



**MIC – MUSEO INTERATTIVO DEL CINEMA**  
Viale Fulvio Testi 121, Milano

## **CONFERENCE STOLEN MEMORIES: CINEMA, EDUCATION AND NEW TECHNOLOGIES** **Augmented Reality and Archive Sources**

Thursday 15 October

Within the scope of the European Project **In Living Memory**, on **Thursday 15 October 2015 at 4 pm** Fondazione Cineteca Italiana together with **Epson Italia** are organizing at MIC-Interactive Film Museum a conference on *recycled cinema*, namely the use of archive sources with a creative, playful and educational function.

In particular, a special focus will be put on the possibilities of using the augmented reality applications in archive and museum environments.

**In living memory** is a strategic partnership supported by the Erasmus+ programme of the European Commission, that has started in September 2014 for two years. It gathers 4 non-formal artistic education operators (Lieux Fictifs, France; TransFORMAS, Spain; Cooperativa sociale e.s.t.i.a., Italy; PhotoART Centrum, Slovakia), a University (Westerdals, Norway) and 3 archives holder structures (Institut National de l'Audiovisuel, France; Fondazione Cineteca Italiana, Italy; Institut Municipal de Museus-CIMIR de Reus, Spain) and is the extension of exchanges developed for several years between the partners.

It aims at implementing an innovative creative and learning process, based on the creation of shared artworks between inmates and free learners, using archive footages from different countries, that would favour the development on an intercultural dialogue between these learners from different ages, cultures and social backgrounds.

This project also aims at creating methodological and educational tools around archives, thanks to experimenting methodologies during common educational and training sessions between European trainers and learners. All these tools will be disseminated to other professionals from the education field..

**Conference attendance is free of charge but registration is compulsory.**  
**Please call +39 02 87242114 or [mic@cinetecamilano.it](mailto:mic@cinetecamilano.it)**

## PROGRAMME

4pm – **The Archive and the Social Utilization of Images**. Elena Mosconi (Università degli Studi, Pavia; Università Cattolica, Milan)

4.30pm – **Rewriting Cinema. The 'In Living Memory' Project**. Caroline Caccavale, Sophie Dominique (Lieux Fictifs, Marseille), Pascal Césaró (University di Aix-Marseille), Roberto Della Torre (Fondazione Cineteca Italiana, Milan), Marie-Christine Hélias (INA, Marseille), Pavel Maria Smejkal (PhotoArt Centrum, Košice), Anna Figueras (CIMIR, Reus), Michelina Capato Sartore (Coop. e.s.t.i.a., Milan), Thomas Louvat (TransFORMAS, Barcelona).

5.30pm – **Augmented Reality: between Education and Creativity**. Mauro Rubin (CEO JoinPad)

6.30pm – **A scary Archive. Visit to the Cineteca Italiana Film Archive implemented by Augmented Reality approach.**

7.30pm – **Cocktail**

9pm – screening: ***Il mistero del cadavere scomparso*** (*Dead Men Don't Wear Plaid*, by Carl Reiner, USA, 1982, b/n, 89', with Steve Martin and Rachel Ward) Italian version, English subtitles.

This spoof of '40s private eye/film noir thrillers focuses on a detective (Steve Martin) trying to solve the murder of a scientist. Hired by his wife (Rachel Ward), the detective interviews a steady stream of clients (Martin interacting with actual footage of various detective classics such as *Double Indemnity* and *The Bribe*) to discover the identity of the killer.

### INFO

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### ENTRANCE

Conference attendance is free of charge but registration is compulsory. Please call 0039 02 87242114 or email: [mic@cinetecamilano.it](mailto:mic@cinetecamilano.it)

### PRESS OFFICE

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