

**NAO CHALLENGE 2021**  
**Presentazione**  
**Live streaming**  
**22 luglio 2020 - 17 – 18:30**



**Serena Bertolucci**  
**Director of the Fondazione Palazzo Ducale, Genova**

Since 2015 to 2019 he has directed the Royal Palace in Genoa. He has held lectures and meetings at the Polytechnic University of Marche (IDAU), and at the Bocconi in Milan Master SDA Management of Cultural Heritage, Historical Villas: art, science and nature. Today she is the Director of the Palazzo Ducale Foundation in Genoa. She has promoted innovation activities both at the Palazzo Reale in Genoa and at the Palazzo Ducale, organizing events where humanoid robots have contributed to raise awareness of the works of art on display. She is a member of the Gianluca Spina Prize Jury for Digital Innovation in Cultural Heritage and Activities.



**Prisca Cupellini**  
**Head of Communications and Digital**  
**MAXXI, The National Museum for the Contemporary Art and Architecture, Roma**

Prisca Cupellini, graduated from the D.A.M.S. in Bologna and specialized at the LUISS Business School in Art and Heritage Management, began her professional career first in

Codess Cultura and then, since 2007, at the MAXXI Museum where she started, developed and coordinated the Foundation's digital activity, an activity that has earned the museum recognition both nationally (ICOM Italy 2012 Award for the best use of social networks) and internationally (People's Lovie Award and Lovie Award Bronze 2015 for the new website). Since 2018 he has been in charge of the Communication Office. He periodically carries out teaching activities at universities and training institutes.



**Eva Degl'Innocenti**  
**Director of the National Archeological Museum of Taranto – MarTA**

He has been director of the National Archaeological Museum of Taranto - MArTA since December 1, 2015 and has created its strategic plan. PhD in Archaeology, she was director of the Coriosolis museum space and of the Cultural Heritage Service of the local authority of the Community of Municipalities Plancoët Plélan in Brittany (France). She was a researcher and project manager at the Musée National du Moyen Age (Paris). She was project manager for the museum teaching of the exhibition "China. Birth of an Empire" exhibition at Le Scuderie del Quirinale in Rome. From 1999 to 2008 she carried out research and study activities in archaeological excavation campaigns in Italy and Tunisia, she curated studies of archaeological materials and collections, scientific and cultural projects for the creation of museum spaces, curated exhibitions, projects on innovation and digitization of cultural heritage. Author of various publications, she has taught and held seminars in Italian and French universities.



**Marco Guglielminotti Trivel**  
**Director of the MAO, Museum of Oriental Art, Turin**

Marco Guglielminotti Trivel, born in Turin, is one of the souls of the MAO since its establishment: conservator for East Asia art, he contributed to the first opening to the public of the museum in 2008 and to the refurbishment of the gallery dedicated to China in 2015. After a degree in Chinese language and literature at the University of Turin in 1995 and a doctorate in Chinese archaeology at l'Orientale in Naples, Guglielminotti Trivel has promoted and participated in study and research projects with Italian and foreign partners; over the years he has designed and curated national and international exhibitions and their respective catalogues, among which it is worth mentioning "Cavalli Celesti. Equestrian representations in ancient China" and "Reflections of the East. 2500 years of mirrors in and around China". He has been director of the MAO since November 2018.



**Wolfgang Heckl**  
**General Director of the Deutsches Museum of Munich and Oskar von Miller Chair School of Education and Physics Department, TU Munich.**

Wolfgang Heckl belongs to a particular category of scholars - an eminent scientist who, thanks to his efforts to disseminate his work to a wider audience, is a man known in his native Germany and abroad. In addition to being professor of experimental physics and nanoscience at the Ludwig Maximilians University and director of Germany's largest museum, the Deutsches Museum in Munich, Professor Heckl is a frequent guest on television and radio programs, and newspapers and magazines regularly publish his speeches. For these and other successes, in 2004 Professor Heckl was awarded the European Union Descartes Prize for Science Communication, which he shared with Sir David Attenborough, another leading figure in the field of science dissemination.

He is an active member of the Munich School of Robotics and Machine Intelligence, with emphasis also on Geriatronics, the health care robotics use with company Franka Emika of robotics Professor Sami Haddadin and TU Munich campus in Garmisch-Partenkirchen where he is President of Friends of Geriatronics.



**Nancy Proctor**

**Director of the Peale Center for Baltimore History and Architecture e co-Chair of the MuseWeb**

The Peale Center for Baltimore History and Architecture is the oldest museum building in the United States and is currently under restoration. MuseWeb (formerly Museums and the Web) is a U.S. nonprofit that fosters the adoption of new business models, inclusive communication strategies, and increasingly transparent technologies in institutions involved in protecting and disseminating culture.

For over 25 years Proctor has been involved in technology applied to cultural heritage. His work aims to activate and involve new audiences by crossing the boundaries between physical and virtual visits. In the past he has led the Digital area of the Baltimore Art Museum and the Smithsonian Institution, the network of 19 exhibition centers spread between Washington and New York.



**Laura Scarlata**

**Museum Educator of the Educated Services of the PalaExpo, Roma**

Laura Scarlata graduated in Contemporary Art History at the University "La Sapienza" of Rome. Since 2000 she has worked for the Educational Services of the Palazzo delle Esposizioni in Rome. She looks after and designs the educational activities dedicated to the various exhibitions, conducts training courses for teachers and operators, for the Department of Educational Policies of the Municipality of Rome and for other public and private institutions. He takes care of the proposals of "Scaffale d'arte", a library specialized

in international art publishing for children, through conferences, meetings with artists and editors.

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