



[Local CreativeCH Showcases - Presentations and Sustainability]



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Creative Cooperation in Cultural Heritage

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Clusters of cities of scientific culture for innovation.

Local CreativeCH Showcases – Presentations and Sustainability

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Acronyms of the project partners:

MFG	MFG Baden-Württemberg, Germany
mNACTEC	Museu de la Ciència i de la Tècnica de Catalunya, Spain
PIN	PIN - Servizi didattici e scientifici per l'università de Firenze, Italy
SRFG	Salzburg Research Forschungsgesellschaft m.b.H., Austria
UoC	Universidade de Coimbra, Portugal
UVT	Universitatea de Vest Din Timisoara, Romania



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1 Executive summary

Function and focus of the showcases

The CreativeCH project aims at enabling cities and regions across Europe to benefit from cultural heritage assets through innovative approaches, products and services that are developed and promoted in creative cooperation of Science & Technology, Cultural Heritage and Cultural & Creative Industries organisations.

On the local level four showcases have been implemented to explore how this cooperation can help overcoming barriers in the access to, and understanding of, cultural heritage. The showcases focus on different heritage content such as archaeological sites and routes in Tuscany (PIN), the World Heritage city Salzburg (SRFG), industrial heritage sites and routes in Catalonia (mNACTEC), and rural heritage communities in the multi-cultural region Banat / Romania (UVT).

However each showcase demonstrates how a combination of cultural heritage content, creativity and technology can allow local/regional communities, cities and regions to benefit from cultural heritage assets. Moreover each showcase involved students and other young people in using cultural heritage content, creativity and technology to promote values of cultural heritage and cultural diversity.

Local and European level dimensions

According to the CreativeCH Action plan, the showcases have a local and a horizontal, European level dimension:

Local Tasks 4.2 – 4.5: The four showcases: Each of the local CreativeCH showcases has been implemented by one responsible project partner: PIN, SRFG, mNACTEC and UVT.

Horizontal Task 4.1: European coordination of showcases: This task, led by mNACTEC, took care of the coherence between the project work on the local and European levels. This has been achieved through a common framework and joint actions of the four showcase partners, involving also the other two partners (UoC and MFG)



Implementation, results and sustainability of the showcases

The first WP4 deliverable (D4.1, August 2012) described the concepts of the four local CreativeCH showcases, their common framework, and how students are involved and trained in the local activities.

The second WP4 deliverable (D4.2, August 2013) took stock and described the already achieved implementation and dissemination activities of the four showcases as well as European level coordination of the showcases.

The present, last WP4 deliverable (D4.3, September 2014) presents the realization of the showcases, making clear that they have achieved and even outperformed their goals. The report includes:

- A brief overview of the functions and common framework of the showcases as well as their joint activities;
- Detailed presentation of the showcases, including events, products, partnerships, and lessons learned;
- Detailed presentation of the local/regional dissemination, including showcase materials, online presence, and media references;
- Furthermore the deliverable provides information about the expected sustainability of the showcases with regard to financial, institutional and technical aspects. This includes valuable suggestions by external experts.



2 Functions and common framework of the showcases

In this chapter we briefly summarise the different functions of the showcases within the project as well as their common framework.

2.1 Functions of the showcases

The four CreativeCH showcases have been a vital element of CreativeCH because they allowed:

- to acquire first-hand experience in local cooperation on cultural heritage, involving heritage institutions, science & technology organisations and creative businesses,
- to involve the local population, in particular, the younger generation / students,
- to develop a good understanding of the practical success factors of creative cooperation,
- to present showcase experiences and lessons learned at local and European events and in other dissemination channels,
- to underpin recommendations and guidance on good practice.

In the final project phase the showcases are exploring how to sustain and potentially extend their local and regional cooperation activities and results beyond the project period.

2.2 Common framework of the showcases

The common framework of the CreativeCH showcases (developed under Task 4.1) ensured the coherence between the project work on the local and European levels. The framework comprised the following components:

- the common themes, e.g. heritage and regional/city development, ICT for communicating heritage, etc.;



