



SMART ACCELERATORS OF CULTURAL HERITAGE ENTREPRENEURSHIP

Showcase Brochure

**“We aim to develop and deliver
integrated local development strategies
based on tools and approaches
that would accelerate
creative entrepreneurship
within and around cultural heritage”**

The project is expanding and strengthening the role of cultural heritage sites, symbols and values by transforming them into “**Smart Accelerators of Creative Heritage Entrepreneurship**” (SACHE) based on a newly developed central European model.

Museums, galleries, theatres and festivals are conceived not only as sites of education or entertainment but also as accelerators, i.e. cultural engines that mobilise and nurture the energies of small creative businesses.

We aim at expanding the access to cultural heritage as well as the production of value enhancing services, the development of innovative clustering of CCIs around each **SACHE**. The project helps to foster cross-sectoral cooperation with other industrial and service sectors especially in digital technologies.



PROJECT PARTNERS



CROATIA

- Zagreb Innovation Centre Ltd.

HUNGARY

- Laser Consult Ltd.
- Chamber of Commerce and Industry of Pecs-Baranya
- INNOVA Eszak-Alfold Regional Development and Innovation Agency Nonprofit Limited Liability Company

POLAND

- Rzeszow Regional Development Agency

SLOVENIA

- Regional Development Agency for Podravje Region
- Technology park Ljubljana ltd

GERMANY

- Bayern Innovativ GmbH
- Aufbauwerk Region Leipzig GmbH

ITALY

- Friuli Venezia Giulia Autonomous Region - Department for culture and sports
- Ca' Foscari University of Venice
- Chamber of Commerce, Industry, Craft and Agriculture of Venice Rovigo





Croatia (ZAGREB)
Show case I

MUSEUM DRAZEN PETROVIC



Partner **Zagreb Innovation Centre**

Players involved in the cooperation

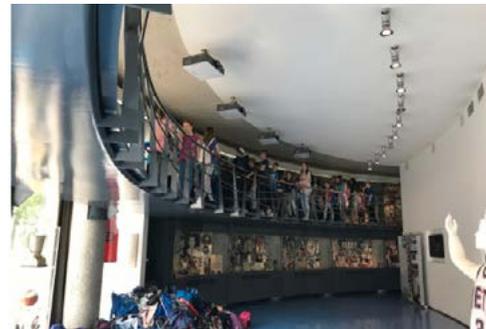
Cultural institutions: Museum and Memorial Center Dražen Petrović
Digital SME: Orioly
With support: Office for Culture City of Zagreb and Office for EU programmes

Project Description

Interactive 360 view of the permanent exhibits with integrated e-ticketing system. The goal is to bring closer the life and career of Drazen Petrovic to a wider public audience, both local and international, outside of museum, to younger generations and to connect his sports achievements through virtual walk. Virtual walk would enable you to check the exhibits but also interact with them and view important video and photo materials connected to each exhibit.

Project stage

Idea.





Croatia (ZAGREB)
Show case II

VIRTUAL ADVENTURES ON A PALM

Solution

Equinox XR app



- **01**
Literature & archeology live in augmented reality.
- **02**
Gamification in education.
- **03**
Directing users to specific physical locations.

Partner **Zagreb Innovation Centre**

Players involved in the cooperation

Cultural institutions: The Prigorje Museum and Zagreb City Libraries
Digital SME: Equinox Vision

Project Description

Literature and archaeology are not just words on paper anymore. Zagreb City Libraries and archaeological landmark Kuzelin of Prigorje Museum come to life through cool technology and augmented reality in the virtual world of Equinox - a platform for a simple creation and publishing of AR content that users can access on their mobile devices - App that educates about Croatian history and literature through interactive gamified content in AR/VR. The goal is to educate elementary and high school students and in a fun and easy going way bring the cultural heritage of the City of Zagreb closer.

Project stage

Idea.

Digitalna građa KGZ-a

Šenoa, Zagorka, Mažuranić oživljavaju na ulicama Zagreba kroz proširenu stvarnost.

Korisnici se natječu kroz sudjelovanje u zagonetkama i kvizovima. Knjižnice ostvaruju dodatan prihod.





Germany (BAYERN)
Show case I

FUTURE HERITAGE: A VISION FOR ERKERSREUTH CASTLE, BAVARIA

Partner **Bayern Innovative GmbH**



Players involved in the cooperation

Cultural Heritage Bavaria (key partner)

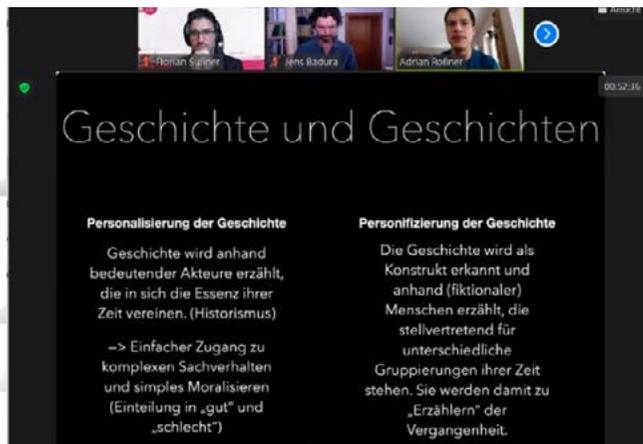
Various actors from the fields of culture, creative industries, academia, regional and economic development

