

**2nd Singapore Heritage Science Conference  
HERITAGE AND THE CREATIVE INDUSTRY**

**15 – 16 January 2015**

**Auditorium, Level 2, Nanyang Executive Centre  
Nanyang Technological University  
60 Nanyang View, Singapore 639673**

**Organised by the  
NTU Para Limes and NTU School of Art, Design and Media**

Conference Chairs:

Andrea NANETTI, A/Prof.  
School of Art, Design and Media

CHEONG Siew Ann, Asst/Prof.  
School of Physical & Mathematical Sciences

**Thursday, 15 January 2015**

8:15am - Registration

9:00am - Opening

Welcome: Andrea Nanetti and Cheong Siew Ann, Conference Chairs

Chair: Alan Chan, NTU-College of HASS Dean, Singapore

Keynote Speaker

9:30am - Prof. Harold THWAITES

Consultant Professor & Director of the 3CDI, University Malaya, Kuala Lumpur  
*Theory & Praxis of Heritage Science: What do we learn when we can digitize EVERYTHING?*

10:15am - Keynote Q&A

10:30am - Coffee Break

11:00am - **Panel 1: From Heritage to Creative Industry**

Chair: Vibeke Sorensen, ADM-NTU Chair, Singapore

Speakers: Nanci TAKEYAMA, Asst. Prof., ADM-NTU, Singapore

Masahito KAWAMORI, Media and Governance, Keio University, Japan

12:30pm - Lunch

1:30pm -

Speakers: Luca ZAN, Director, Innovation and Organization of Culture and the Arts,  
University of Bologna, Italy

James MORRIS, Lecturer, Web Media Production Programme, Ravensbourne  
London, UK

3:00pm - Panel 1 Q&A

3:15pm - Tea Break

3:45pm - **Panel 2: Heritage & Craftsmanship**

Chair: Peer M. Sathikh, Associate Chair, ADM-NTU, Singapore

Speakers: Galina MIHALEVA, Asst. Prof. ADM-NTU, Singapore

Francesco IANNONE, Lighting Designer, Milano, Italy

Richard KEARNS, Independent Artist, Singapore

5:15pm - Panel 2 Q&A

5:30pm - Adjourn

**Friday, 16 January 2015**

9:00am - **Panel 3: *Immersive Spaces***

Chair: Ben Shedd, Academy Award Winner, Prof. Digital Filmmaking, ADM-NTU, Singapore

Speakers: Semir ZEKI, Prof., University College London, UK  
Sandro PARRINELLO, Asst. Prof., University of Pavia, Italy

10:30am - Coffee Break

11:00am -

Speakers: Scott LUKAS, Chair, Dept. of Anthropology & Sociology, Lake Tahoe  
Community College, USA  
Kenneth FEINSTEIN, Asst. Prof., ADM-NTU, Singapore and James MORRIS,  
Lecturer, Web Media Production Programme, Ravensbourne London, UK  
(with an excursus by) LUO Shen Shen, PhD Student, ADM-NTU, Singapore

12:30pm - Panel 3 Q&A

12:45pm - Lunch

1:45pm - **Panel 4: *"Recording" Heritage***

Chair: Robert Casteels, Dr, Independent Conductor, Researcher, and Composer, Singapore

Speakers: Nicole REVEL, Senior Researcher Emeritus CNRS, Paris, France  
Ross WILLIAMS, Asst. Prof., ADM-NTU, Singapore

3:15pm - Panel 4 Q&A

3:30pm - Tea Break

4:00pm - **Screening of selected animated shorts on *Heritage Inspired Art of Animation***

Curator: Ishu PATEL, Visiting Professor, ADM-NTU, Singapore, is an acclaimed animation film director, animator and educator whose films have received theatrical and television distribution worldwide. His many international awards include two Oscar nominations, the Silver Bear at the Berlin Film Festival, the British Academy Award, and the Grand Prix at the International Animation Film Festival, Annecy, France, and the Montreal World Film Festival, Canada.

Concept: In today's ever-changing digital technology, visual language and story telling need balance and innovative approach to offset repetitive and mind-numbing 'unimaginative' images. Animation is an exemplary medium to illustrate/investigate how cultural heritage inspires and influences the 'Art of Motion' and 'Story Telling'.

Films:

1. <i>The Bead Game</i>	6' 30"
2. <i>La Gazzaladra</i>	9' 45"
3. <i>Afterlife</i>	7' 12"
4. <i>Possessions</i>	14' 00"
5. <i>Every Child</i>	6' 13"
6. <i>Paradise</i>	15' 00"
7. <i>A Chairy Tale</i>	10' 00"

5:10pm - Screening Q&A

5:30pm - **Closing session**

*Final Remarks by the conference chairs: Andrea Nanetti and Cheong Siew Ann*

6:00pm - Networking Reception