SHORT CV:Albert Sierra Reguera

Thematic Area: TA5
Key areas of Expertise in Digital Heritage:

- Narrative and Storytelling
- Museum communication
- Virtual Reality and Heritage
- Innovation

For a decade I have been working on cultural heritage communication on the Internet. Creating websites, coordinating presentations in social networks and even helping to project Romanesque paintings on the walls where they were painted.

Since 2014 I have started a new work in the Catalan Cultural Heritage Agency with responsibilities for new technologies and recently on museography.

In fact, my academic background is art historian and museologist, but in recent years I have studied all the possible aspects of online communication. I have done musealization (Seu d'Urgell Cathedral, Romanesque churches in the Vall de Boí), mappings (# Taüll1123), Virtual Reality (Ullastret3d), digital communication projects (Photography in Catalonia) I have written articles and I have made lectures about heritage , Internet and new technologies in different universities. I have coordinated the creation of webs, apps and digital projects of all kinds. Everything always with the same objective: that the public can live the stories that are hidden behind the walls of our best heritage.