Project Description

Erkersreuth Castle, located close to the Czech border in the Upper Franconian town of Selb, boasts a rich repertoire of cultural heritage. Built in 1748, Erkersreuth Castle had been subject to an unsteady property situation when in 1879 parts of the palace building were leased to the brothers Max and Philipp Rosenthal. The two had returned from Northern America to set up a workshop for painting porcelain - a product they found missing from the market - and lay the foundations for what would later become the world renowned porcelain manufacturer Rosenthal. In 1953 Erkersreuth Castle was sold to the Rosenthal corporation, and Philipp Rosenthal Junior (1916-2001), entrepreneur, designer and creative visionary, began transforming the building into an eclectic place of design and a vibrant social hub. The "Future Heritage"-project sets out to turn Erkersreuth Castle into a centre of creative activity in the town and wider region, amalgamating the local (historic) resources, skills and competences into a reservoir of knowledge that creatives (broadly defined) might tap into in order to make sense of their world, connect with others, confront the presence and shape desirable futures. The creative hub ought to serve as a forum for (trans-)regional debates and transformative action, mobilising key stakeholders from across various disciplines (inter alia, industry, science, technology, arts, culture and civic society) in order to embark on shared processes of inquiry into the region's potentials and sources of value creation. Erkersreuth Castle may thus function as an enactive force in the development of a vibrant creative ecosystem and valorisation of its historic resources.

Project stage

Erkersreuth Castle has evolved to the conceptual stage. SACHE set the scene for studying the perspective of turning the historic building (or rather parts of it) into creative hub that not only would serve as a display of historic knowledge and ensure greater visibility but also stimulate/inspire entrepreneurial activity in the region and the wider context of the creative economy. The project is ongoing and planned to be further developed in conjunction with another prominent local infrastructure project seeking to boost the region's innovation potential.





Germany (BAYERN)
Show case II

GERMAN MUSEUM NUREMBERG: CURATING FUTURE HERITAGE

Partner **Bayern Innovative GmbH**

Players involved in the cooperation **German Museum Nuremberg/Bavaria (key partner)**
Various actors from the fields of culture, creative industries, academia and administration



Project Description The Future Museum Nuremberg, a new offshoot of the German Museum Munich, is a thorough-going engagement with the possibilities of human intervention in the world. It asks how are we going to live in 10, 20 or 50 years. How will technology evolve and what challenges does this pose for people individually and society at large. On display are future scenarios, prototypes, arrangements of knowledge that may constitute our cultural heritage of tomorrow. The museum invites its visitors to experience, explore, discuss and reflect on what might be about to come, offering numerous installations and interactional formats, covering topics from artificial intelligence and the optimised self to smart cities and new habitats.

The “Curating Future Heritage” project extends the conceptual approach from opening up spaces of shared sensemaking to spaces of collective thinking and doing. The museum here functions as an enactive force, setting off creative processes and collaborative dynamics within the domain and atmospheric context of futurology. As elaborated in the SACHE Project Typology, this particular type of project no longer views cultural (heritage) institutions as “as repositories of historic knowledge [...] but as centres of activity forming around the continuing process of inquiry into our current and future relationships with the world.” The Future Museum turns into a Future Lab, bringing to bear its specific scenographic as well as curatorial competences. To try and test this conceptual shift, the museum, together with various actors from the spheres of cultural production, creative industries, technology, academia and public administration, will stage a pre-enactment exercise around the future of urban mobility. This prototype will treat cultural heritage as a reality yet to be realised and experiment with a fictitious scenario.



Project stage “Curating Future Heritage” exists as a concept and will materialise later this year. At its heart the project concerns the prototypical development of a mechanism to stimulate the entrepreneurial handling of resources of cultural heritage: both in a concrete and hypothetical sense. SACHE allowed to emphasise and clarify the disruptive role of cultural operators today, coalesce with the Future Museum Nuremberg in developing a case for such conceptual expansion (museums as enactive forces as opposed to discursive spaces) and grow a network of supporting actors. As the prototype will help to create productive interactions between different domains of knowledge, it will open up new perspectives of cultural and economic value creation at the junction of cultural heritage, new technology and the cultural and creative sectors and industries.



Germany (MIDDLE SAXONY)
Show case I

VIRTUAL PUPPET THEATRE ON VR GLASSES



Partner **Aufbauwerk Region Leipzig GmbH**

Players involved in the cooperation **Puppentheater Zwickau (Puppet Theatre Zwickau)
Vrendex**

Project Description Puppentheater Zwickau is a regional puppet theatre with a long tradition. Vrendex is a software company, specialized in 3D animations, including virtual reality (VR) and augmented reality (AR). Both have started working together together to create a virtual puppet theatre that can be watched with VR glasses. In 2022, they staged Goethe's ballad "Der Erlkönig". The viewer will experience the piece virtually, through VR glasses. Both parties gain experience through the cooperation. The puppet theatre has the opportunity to try new formats of entertainment and potentially reach new target groups. The software company expanded its horizon as well by learning that often, the optimal way from a technological point of view, does not fit the creative perspective and what is meant to be transported with a specific scene of a play.

