

**PROGRAM**

**“Digital Winter School Würzburg - Cairo: Improving the public impact of Museums”**

OPENING	EXHIBITION		
Thursday, the 12.11.	Monday, the 16.11.	Tuesday, the 17.11.	Wednesday, the 18.11.
<p><b>Start: 3:30 pm</b> Login, questions</p> <p><b>3:45 pm</b> JUDITH SCHIEF MA (JMU): Presentation of Program/ of the Winter School team: Marina Breitschaft MA, Julia Völkel MA: Würzburg Amgad Fouda MA, Eman Abuhasan MA: Cairo</p> <p><b>4:45 pm</b> Getting to know each other. Formation of the working groups for the Winter School</p> <p><b>End: 5:45 pm</b></p>	<p><b>Start: 3:30 pm</b> Login, questions</p> <p><b>3:45 pm</b> JUDITH SCHIEF MA (JMU), PROF. DR. ALY OMAR (HU): Welcome</p> <p><b>4.15 pm</b> DR. ELKE KOLLAR (Badisches Landesmuseum Karlsruhe): Involving the visitor. Dialogical and activating guided tours (workshop, part 1)</p> <p><b>5:45 pm</b> break</p> <p><b>6:00 pm</b> ALEXANDRA LIEBHERR MA: Using social media in a targeted way: Tips and tricks for application (workshop, part 1)</p> <p><b>End: 7:30 pm</b></p>	<p><b>Start: 3:30 pm</b> Login, questions</p> <p><b>3:45 pm</b> LARS PETERSEN MA (Badisches Landesmuseum Karlsruhe): Exhibition management (lecture)</p> <p><b>5:15 pm</b> DR. MATTHIAS HAMANN (Museumsdienst Köln): Lifelong Learning in museums and its context (lecture)</p> <p><b>6:15 pm</b> break</p> <p><b>6:30 pm</b> DR. SABINE WOLFRAM (SMAC CHEMNITZ): Display archaeology in a new way and make it accessible to everyone: The smac in Chemnitz (museum introduction)</p> <p><b>End: 7:30 pm</b></p>	<p><b>Start: 3:30 pm</b> Login, questions</p> <p><b>3:45 pm</b> PROF. DR. THOMAS HUNDT (Jangled Nerves Exhibition Office, Stuttgart): Digital Media in exhibitions (lecture)</p> <p><b>5:15 pm</b> break</p> <p><b>5:30 pm</b> PROF. DR. GUIDO FACKLER (JMU): Exhibition elements &amp; writing labels (workshop, part 1)</p> <p><b>7:00 pm</b> Feedback session with students</p> <p><b>End: 7:30 pm</b></p>

EDUCATION & COMMUNICATION		EGYPTOLOGY
Monday, the 7.12.	Tuesday, the 8.12.	Wednesday, the 9.12.
<p><b>Start: 3:30 pm</b> Login, questions</p> <p><b>3:45 pm</b> DR. GEHAN NABIL (GEM): Museum education at the Grand Egyptian Museum (lecture)</p> <p><b>4.45 pm</b> DR. ELKE KOLLAR (Badisches Landesmuseum Karlsruhe): Involving the visitor. Dialogical and activating guided tours (workshop part 2)</p>	<p><b>Start: 3:30 pm</b> Login, questions</p> <p><b>3:45 pm</b> SIMONE DOLL-GERSTENDÖRFER MA (JMU): Inclusive ideas for people with mental disabilities in museums (workshop, part 1)</p> <p><b>5:15 pm</b> DR. KARL BORROMÄUS MURR (tim-Staatliches Textil- und Industriemuseum Augsburg): Introduction of the museum of textile and industry in Augsburg (museum introduction)</p>	<p><b>Start: 3:30 pm</b> Login, questions</p> <p><b>3:45 pm</b> PROF. DR. MARTIN STADLER (JMU): The Recording of Inscriptions and Scenes in the Ptolemaic and Roman Temples of Egypt: New Digital Trends in Egyptological Epigraphy (lecture)</p> <p><b>4:45 pm</b> EVA KURZ MA (JMU): Writing histories – Why were Egyptian artefacts collected in Würzburg? (workshop, part 1)</p>
<p><b>6:15 pm</b> break</p>	<p><b>6:15 pm</b> break</p>	<p><b>6:15 pm</b> break</p>
<p><b>6:30 pm</b> PROF. CLAUDIA FREY (Fakultät Gestaltung FH Würzburg/Schweinfurt): The role of design in exhibitions (lecture)</p>	<p><b>6:30 pm</b> PROF. DR. GUIDO FACKLER (JMU): Exhibition elements &amp; writing labels (workshop, part 2)</p>	<p><b>6:30 pm</b> ALEXANDRA LIEBHERR MA: Using social media in a targeted way: Tips and tricks for application (workshop, part 2)</p>
<p><b>End: 7:30 pm</b></p>	<p><b>End: 7:45 pm</b></p>	<p><b>End: 7:45 pm</b></p>

EGYPTOLOGY	OBJECTS	
Monday, the 18.1.	Tuesday, the 19.1.	Wednesday, the 20.1.
<p><b>Start: 3:30 pm</b> Login, questions</p>	<p><b>Start: 3:30 pm</b> Login, questions</p>	<p><b>Start: 3:30 pm</b> Login, questions</p>
<p><b>3:45 pm</b> PROF. DR. TAREK TAWFIK (Cairo University): Overview of the Egyptian museums (lecture)</p>	<p><b>3:45 pm</b> DR. SANDRA FERRACUTI (Linden-Museum Stuttgart): Decolonizing museums: Working with the Source Communities on exemplary objects (lecture)</p>	<p><b>3:45 pm</b> PROF. DR. OSSAMA ABDEL MEGUID (Children Museum): How to run a museum without conventional objects (museum introduction)</p>
<p><b>4.45 pm</b> SIMONE DOLL-GERSTENDÖRFER MA (JMU): Inclusive ideas for people with mental disabilities in museums (workshop, part 2)</p>	<p><b>4:45 pm</b> break</p>	<p><b>4:45 pm</b> break</p>
<p><b>6:15 pm</b> break</p>	<p><b>5:00 pm</b> DR. MARTIN PRACHER (JMU): Technical Art History: New methods and approaches (workshop)</p>	<p><b>5:00 pm</b> DR. STEFANIE MENKE (JMU): Human remains (workshop)</p>
<p><b>6:30 pm</b> EVA KURZ MA (JMU): Writing histories – Why were Egyptian artefacts collected in Würzburg? (workshop, part 2)</p>	<p><b>End: 6:30 pm</b></p>	<p><b>6:30 pm</b> Official farewell, certificates</p>
<p><b>End: 7:45 pm</b></p>		<p><b>End: 7:00 pm</b></p>

## ORGANISATION/TEAM

Eman Abuhasan MA (supervision in Cairo, mentoring)

Marina Breitschaft MA (presentation/moderation, mentoring, design)

Amgad Fouda MA (supervision in Cairo, mentoring)

Benjamin Mai (technology)

Judith Schief MA (director and management)

Julia Völkel MA (presentation/moderation & mentoring)

Organised by the Professorship of Museology (Prof. Dr. Guido Fackler) and the Chair of Egyptology (Prof. Dr. Martin Stadler) at the University of Würzburg (JMU) as part of the DAAD project “Heritage Dialogues” in cooperation with the Master in Museum Studies programme at Helwan University Cairo (HU).

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