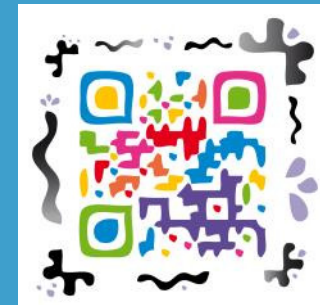




Advancing Cultural Experience through the use of ICT”
eCult Winter Stage
“Kore, what is your story?”



A continuous dialogue: stakeholder needs and expert opinions

Prof. Yannis Ioannidis
ATHENA Research and Innovation Center



8 December 2014
Athens, Greece

Cultural Heritage & ICT

Difficult symbiosis or natural evolvement?

space constraints accessibility
openness users
leisure industry competition participation
increase value time constraints
create knowledge edutainment
visitors satisfaction
education going virtual social media
preserve patrimony share knowledge
entertainment

Cultural Heritage & ICT

Today..

- Cultural heritage **key asset** of Europe
- CH orgs **highly interested** in new technology adoption
- Research results **in:**
 - Interactive storytelling
 - Personalization & adaptivity
 - Advanced 3D modeling
 - New interaction forms
 - Mobility-enabling systems
 - Cloud-based applications
 - ...**could:**
 - Increase access to resources
 - Improve user experience
 - Attract new audiences
 - Improve main sector collaboration (research, creative, finance)
 - Boost ICT industries & SMEs
 - ...

Slow take-up, no visitor benefits, difficult collaboration

EU funded efforts 2006 – today

Creative experience tools

CREATIF, CR-Play, C-Space, DREAMSPACE, MAGELLAN

Intelligent environments stimulating and enhancing human creativity

COLLAGE, CONCEPT, CREAM, GiantSteps, IdeaGarden, M C SQUARED

Computational Creativity

COINVENT, ConCreTe, Dr Inventor, Lrn2Cre8, WHIM

Human-computer interfaces for the Cultural and Creative industries

SSPnet, TOSCA-MP, VENTURI

Digital preservation

4C, APARSEN, ARCOMEM, BlogForever, CASPAR, DAVID, DIACHRON, DuraArk, DPE - DigitalPreservationEurope, ENSURE, ForgetIT, KEEP, LiWA, PERICLES, PLANETS, PREFORMA, PrestoPRIME, PROTAGE, SHAMAN, SCAPE, TIMBUS, Wf4Ever

Support activities

4C, CRE-AM, DigiBIC, eCultValue, GameArch, MAXICULTURE, MIRES, PRELIDA, Presto4U, SUCCEED, V-MusT.net

Digitisation technologies

3D-COFORM, 3D-PITOTI, IMPACT, INSIDDE, PREVIOUS, RE@CT, Re-Play, ROVINA, SCENE

Digital cultural experiences and Virtual Heritage

3D-COFORM, AXES, CHESS, CULTAR, CULTURA, DECIPHER, EEXCESS, iTreasures, meSch, PATHS, PHENIX, TAG CLOUD, TOSCA-MP, V-City, V-MusT.net

eCultValue: Objectives

*... encourage **use of new technologies** with potential to revolutionize **new ways to access cultural heritage** and experiences offered by cultural resources in real & virtual environments or a mix of both.*

By ..