Project stage Project and follow-up activities under development.



Germany (MIDDLE SAXONY)
Show case II

TOY EXHIBITION



Partner **Aufbauwerk Region Leipzig GmbH**

Players involved in the cooperation **Dorfmuseum Gahlenz (Village Museum Gahlenz)**
SINA Spielzeug (Sina Toys)

Project Description The Village Museum Gahlenz is planning a cooperation with regional toy producer SINA.

The Village Museum Gahlenz has a long history. In this museum, regional traditions from agriculture and village life from the past few centuries can be experienced. SINA builds its toys based on the philosophy of Friedrich Wilhelm August Fröbel (1782-1852), an educator who founded the first kindergarten in Germany. Until today Fröbel earns worldwide recognition for his educational concept and for his gifts for playing as for his occupational material.

There are plans for a special exhibition at the village museum in the summer, where old and new Fröbel toys from SINA toys will be exhibited. This combines the factors of cultural education and the economic use of it.

Project stage **Planning of the exhibition.**





Hungary (DEBRECEN)
 Show case I

GREAT FOREST WATER TOWER



Partner Innova Eszak-Alfold Regional Development and Innovation Agency

Players involved in the cooperation The cooperation starts between Campus Nonprofit Ltd. and the University of Debrecen, with the support of the City Council of Debrecen which leads to a renovation of the water tower

Project Description Debrecen’s emblematic building the Great Forest Water Tower transformed into a multi-purpose cultural and adventure centre. The Great Forest Water Tower is a landmark relic of industrial history, and thanks to the renovation, its beauty has now become an integral part of the Great Forest tourist attraction in Debrecen. The University of Debrecen has won more than 487 million forints in the Northern Great Plain Regional Operational Programme to finance the reconstruction of the site - which has been protected since 1994 - as an expansion of its local industrial heritage function. Built in 1913, Debrecen’s Great Forest Water Tower was renovated for the first time over a century later. The University of Debrecen, which owns the building, secured enough EU funding to launch long-awaited developments as part of a large investment project. The EU investment is over €1.5 million.

The water tower was not only refurbished but also given a range of new functions. These have transformed it into an adventure centre and one of the most popular venues in Hungary’s second largest city. The ground floor is now a space for temporary exhibitions and concerts, and also features a bar and a 12-metre-high climbing wall with 5 routes. At 34 metres high, with 207 steps leading up to it, the observation deck offers visitors a unique panoramic view of the city.

Services and audience

- three pillars: cultural + community life / tourism / hospitality
- programmes on a wide scale: music gigs from jazz to hip-hop and techno, alternative theatre, literature, exhibitions, workshops etc.
- touristic attractions: viewpoint with a free telescope, 13m tall climbing wall on the trunk of the building, bicycle rental, information point and light show on the building
- café, wine bar, huge terrace in summertime, street food truck
- target groups: university communities, citizens and tourist at once
- attractiveness of the building itself is a very effective communication tool
- programmes have a strong community and creativity character, several bottom-up initiatives are welcome
- a popular space thanks to its unique environment

Project stage Finalised, it can be a good practice that an industrial history building how could become a cultural center.



Hungary (DEBRECEN)
 Show case II

HORTOBÁGY INTERACTIVE EXHIBITION

Partner Innova Eszak-Alfold Regional Development and Innovation Agency

Players involved in the cooperation

Hortobágy National Park as a cultural heritage actor collaborate with Creative Practitioners and Digital SMEs in order to create a whole new, modern interactive exhibition at a World Heritage site.



Project Description

The Hortobágy National Park has been inscribed to the World Heritage List by UNESCO on the 1st of December 1999. Hortobágy is the most widespread, plain landscape of Central Europe, which has been ordained to stock-raising and herding by nature. In the framework of a national call under the Economic Development and Innovation Operational Programme, with the involvement of key actors of Hortobágy area and different experienced touristic organisations and innovative institutions the aim of the project is developing Hortobágy, as a tourist destination. Developments under the project create opportunities for cooperation with small and medium-sized tourism and digital enterprises.

Attractions that increase visitor numbers can contribute to improving the economic performance of tourism-based businesses.

Stud of Máta is amongst the biggest studs in Hungary, owns nearly 270 horses.

The main priority of the Stud is the gene conservation and breeding of the Nonius breed that got recognised as a „national treasure” of the country in 2004. The Stud is very important from touristic and cultural point of view too, the “Puszta carriage tour” attracts thousands of guests every year. One of the project based new attraction is a new development, a new interactive

exhibition about the horse who is the “treasures” of Hortobágy. According to the concept, visitors can discover the peculiarities and unique characteristics of this beautiful animal, basically with the help of experiences. The goal of the exhibition is to show with the help of unique interactive exhibition and multimedia tools the horse as an animal, as a legend, as a team mate and visitors also can get to know the legendary world of horses in Hortobágy.