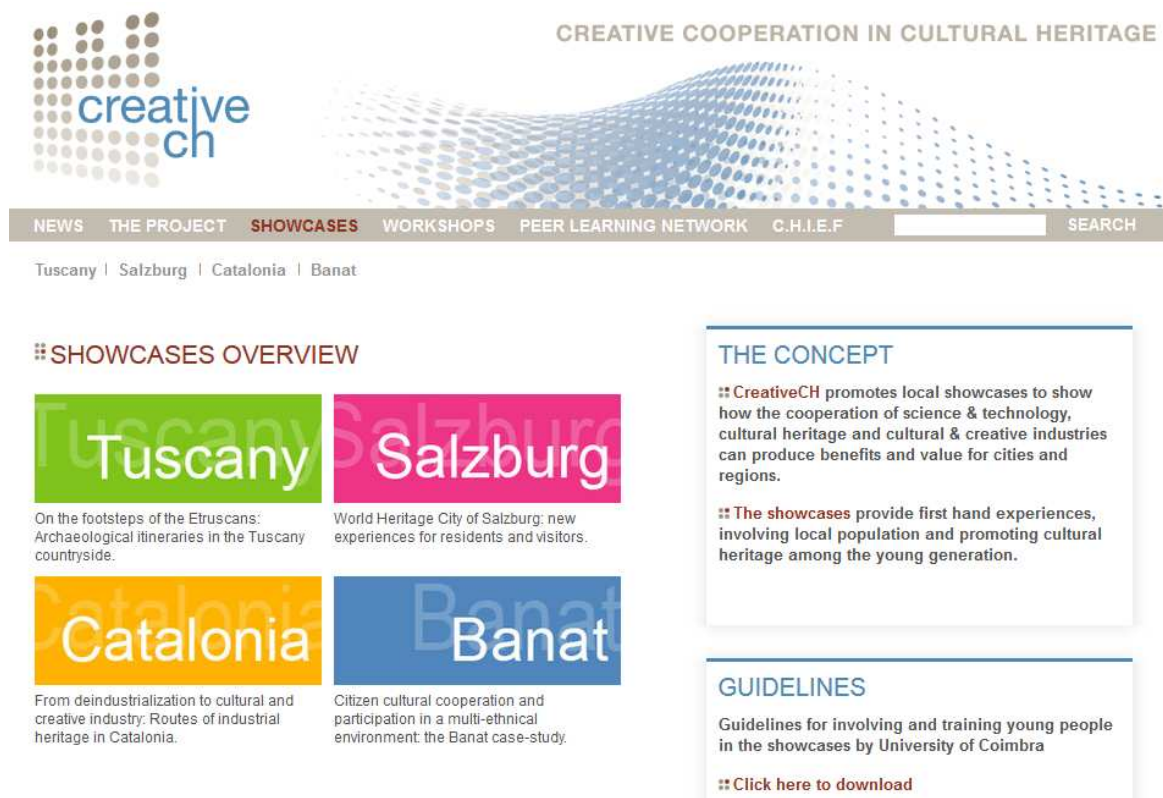
- joint actions, e.g. exchange of experiences among the showcase partners, a poster of the showcases, joint presentations at events;
- common standards in the involvement and training of students, based on guidelines provided by the team at the University of Coimbra;
- consistent communication of showcase activities and results on the European level through the project website, managed and supported by MFG Baden-Württemberg.

3 Joint activities of the showcases

3.1 Joint presence

Presence on the project website

The section Local Showcases on the project website is the main platform for communicating on the European level activity highlights and results of the four Showcases.



Project website – Showcases entry page

Each of the four different showcases has a sub-section with the same structure, including brief showcase description (in English and the local language) on the left hand, news posts published by the showcase on the right hand, displayed chronologically. The postings provide news about showcase activities and outcomes that are relevant to a wider, international audience. They are available in English, for Tuscany also in Italian and for Catalonia also in Catalan and Spanish.

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Tuscany | Salzburg | Catalonia | Banat

EN | IT

SHOWCASES: Tuscany

On the Footsteps of the Etruscans. Archaeological Itineraries in the Tuscany Countryside

In order to promote two different areas of Tuscany with enormous touristic potential, and to attract more high-quality tourism, PIN Srl will present two showcases through an innovative approach involving ancient music, food and other everyday aspects of life.

In the area of Maremma, a traveling exhibit will be organized over a period of three weekends during the Notti dell'Archeologia, a series of events held in Tuscany during the summer months and organized by the Regione Toscana to promote the lesser-known, yet equally important sites of the region.

An ancient Etruscan cart, reconstructed specifically for the event, will be used to retrace one of the main commercial routes of ancient times: the via dell'Ombrone, winding its way inland from the shores of the Tyrrhenian Sea. Complementary events, such as the reconstruction of an ancient market, religious rites and festivities and scenes from everyday life of the Etruscans will animate each stage of the trip. Guided tours of local museums and archaeological sites will also take place.

