

> Thursday, February 24th, 2022

13:00 - 15:00

MIS

RESEARCH
SEMINAR



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

‘COPYRIGHT AND AR ON CULTURAL HERITAGE’

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ABSTRACT



Augmented reality (AR) is a technology enabling the overlap of digital images with real world ones. This technology can have a wide range of applications, including in the cultural heritage sector. AR initiatives can be implemented by cultural heritage institutes (CHIs) for educational and research purposes, but also by third parties as (complementary) commercial practices. When AR applies to cultural goods, it is possible to refer to the "exploitation" of such goods. These goods often embed works of art which may fall under an Intellectual Property Right (IPR) protection, and copyright in particular. The presentation explains how copyright interferes with the development of AR applications. More precisely, it does it via the analysis of ownership rules and exceptions and limitations to copyright.

Keywords: Augmented Reality, Cultural Heritage, Copyright, Intellectual Property, Exploitation