Project stage In progress.



Hungary (PECS)
 Show case I

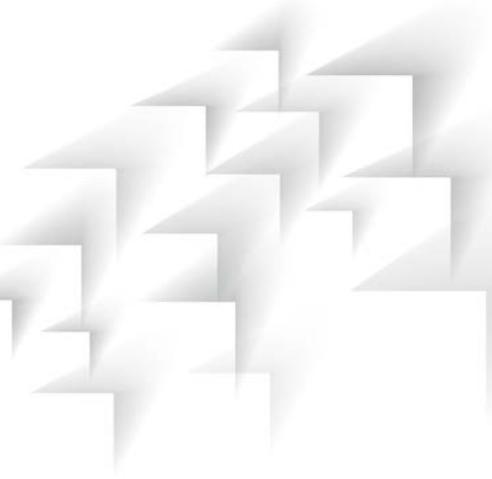
LOCALLY DESIGNED - PRODUCT DEVELOPMENT

Partner **Chamber of Commerce and Industry of Pécs-Baranya**

Players involved in the cooperation **Gallery of Modern Hungarian Art
 Csontváry Museum
 Zsolnay Museum
 Vasarely Museum
 Deko-Rozmár Ltd.**

Project Description Fine Arts inspired design souvenirs are more and more in demand but many times raise complicated IPR, feasibility and distribution issues, that put a hold on an otherwise thriving co-operation opportunity between cultural institutions, actors (CA) and cultural creative industry businesses (CCI). Thanks to efforts of SACHE projects several Hungarian CA and CCI got the opportunity to start a conversation and through trainings, events and consultancy sessions establish new relationships and even business co-operation. One of the results become a product development with the theme of Hungarian artists whose part of Permanent exhibitions in various Museums in Pécs.
 The Fine Arts inspired design items (bags, necklaces, scarfs, masks etc.) by Deko-Rozmár Ltd. Can be found in the museumshops and on their websites:
<https://designbutik.eu/>

Project stage **Implemented pilot.**





Hungary (PECS)
Show case II

MECSEK MINING EXHIBITION IN PÉCS

Partner **Chamber of Commerce and Industry of Pécs-Baranya**

Players involved in
the cooperation **Janus Pannonius Museum
Innoteq Ltd.**

Project Description

Renovated Mecsek Mining Exhibition at Janus Pannonius Museum (JPM) in Pécs, where Innoteq Ltd. two touch screen terminals located in the refurbished exhibition spaces feature their DiVit experience terminal system. DiVit is an end to end immersive experience solution for museums, galleries and exhibitions. An Extended Reality visualization solutions make the discovery of digital collections, museum exhibitions, archive documents and maps a thrilling adventure. With the possibilities of Virtual Reality, Augmented Reality and GIS DiVit opens new dimensions in content presentation.

The spectacular interactive content brought to the users by terminals, mobile applications, VR glasses or mixed reality installations.

Reference portfolio:
<https://innoteq.eu/en/portfolio-wide-3col>

Project stage **Implemented.**





Italy (FVG)
Show case I

MUSEUM OF BLACKSMITH'S ART AND CUTLERY

Partner Friuli Venezia Giulia Autonomous Region

Players involved in the cooperation MBAC (Museum of Blacksmith's Art and Cutlery), Municipality of Maniago, University of Trieste, Friuli Venezia Giulia Autonomous Region, cutlery companies of Maniago Area

Project Description The peculiarity of the MBAC is that it is a museum born from the will of local companies of the knife industry.

The museum emphasizes the tradition and collects histories of an area with an historical experience in the cutlery industry; local enterprises also have a cooperation tradition with the cinematographic industry: the sword of the movie "Braveheart" and the knife of "Rambo" have been built in Maniago, and are important parts of the museum exhibition.

The MBAC cooperates with the local businesses, with the mission to spread the cultural heritage knowledge to the community.

MBAC is strictly connected to the marketing strategies of the local businesses: companies recognize themselves in this museum, as an added value for the promotion of their work.

The community of Maniago, the city where the Museum is located, is a non-homogeneous community made up of groups (artisans and industrialists), having different ideas about tradition and heritage.

In the Museum shop there are products made by local companies that are sold and marketed on some lines at certain times of the year (e.g. local knife and Montasio cheese).

Maniago is the city of the cutlery district, made up of 9 municipalities, which employs about 1800 people in the production cycle of cutting articles. Numerically controlled machines, laser cutting, the use of special steels and high yield materials are just some of the technological innovations that guarantee to the Maniago industry a superior quality product. From multi-purpose pocket knives to professional scissors, from sporting daggers to kitchen knives, from spatulas for handicraft use to precise surgical instruments: Maniago's production covers a large part of national needs, but exports to European and American markets are also strong. The local historical heritage, the family business tradition, the invention and continuous renewal of production processes are the principles on which "Made in Maniago" products are based.

