

## Ulrike Felsing: Major Scientific Achievements

### Digitization and Archive

I led the project on the **digital transformation of the Swiss National Archives** that was executed in close collaboration with the Institute for Innovation & Strategic Entrepreneurship at the Bern University of Applied Sciences (BFH). The project was **funded by the Bern University of Applied Sciences BFH** (Jan.-Dec. 2018.) In preparation for the Sinergia-project, the current state of research was reviewed, methodological approaches were developed and creative considerations for new, participatory approaches to the holdings of digitized photo archives on Swiss culture were developed. I have acquired extensive theoretical knowledge in the field of digital research on images and media. My extensive discussions with archives (Swiss Society of Folklore, Ringier Image Archive, Memoria Association for the Preservation of the Audiovisual Heritage of Switzerland, Swiss Alpine Museum, Bern City Archive, Aargau State Archive) addressed the developing challenges and needs of archives and users. In my **dissertation *Reflexive Arrangements: The Catalogue as Exhibition, Film and Hypertext, magna cum laude***; I investigated forms of image linking, such as photographic sequences and hypertext-like structures, with a focus on how the medium of print differs from hyper-image and hypertext. One of the focal points was the critical examination of photographic material from anthropological archives, such as the archive of the Royal Museum for Central Africa Tervuren, Belgium. The material and medial differences between digital and analog photography were also examined in various academic articles (2016, 2017, 2019 MIT in press).

### Interdisciplinarity

During **the project on the digital transformation of the Swiss National Archives**, I made valuable experiences in the **interdisciplinary collaboration** with the Institute for Innovation & Strategic Entrepreneurship at the BFH.

Within the scope of a **five-year SNFS project**, I have achieved substantial knowledge in the **interdisciplinary collaboration** with **sinologists** from **Institute of Asian and Oriental Studies** (University of Zurich) and with **cultural scientists** of the **Chinese-German Art Academy, Hangzhou**. In addition, I have extensive experience in the coordination of integrated planning processes in interdisciplinary collaborations. The project included a three-year research on *Knowledge Visualizations in Chinese and Western Cultures* (SNFS: 100016\_141309). It linked knowledge graphics from Chinese and Western culture to distinct methods of representation whose foundations are anchored in culture and time (Baur/Felsing 2019; 2016a; b; 2015). The research was presented and discussed in Heidelberg at a conference on Transcultural Framings as part of the Cluster of Excellence on Asia and Europe in a Global Context. A multimedia presentation of the results of this project and another SNFS research project (SNFS 100016\_141309 and 13DPD3\_130081) was part of the OCT-LOFT Creative Festival in Shenzhen, China. The project also included a two-year research on *Coexistence of Chinese and Latin Characters* (SNFS: 13DPD3\_130081). In collaboration with Swissnex and the Swiss Federal Institute of Technology in Zürich, a communications concept was designed for the Sino-Swiss Science, Industry, and Government in Dialogue conference at Expo 2010 in Shanghai.

### Teaching scientific knowledge in higher education

For 10 years I have been teaching designers in theoretical subjects such as design science and design research, media history, the history of photography and problem-oriented design. The regular evaluation of these courses shows that I can implement a strong transfer of scientific knowledge in terms of content, didactics and theoretical implementation.