media that, when producing and delivering content, are guided by digital data tied to a specific location.

2) Current achievements in digitalization of the cultural space and features of the digital cultural industry and creative economy in Russia and globally;

Creative economy or knowledge economy is a special sector of the economy, based on intellectual activity. The main characteristics:

- the high role of new technologies and discoveries in various ranges of human activity;

- high degree of uncertainty;

- a large amount of existing knowledge and the urgency to generate new ones.

In addition, the creative approach based on project thinking, creative imagination (modeling), and practical orientation is characteristic for creative economy.

3) The main challenges for cultural production and heritage conservation in smart cities.

- 4) Representations on the requests of residents of “smart cities” about the development of the media and digital space in the culture space.
- 5) Recommendations for officials, media professionals and art workers in the field of digitalization of culture and media.

Question 1. Achievements. Do you think that digitalization of cities has any special requirements for museums and other cultural institutions. And to the media? Are modern museums ready for operation in a smart city? What projects indicate that museum institutions are effectively using digital and media opportunities?

Anna Mikhailova, analyst at the Museum and Tourism Development Department of GAUK «Mosgortur» (Russia); **Anastasia Ozerskaya**, head of the press service of the State Literary and Memorial Museum of Anna Akhmatova in the Fountain House (Russia); **Ksenia Diodorova**, head of Gonzo-Design Studio (Russia)

Question 2. Problems. Can you name the risks associated with the digitalization of cities for cultural institutions? What is the role of media in promoting culture in a digital society? Should the mediation and digitalization of cultural institutions be carried out comprehensively, according to some general plan / vision / idea, or is it important that each institution decides on this issue individually? Who is responsible for preserving the cultural heritage in a smart city, and who owns the digital data?

Liliya Voronkova, co-organizer of the “Open Laboratory City”; **Andrew Paterson** - organizing artist, cultural producer, educator, and independent researcher (Finland); **Nicolas Buchoud**, Director of the Greater Paris Metropolitan Development Alliance (France)

Question 3. Audience. How are cultural and media projects developing abroad, in smart cities or in cities with a high level of digitalization? How do people respond to the digitalization of the cultural space, what data is available at the request of citizens? Are there certain barriers for residents of smart cities in the development of mediated cultural objects?

Guenther Hasenkamp, Director of the Goethe Institute in St. Petersburg, Head of the Department of Cultural Programs; **Nicolas Buchoud**, Director of the Grand Paris Alliance for Metropolitan Development (France)

12.30 - 13.00 — conclusions and brief recommendations/suggestions (no more than 4 items) that may relate to the activities of cultural institutions and the functioning of media projects, working with their audience to achieve a positive effect.

All speakers and experts from the audience.

Recommendations may concern:

- work of museum complexes;
- the use of media technologies in cultural spaces;
- techniques for archiving cultural heritage, exhibiting cultural artifacts, and developing media and cultural digital infrastructure;
- educational tasks of cultural projects in smart cities;
- studying the audience of cultural projects in the digital environment;
- introducing components of a creative economy into development plans for territories.