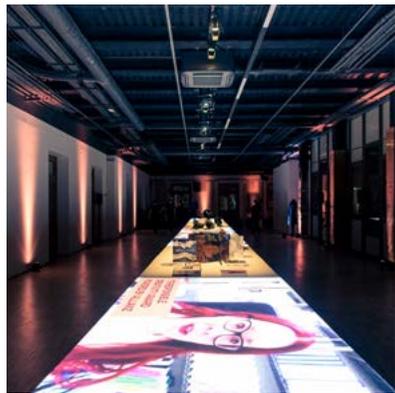
Project stage The cooperation between the MBAC and the local industries are already solid and permanent.





Italy (FVG) Show case II

ITS ARCADEMY



Partner Friuli Venezia Giulia Autonomous Region

Players involved in the cooperation ITS Arcademy: Friuli Venezia Giulia Autonomous Region, Municipality of Trieste, EVE cultural Association, Fondazione Cassa di risparmio di Trieste

Project Description The project ITS Arcademy started after an analysis of the state of the art of International talent support, which is an international contest awarding the best young fashion designers.

Now ITS work for the development of the ITS Arcademy.

ITS Arcademy was born from the experience of the ITS Creative Archive, a collection of contemporary art, with an eye to socio-economic development regarding the evolution of contemporary fashion, connecting the creations of yesterday, today and tomorrow. A constantly growing collection, which brings together 18,000 portfolios, over 325 dresses, 152 accessories and 103 jewels.

ITS Arcademy is to the unique fusion of exhibition space and educational path open and inclusive.

ITS Arcademy is a place where former finalists, judges and the rest of the international network of ITS - International Talent Support - will have an active role: a space where innovators, exponents of the fashion business, academics and visionary talents will be able to exchange testimonies, discuss the future of design and “help make it happen”.

Within the regional plan for the Creative Hubs, EVE (the agency responsible for the management of ITS) is establishing an innovative structure that is becoming a beacon for any creative enterprise in FVG.

The structure will be a unique place for the training and the education of companies and for the creation of new professional profiles related to cultural and creativity sector.

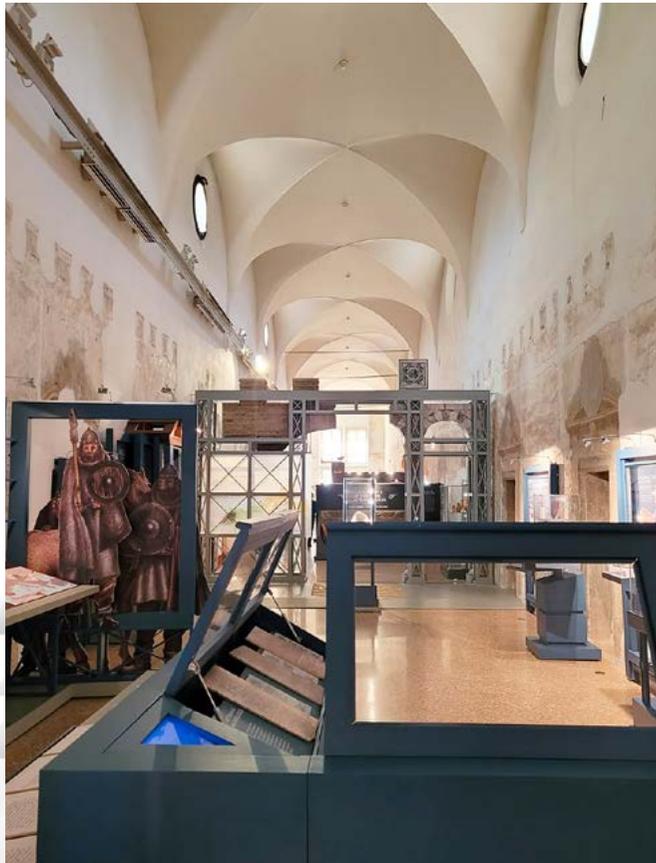
ITS Arcademy welcome the users to embark on a physical and conceptual journey, to inspire, amaze, teach and entertain.

Project stage The project has been finalized; the implementation has started and is foreseen to be completed in 2022.



Italy (VENETO)
Show case I

RETE DI MEMORIE



Partner Chamber Of Commerce of Venezia Rovigo

Players involved in the cooperation Museo dei Grandi Fiumi - Rovigo
La Piccionaia s.c.s.

Project Description The primary objective of the project is the collection and recovery for digital use of oral and iconographic testimonies, materials that are collective or individual historical memories about places environments, buildings and objects linked to museum collections or points of interest, for the creation of an intangible heritage linked to the territory where it was generated.

The heritage created will become part of the museum collections and will therefore be available to the public. The collection of data will be managed through a platform and then sorted within a digital archive through the use of tags created for semantic fields in order to make future use and research easier.

As a material consequence of the project it is planned to develop a series of recognisable physical elements, to be placed inside museums, in historical centres or in any other public place of interest, with content related to the point where it has been placed and can also be used to stimulate both the fruition and the sharing of memories, and as a point of reference for the project. It can also be used to stimulate both the use and the sharing of memories and as a point of aggregation for the community.