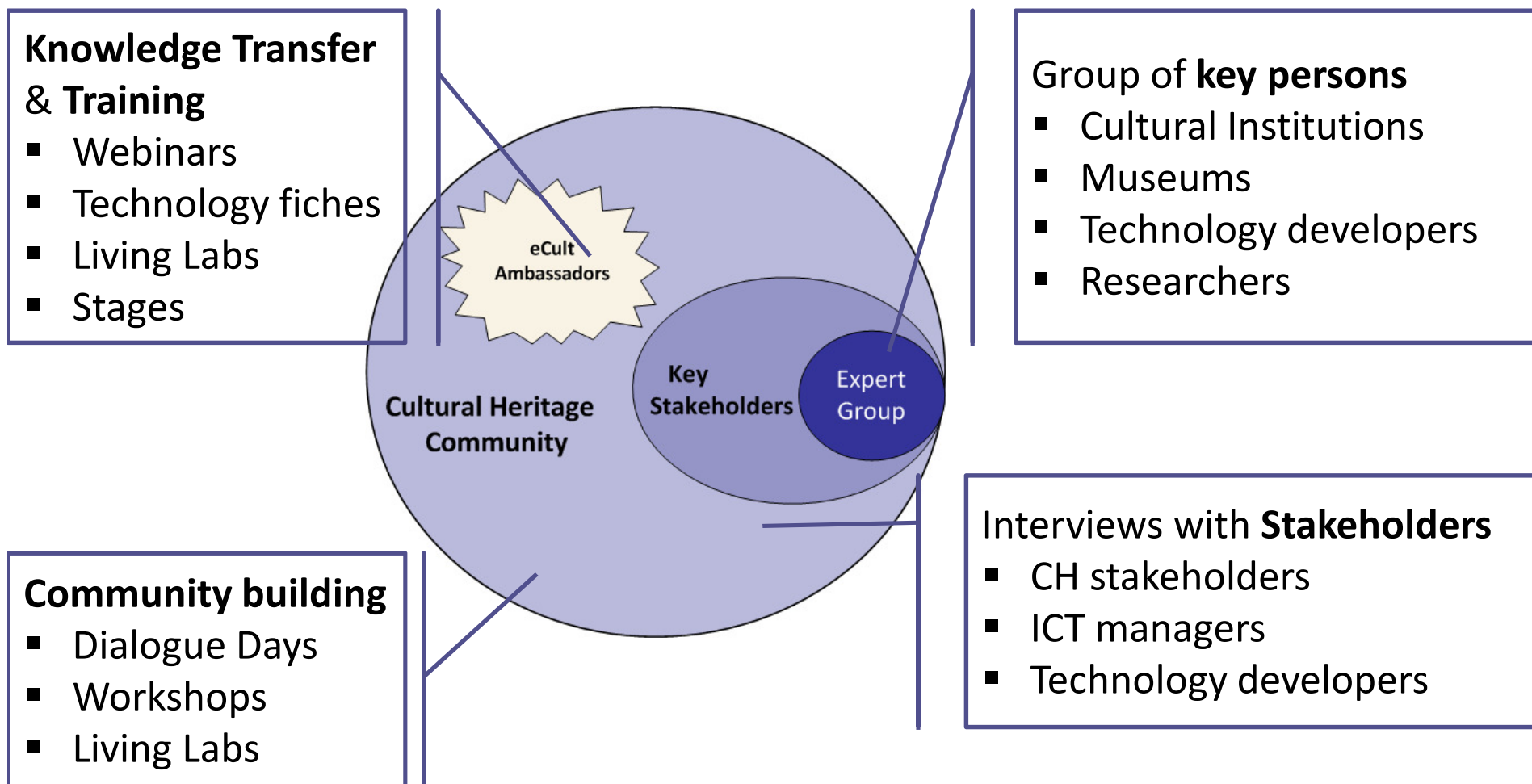
- Looking into **technologies** by EU funded projects
- **Promoting** these technologies to people who may apply them
(Capacity building of eCult Ambassadors and validation at Living Labs)
- Relating technologies to **use-case scenarios**

Therefore ..

eCultValue will involve **all stakeholders in the cultural value chain** capturing multiple reciprocal relationships between IT providers, stakeholders and users.

eCultValue: Dialogue with the Community

“encourage cross-fertilisation through the creation of a sustainable
eCult Stakeholders Community”



Obstacles for adopting ICT solutions

- Mentality differences
 - Ignorance / Lack of knowledge
 - Funding, financial problems
 - Skepticism on financial benefits
 - Policies
 - Lack of human resources
 - Different frameworks
 - Bureaucracy
- Interoperability / Incompatible technologies
 - Sustainability of technological solutions

Lack of feedback
Missing link between technology research & end-users

eCultValue: Outcomes

- **eCult Observatory**, online platform – market place for knowledge exchange about **available tools** and EU-project **outcomes**
- Presentation of **existing technologies** and status of **deployment**
- Analysis of **needs**
- Concise and concrete **list of proposed actions** for the adoption of ICT in Cultural Heritage environments
- **Vademecum** for take-up of results

- **eCult Ambassadors** that support the take up of project results
- **eCult Stakeholders Community** for future collaboration

Further information

- Deliverables

<http://www.ecultobservatory.eu/documents>

- Forum

<https://www.linkedin.com/groups/eCult-Observatory-5049866?home=&gid=5049866>

Thank you very much!