

## FOCUS

### **Museums in the era of Web3**

### **Exploring new ways of collaboration and interaction with audiences**

06.09.2023 | 12.15–18.15

National Museum Zurich | Auditorium Willy G. S. Hirzel

In today's digital world, almost every industry is trying to come to terms with Web3 and the blockchain technology. Museums are no exception and an increasing number of institutions have started exploring the potential of Web3 and blockchain technology through research projects and use cases.

How can this new digital era help shape the future of museums by increasing transparency, trust, collaboration and participation? What are use cases that are relevant to museums and how can they be put in practice? How will Web3 and blockchain technology change the way in which museums operate?

Museums will need to pursue a collaborative effort to realize broad reaching and sustainable use cases, museum professionals, researchers and technology experts are meeting at the Swiss National Museum to discuss the opportunities and risks brought by Web3 and the blockchain technology.

#### Program:

12.15–13.00	<b>Lunch</b> Greetings from Denise Tonella   Director, Swiss National Museum
13.00–13.15	<b>Introduction</b> Günhan Akarçay   Head of Digital Transformation and Innovation, Swiss National Museum
13.15–14.15	<b>Keynote 1   Blockchain: Legend or Myth</b> Frederik Greegard   CEO Cardano Foundation
14:15–14:45	<b>Keynote 2   When Museums Engage in Web3</b> Dr. Frances Liddell   Independent Researcher
14:45–15:00	<b>Break</b>
15:00–15:20	<b>Use Case 1   Fundraising with NFT in the Metamuseum: first experiences with a pilot project</b> Thomas Soraperra   Commercial Director of the Kunstmuseum Bern
15.20–15:40	<b>Use Case 2   Exploring the Decentralised Web - Friends of HEK DAO and other experiments</b> Sabine Himmelsbach   Director of the House of Electronic Arts Basel
15:40–16.00	<b>Use Case 3   A blockchain-based Ecosystem for Museums</b>

Prof. Dr. Claudio J. Tessone | Professor and Head of the Blockchain and Distributed Ledger Technologies, University of Zurich

16:00–16:15 **Break**

16:15–18:00 **Round Table**

Moderated by Wanja Bont | Partner, Beaufort AG

18:00–18:15 **Conclusion**

Günhan Akarçay and Denise Tonella | Swiss National Museum