The format of participatory theatre is identified as a possible tool to involve and raise awareness among the citizens, and to bring out the micro-narratives content, which will then constitute the core of the shared memory for the benefit of the residents but also of a wider audience. A further development could also lead to the realisation of a theatrical performance, in collaboration between the Museum and the cultural and creative sector.

Project stage The coaching phase is still on going and will be completed within the month of April 2022.



Italy (VENETO)
Show case II

MUSIC AND HERITAGE: SOUNDS OF CARILLONS



Partner Chamber Of Commerce of Venezia Rovigo

Players involved in the cooperation Museo di Villa Lattes - Istrana (Treviso)
Art Voice Academy

Project Description Villa Lattes has a large and very diversified collection, but the project mainly highlights the Carillon collection. For the Carillons the movement and sound can be seen by means of a tablet made available to visitors (with videos and sounds created by the museum), since the pieces cannot be operated in the presence of visitors.

They are actually composed by very delicate mechanisms, given the complexity of moving them (as they are made of layers of different materials that overlap and deteriorate), but also the difficulty of finding qualified technical expertise to ensure that the Carillons continue to function accurately.

The Museums has therefore valorised the collections thanks to a digital support. Within the SACHE Project Villa Lattes will further develop the potentialities of this collection. The Project is actually focused on the valorisation of these valuable collection by enhancing the dialogue with a creative company specialised in music production with live orchestra with which the carillons can be repertorised and archived. The final aim is to integrate their sounds in new musical productions or having their music played by musical groups or orchestras.

In this way, the Villa will also promote to the musical world, bringing together the two audiences in an integrated and multidisciplinary proposal (music and cultural heritage).

Project stage The coaching phase is still on going and will be completed within the month of April 2022.



Italy (VENETO)
Show case III

CREATION: YOUNG PEOPLE, MUSEUMS, GAMIFICATION

Partner **Ca' Foscari University**

Players involved in
the cooperation **Civic Museums of Treviso - Museum Santa Caterina
Gruppo Pleiadi s.c.s.**



Project Description The project, “CREATION: YOUNG PEOPLE, MUSEUMS, GAMIFICATION” has been conceived within the SACHE coaching phase and it aims at promoting an event involving young people and allowing them to interact with the museum.

The Game has been realised and tested thanks to the participation of some high school’s students involved in the demonstrative action, in the Museum Santa Caterina. Gruppo Pleiadi developed, thanks to the cooperation with the Civic Museums, a new narrative approach focused on the figure of Santa Caterina.

The players were involved in a “Treasure Hunt”, an interactive game designed in a museum context and linked to the knowledge and discovery of the museum collections.

QR Code, on line questionnaires and quiz games have been used during the game.

The objective of the innovative action was to bring adolescents/young people closer the Museums collections, through gamification actions; to create a sense of belonging to the collections among the younger target of citizenship; to create a sense of community; to innovate the museum through the vision of the public. Gamification is therefore seen as a way of attracting new audiences and promoting cultural contents and knowledge transfer.

Project stage Testing phase implemented; one video realised during the demonstrative action.



Italy (VENETO)
Show case IV

ATTENTI AL LUPO!



Partner **Ca' Foscari University**

Players involved in the cooperation **National Archaeological Museum of Adria
Museo Nazionale Atestino Gianni Bozza
Top Teatri Off Padova Società Cooperativa Impresa Sociale**

Project Description The Project realised thanks to the cooperation between the Veneto Region's National Archaeological Museums and Top Teatri Off Padova Società Cooperativa Impresa Social consists in an interactive APP aimed at creating a new narrative linked to the enjoyment of museum collections related to the archaeological heritage and addressed to a wide and diversified public. The APP allows the visitor to get into a new narrative experience: the wolf, as a symbolic figure, originally linked to an ancient legend strongly connected to the local identity of the Veneto inhabitants, becomes also the virtual guide able to involve the audience in a multi sensorial experience. The wolf represents the wild nature, the fears, the mistrust of diversity. The theatre company Top Teatro supported in this case the museum involved by introducing new narrative forms, innovative for the museum context but strongly attractive for a young and inexperienced audience.

The APP reproduced augmented reality animated figures, the narrative figures are therefore virtual but really present in the scene. The functionality of the APP allows a continuous adaptation of the contents and a wider search of digital material to be promoted and described.

Project stage Testing phase implemented; short videos realised for demonstrative purpose.