PIN Srl also aims to promote the Etruscan area of Carmignano, rich in archaeological heritage as well as in naturalistic, medieval and gastronomic heritage, but with low touristic affluence. Some naturalistic and archaeological trails already exist in the Archaeological Park of Carmignano: from the Museo Archeologico di Artimino to the necropolis of Prato Rosello, from Comeana to Pietramarina, and so on (<http://www.parcocarneologiocarmignano.it/en/>).

PIN Srl will promote the cultural and economical aspects of this area with technological devices. The signs along the selected itineraries will be equipped with QR code, and an app for smartphones will be developed to support visitors during their visit to the Park, whether they are on foot, horse or bicycle.



The Maremma countryside.



Stele in a field near Grosseto.



INTERVIEW WITH THE SHOWCASE MANAGER FRANCO NICCOLUCCI



In a nutshell, what is the concept of your showcase?

The idea is to promote less known cultural itineraries. In Tuscany there is a rich patrimony, outside of the most frequented routes, which is often shadowed by the major destinations.

[Read the full interview](#)

NEWS: TUSCANY

10 July 2014

THE TUSCANY SHOWCASE SOWS THE SEEDS FOR FUTURE GROWTH



The local showcase based in Tuscany, successfully implemented in the summer of 2013, focused on the...

[read more](#)

30 September 2013

TOWARDS A MODEL OF TOURISTIC EXCELLENCE IN SICILI (SICILY)



Verso un modello di eccellenza turistica a Sicili (Towards a model of touristic excellence in...

[read more](#)

10 July 2013

VETULONIA TB APP FOR IPHONE AND IPAD WAS RELEASED TODAY



Vetulonia tb the second iPhone/iPad app in the Tourbook series, was released today...

[read more](#)

14 June 2013

RECONSTRUCTION OF AN ETRUSCAN CART



The Tuscan showcase in Maremma



Joint poster of the showcases

MFG with editorial support of SRFG also produced a poster that is used for presenting the common framework and individual concepts of the four showcases (see figure below). This poster is used by the project partners to present the showcases at their sites as well as at international events.



3.2 Common standards in the involvement of young people

An important part of the common framework of the CreativeCH showcases has been involving and training young people in the communication and valorization of cultural heritage using innovative ICT applications and creative ideas for novel solutions. Therefore, a joint activity of the showcases has been to apply common standards in the involvement and training of students and other young people. A general guideline is that they are not addressed as a “target group” but involved as active project participants.

A comprehensive set of “Guidelines for Involving and Training Young People in Showcases” has been provided by the University of Coimbra (UoC) team. The Guidelines are openly

available for download by other interested projects at <http://www.creative-heritage.eu/showcases.html>, the showcases section on the CreativeCH website.

3.3 Consultation with external experts

The Showcase partners aim to sustain and potentially extend their local and regional cooperation activities and results beyond the formal project lifecycle. To support this goal, a joint activity of the showcases has been to consult with external experts on how to ensure sustainability. Experts' feedback can help in evaluating valuable assets of the showcases and spotting new opportunities for cooperation and further product development and dissemination. For the external experts the consultation allows to gain insights in the results and future potential of the showcases and provide valuable suggestions.

Selection of experts

Each local showcase invited feedback of 2-3 external experts with the following profile:

- High-level of expertise in the relevant fields of the showcase
- Experience in local/regional projects
- Languages: English and local language/s of the showcase (Catalan/Spanish, German, Italian, Romanian)
- Gender-balance (strongly encouraged)

Methodology / consultation process

The choice of methods depended on the context of the individual showcases and the type and availability of the required experts. In order to ensure consistency of the information made available to the experts, mNACTEC developed a template for the structured collection and presentation of information. It was considered to conduct the consultation through an online survey platform, but finally the partners decided to either organize face to face meetings with the experts or carry out the consultation through information exchange via e-mail and/or skype meetings.

The process of the expert consultation included the following steps:

- *Planning:* timeframe and deadlines, consultation methodology, expert selection.



- *Definition of tools:* template for information collection and presentation, communication tools.
- *Expert feedback:* communication with experts and feedback collection.
- *Showcase actions:* consideration and planning of suggested actions, if feasible immediate take-up.
- *Documentation of consultation activities and results:* in the present report.
- *Reporting back:* as good practice and common courtesy, letting the experts know about planned or already implemented actions based on their suggestions.

3.4 Final event

The final project event in Pistoia (Italy), 24 September 2014 provided an excellent opportunity for all partners to present and discuss their activities and results. One session of the event was devoted to the four showcases. The showcase managers presented the results achieved by their teams together with local and regional partners. The presentations included lessons learned which were discussed and summarized.



