SHORT CV Francesca Guerrera

Thematic Area: 2
Key areas of Expertise in Digital Heritage:
Museums, User Experience, User Interaction, Audience Engagement, Experience Design, Design Thinking, Multiplatform Digital Solutions.

Francesca Guerrera: Entrepreneur, Academic and Artist

As Entrepreneur, Francesca is the Founder and **Director** of Art Wonder, a business that engages visitors at the museum through new levels of learning and connection. The prestigious Victoria & Albert Museum in London is one of our first supporters. Our company has been selected to be part of the renowned MassChallenge worldwide network. Francesca is also **Committee Member** for the EVA International Conference and for the Culture And Computer Science Conference. Lastly, she is also Ambassador of the European eCult Observatory network, the platform for Cultural Heritage stakeholders interested in technologies, that aims at bridging the gap between museums and technology providers.

In my Academic practice, I research on interactions amongst people in cultural spaces through the lenses of Experience Design, with an eye on how technologies such as wearables and digital tools can enhance experiences in cultural contexts.
My focus is on achieving Innovation and I often work employing Design Thinking and Technology Enhanced Learning (TEL) methodologies.
I have worked as teaching assistant in various roles, in the UK, the USA and Italy.

In my Artistic practice, I experiment with technology, mixed media and photography. I exhibited in solo and group shows in Europe and the US. My last show has been in Jerusalem, Israel, at the Hadassah Academic College gallery (May-June 2017).