Poland (RZESZÓW)
Show case I

INTERACTIVE FASHION CATALOGUE



Partner Rzeszów Regional Development Agency

Players involved in the cooperation GA MON Artistic Foundation (non-governmental organization operating in the field of culture and creativity, organizer of many cultural events and initiatives promoting Lasowiacy culture, co-founder of the Lasowiacki Cluster)
CinematicVR sp. z o.o. (creative company, studio dealing with the production of VR and AR content)

Project Description Creating an interactive catalogue of the fashion collection inspired by the Lasowiacy culture and transferring it to virtual reality in the Lookroom VR application. The project has been prepared and will be implemented as part of the cooperation of the GA MON Artistic Foundation and creative company CinematicVR sp. z o.o. During the project, a professional VR photo session will be organized, in which a collection of modern fashion referring to the tradition of Lasowiacy culture will be digitalized as an interactive product catalogue and transferred to virtual reality to the Lookroom VR application. The VR application allows designer to create an interactive showroom where the recipient/client can see outfits with elements of Lasowiacy culture in virtual reality. Thanks to the use of this tool, the creativity of local craftsmen will reach a wider audience, which ensure greater recognition of products promoting the Lasowiacy culture and help to preserve the tradition of the region from oblivion. The application will be presented during 3rd edition of the “Nadwiślański Fashion Week” event in August 2022, and in the culture space of Rzeszów Undergrounds.

Project stage Joint development of an idea and preparation of a project based on initial concept. Project was described and submitted by the creative company CinematicVR sp. z o.o. as part of an open call under the “Podkarpackie - open space” Program in 2022. The aim of the open call is to promote the brand of the Podkarpackie Voivodeship in the country and abroad and to strengthen the sense of regional identity among the inhabitants of the Voivodeship. The call for projects lasted until February 15, 2022, and the results of the competition will be announced by April 11, 2022. The project implementation was planned for the period from May 2022 to November 2022.

Designer
GA MON Artistic Foundation -
Justyna Wesołowska

Photographer
Katarzyna Chudy

Model
Marika Sendrowicz

Location of the photo session
Open-air Museum in Kolbuszowa





Poland (RZESZÓW) Show case II

MYSTERIOUS ITEMS



Selected items from the exhibition of the Museum of Folk Culture in Kolbuszowa, which will be transferred to augmented reality, creating a multimedia sightseeing route



The AR application and a mobile application developed by the creative company CinematicVR sp. z o.o. for other cultural institutions (illustrative photos in order to visualise possible outcomes of the project)

Partner Rzeszów Regional Development Agency

Players involved in the cooperation Museum of Folk Culture in Kolbuszowa - Culture Institution
CinematicVR sp. z o.o. (creative company, studio dealing with the production of VR and AR content)

Project Description Creating of the sightseeing route with marked stops, at which visitors can see a visualisation of how old objects worked or what they were used for, e.g. a well with crane, a fire-extinguishing hook, grinding stone for sharpening tools (name in Polish language: BRUS), a wood-cutting machine in former times (name in Polish language: TRAK), a large vessel hollowed out of a tree trunk and used to store grain (name in Polish language: TOK) and a tool for breaking, among others grain into groats using a leg that lifts the pestle (name in Polish language: STĘPA NOŻNA). These objects are now part of an exhibition of the Museum of Folk Culture in Kolbuszowa, but due to the fact that they were used in the old days, they are often unknown to visitors and it is difficult for them to imagine how and what these tools were used for. The modern multimedia technologies will enable the creation of 3D models of approximately 10 selected objects being part of the tour route. The process will include photographic documentation, transferring chosen objects to augmented reality and their optimization. These old objects will be digitised, and prepared animation will present the way they worked and were used in the past. The visualisation will be enriched with an interesting story describing the use of old objects by the inhabitants, as well as a voice-over text. The result will be in the form of a mobile application for Google and Apple systems. The application can be used anywhere, Internet access will be needed only during downloading it. The multimedia solution will “revive” old objects, thus making the museum’s offer more attractive for young audiences. In addition, the solution will play an educational role.

Project stage Stable cooperation established between the entities and a jointly developed idea of the project (the idea of the sightseeing route was prepared by the Museum of Folk Culture in Kolbuszowa, and the proposition of technological solutions to be used, the method of visualisation of the exhibits (objects) and the preliminary cost estimation of the mobile application were prepared by creative company CinematicVR sp. z o.o. The museum will try to obtain funding for the project implementation by applying for funds under the Ministry of Culture and National Heritage call (planned for autumn 2022).



Slovenia (LUBLJANA) Show case I

MERANOVO VR



Partner **Technlogy Park Ljubljana ltd**

Players involved in
the cooperation **TOVARNA.TECH**
Kulturno izobraževalno društvo KIBLA

Project Description We have developed a VR experience in cooperation with Kibla Maribor with the goal of demonstrating the capabilities of immersion and interactivity in VR to the broad public of all age groups. Our partner wished to include this demo in the exhibition of the history of the vineyard Meranovo, above the city of Maribor.

Due to the desired simplicity of use, from the view of user experience and logistics, we have together decided that Standalone VR on Meta Quest 2 is the way to go. With this decision, we've sacrificed superior graphics quality, but gained total portability and enhanced cost-effectiveness of the hardware. We were limited by a very small space available, therefore we had to design the VR experience in such a way, that no teleportation is needed - user can navigate through the experience with body movement alone. We succeeded in creating an experience, which is of a high fidelity to real life work in the vineyard, specifically spraying the vines against Peronospora disease. VR experience has 6DoF, spatial use of controllers, grabbing objects, interacting with trigger and grip buttons.