CreativeCH Final event at the Auditorium of the Library San Giorgio di Pistoia

4 Presentation of the showcases – events, products, partnerships, and lessons learned

4.1 Showcase 1: Tuscany

Responsible partner: PIN

Locations: Archaeological sites and routes in Tuscany, Italy

Theme:

The showcase focused on the promotion of minor archaeological sites and ancient routes for local development. Tourists often overlook these sites, however through an innovative approach to popularize such sites and the routes between them, it was possible to stimulate the local tourism economy. The showcase goal was to develop methods of supporting such sites as alternate destinations. Heritage professionals were consulted in the initial phases of showcase development and contacts with local authorities/associations were also established.

The implementation consisted in a series of events and software tools: the events, included in the program of the “Notti dell’Archeologia” held each year throughout Tuscany in July 2013, would call attention to the locations, while the software tools, consisting in applications for smartphones and tablets (both iOS and Android), were essentially mobile guides to be used at the location of the archaeological sites, thus making interest in the sites durable in time.

The sites are intended for hiking, cycling and horseback riding and were chosen to represent different sizes (Vetulonia was the smallest, Roselle next and visits to Carmignano require a full day excursion).

Target groups:

The main targets of the intervention are short-term visitors, including local residents on weekend excursions, tourist staying in the vicinity of the sites and those in the main attraction



areas. Secondary but relevant targets were young people and heritage professionals, who could provide fresh methods of attracting visitors.

Events

Notti dell'Archeologia

The Notti dell'Archeologia are held each year in July throughout Tuscany to promote the lesser-known archaeological and cultural heritage jewels of the region. PIN focused in two hotspots:

- *Carmignano*: pre-existing naturalistic and archaeological trails in the Archaeological Park were the basis for the development of the first app in the TourBook series. QR codes were placed along the itineraries at the points of interest. The itineraries can be followed on foot, by bicycle and even on horseback. Anyone with a smartphone/tablet can scan the codes and download information on the specific site. A news conference/press release was issued to advertise the promotional walking event organized to launch the app.
- *Maremma*: a traveling exhibit was organized over a period of two weekends during the *Notti dell'Archeologia*. An ancient Etruscan cart was reconstructed specifically for the event and used to retrace one of the main commercial routes of ancient times: the *Via dell'Ombrone*. Complementary events, such as the reenactment of an ancient market, religious rites and festivities and scenes from everyday life of the Etruscans were organized at each stage of the trip. Theatrical performances and guided tours of a winery, local museums and archaeological sites also took place. Typical foods, which were commonly found also in the day of the Etruscans, were served at gastronomical stands, as well as during a specially organized dinner. Activities to engage children (coin printing, archery, pottery) were carried out along the way.

All information on the archaeological, historic, naturalistic POI was prepared in collaboration not only with local experts from the museums involved, but also with the assistance of the Superintendence, thus guaranteeing the quality of the data. All local restaurants and lodging facilities provided their support and appeared on the app.

Number of participants: approximately 900-950 people (of which 150-200 young visitors)



Target: Students/young people and teachers, local community, creative Industry SMEs, cultural heritage and other organizations.



Showcase in Roselle



Showcase in Carmignano

More images of the showcase events can be found at: <http://vast-lab.org/photo-gallery/>

Launch of Carmignano tb app

With the purpose of promoting the launch of Carmignano tb app, PIN organized a guided visit to the two archaeological monuments and two-hour hike along the itineraries in the area surrounding Carmignano.

Number of participants: approximately 20 (well received and commented)

Target: local community, cultural heritage and other local history organizations.

XVI Borsa Mediterranea del Turismo Archeologico (Paestum, 14-17 November 2013)

The Borsa Mediterranea del Turismo Archeologico is a 4-day held each year in late October-early November in Paestum, Province of Salerno. PIN participated with the CreativeCH project to promote the activities carried out for the showcase. The experimental archaeologist and his team were present (they reconstructed the Etruscan cart and organized additional events such as coin printing, archery and other hands-on experiences to engage the younger visitors). A member of AMAT (Associazione Musei Archeologici della Toscana) was also involved in the Tuscan showcase and was present to promote the same.



Number of participants: approximately 10,000 people (of which many schools) visited the fair.
Many schools brought their students to the event

Target: students/young people and teachers, local community, Creative Industry SMEs, cultural heritage and other organizations.