Gamification has been very well implemented, as a user has to divide the limited spraying time available for as many vine leaves to survive - some leaves have a health bar, a counter, above them, and when you neglect to spray them, their health deteriorates. The speed of deterioration, and the order, is generated algorithmically, and is different every time the game is run, therefore almost all of the users wish to try again to improve their score, which is visible at the end and therefore comparable. We have succeeded to inspire competitiveness in groups and enhancing the feelings of users when visiting an exhibition.

Simplicity for first time users, while still presenting them with all the major capabilities that VR offers, has been a difficult balance to achieved, but with a lot of testing and continuous feedback loop with our partners, after 9 external Alpha versions, we've achieved our goals. In order to decrease the need for outside help for first-time VR users, we have generated an "explainer" at the beginning, with the world disappearing, and all that remains is the animated character, showing you what to do - when you repeat after him, and therefore learn how to interact, the world reappears and the game begins.

Project stage Finished product, reachable at Meranovo above Maribor until the end of the exhibition, afterwards in Kibla2Lab and several locations around Maribor.





Slovenia (LUBLJANA)
Show case II

KOSTEL



Partner **Technology Park Ljubljana Ltd**

Players involved in the cooperation **TOVARNA.TECH**
ESCAPEBOX
Zavod za kulturo in turizem Kostel

Project Description The aim of our partners has been to present the Castle and local stories, enhance the visibility of the site, activate visitors on mobile devices. It had to be age-appropriate for all demographic groups of visitors, and the barrier to entry had to be minimal, so it could very well be used even off-site, therefore we opted for web-based approach, as opposed to app based one, which would needlessly narrow the customer acquisition funnel. Our company was tasked with website development, digitisation of the exterior of the castle, stereoscopic 360 photography, character animation, 3D scanning and WebAR development. With regard to the main objective of the project, we optimized the digitisation to serve a specific need, and focused our effort towards the user experience, as opposed to just creating huge datasets to sit on the hard drive for years, if not decades, to come. We have 3D scanned the Mikul's Devil, the mascot of Kostel, and integrated it into the WebAR, displayed to the user upon solving all the challenges. The mascot flies around the digitized Castle, which we have created with the use of drone photogrammetry. We have used Stereoscopic (it's possible to experience full 3D depth when previewing the spots in VR mode) 360 photography to enable users to virtually visit the nearby church, which is rarely open to the public, and to tease a beautiful waterfall in the surrounding woods.



Project stage Finished product, reachable also on: <https://tovarna.tech/kostel/>
Please use a WebAR enabled mobile device, preferably an iOS one, as Android doesn't yet natively support sound in WebAR animations



Slovenia (MARIBOR)
Show case I

GOLDEN FOX MUSEUM & TOURISM INFO POINT



Partner Rra Podravje - Maribor

Players involved in the cooperation City Municipality of Maribor
Regional archive Maribor
RDA Podravje - Maribor
Regional ski club organisers of world cup competition events

Project Description The aim of the pilot project “Golden Fox” was to redefine the use of the historic building of upper station of the gondola lift on the Pohorje hill. The building has a status of cultural heritage and was built in 1957 and replaced with a new building in 2009. The gondola lift with the lower station about five kilometres from the old town connects the city hustle and bustle with the Pohorje ski slopes. During its construction, the infrastructure was an important development step forward due to easier access to the Pohorje ski resorts and the subsequent organization of World Cup ski competition races for women. The premises offer nearly 600 m² of free space where the project partners prepared the documentation and defined draft ideas of future tourism info point and “Golden Fox” ski museum, presenting the history of skiing in the region.

Project stage The partnership has been defined and the planning documents with definition of the new content of the building prepared. Partners starting the next phase with refurbishment activities connected to the building.



Slovenia (MARIBOR)
Show case II

CREATIVE PARK DRAVA



Partner Rra Podravje - Maribor

Players involved in the cooperation **City Municipality of Maribor**
Regional museum Maribor
Regional Development Agency Podravje - Maribor

Project Description The aim of the pilot project “Creative Park Drava” was to define the use a historic building as accelerator of CCI. The building has a status of cultural heritage and was built between 1884 and 1889. The building was considered one of the most modern penitentiaries in the area of the Austro-Hungarian monarchy.

The premises offer over 12.000 m2 of free space where the project partners prepared the documentation and defined ideas of CCI business incubator with following contents:

- Promotion of entrepreneurship in the CCI sector,
- Upgrading brands related to cultural tourism,
- Multidisciplinary cooperation with companies for the development of innovation, new products, services, experience and brands,
- Creative incubator in connection with smaller nodes in the region,
- Training and mentoring: development of entrepreneurial and specialized creative knowledge and other skills,
- Providers of services in the field of digitalization will offer their knowledge and services to economic entities, local communities and other users, thus accelerating the introduction of digitalization,
- Organization of events, trainings and demonstrations of examples of good practice in the field of digitalisation.

Project stage The partnership has been defined and the planning documents with definition of cooperation activities prepared. Partners are starting the next phase with refurbishment activities connected to the building.

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