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Poster of the event



Presence of PIN at the event

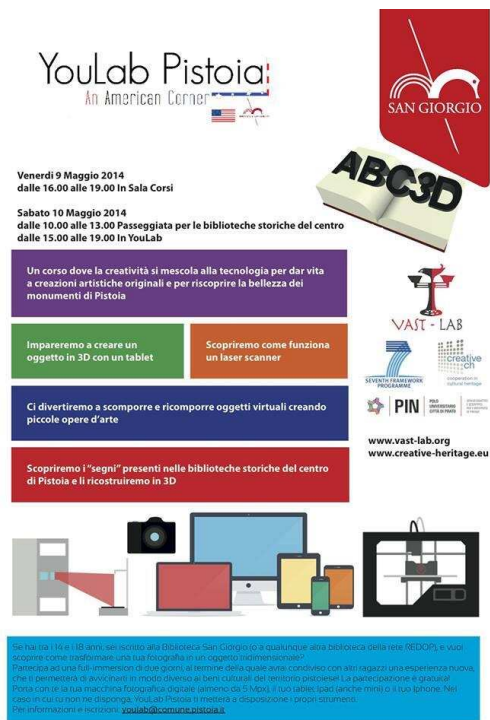
ABC3D

Contacts were established in Pistoia with the Biblioteca San Giorgio and its YouLab - An American Corner. The latter is a digital innovation corner within the library, open to public of all ages and free of charge, created to encourage patrons gain knowledge of the latest digital technologies.

PIN devised a mini-course for school-age persons to teach about the latest 3D technologies. Three summer camps were organized in 2014, each as a 2-day event: the first day the researchers lecture on the available technologies, giving students the opportunity to actually use the instruments in YouLab; the next day, participants are taken on a guided tour of Pistoia, where they are encouraged to photograph interesting portions of their home town.

All participating students are entered in a photo (a digital manipulation exercise) contest and the awards took place at the project's final event in September. The 10 best renderings of photos taken during the guided tour were incorporated in an itinerary within the town of Pistoia, which will be promoted through a specifically designed app of the TourBook series.





Poster of the event

Mobile apps and other ICT tools

Mobile application: TourBook app series

The TourBook series was initially created within the local Tuscan showcase to promote the two areas of intervention. Carmignano TourBook, Roselle Tourbook and Vetulonia TourBook are available for download free of charge for both smartphones and tablets on iTunes and Google Play. The areas differ in size, but share a common structure. An intuitive interface allows the user to select the most appropriate itinerary, at the same time giving precious information on the points of interest located along the way. Each POI is provided with a detailed information page, many photos and also 3D reconstructions of objects/buildings found on the site but held in museums. A detailed interactive map guides the user step by step, detecting his/her position along the chosen route and indicating the nearest points of interest and services offered. Each point of interest is provided with detailed descriptions. The accuracy of the information is guaranteed by a team of experts from the various local bodies of the area.



For dissemination purposes, a limited-edition Paestum tb app was prepared for the XVI Borsa Mediterranea del Turismo Archeologico.

Contacts established with the Province of Prato and the Superintendence of Archaeology in Tuscany lead to 2 further apps (Gonfienti tb is still in progress): PratoTrek tb. PratoTrek tb contains all the hiking itineraries in the Province of Prato and was developed in collaboration with the local section of CAI – Club Alpino Italiano, an association with over 1000 members. A special extension of this app was published in occasion of a traditional 2-day marathon “Da Piazza a Piazza”, which took place last May. The winners of the contest announced in the course of the Biblioteca San Giorgio’s summer camp on 3D technologies, will participate in the development of a final CreativeCH app highlighting an itinerary in Pistoia.

Download links: http://vast-lab.org/creativech_apps/

This asset be valuable beyond the project duration, since the apps created within the CreativeCH will remain available free of charge after the project terminates. A spin-off company – PRISMA – will handle future updates and ensure long-term sustainability of the apps.

Statistical analysis showing the number of downloads are useful indicators for evaluating the outcomes of the app.

For video clips showing a demonstration of the apps, and of the Notti dell’Archeologia event (Maremma showcase): <http://www.youtube.com/user/vastlabpin>

3D laser scanner and 3D printer

Latest generation 3D scanners and printers were employed to replicate objects (and 3D models of buildings), not only for inclusion in the apps themselves, but also to use as actual objects to sell during the Notti dell’Archeologia event, making up the “cargo” transported by the reconstructed Etruscan cart on its way inland along the Via dell’Ombrone.

3D technologies can be used to replicate all sorts of objects, which can be used within future apps (3D scans), or as exhibition materials (3D prints). 3D replicas can be used in museums as substitutes for objects, which are either too fragile to be handled or that have been moved to larger museums.



Publication

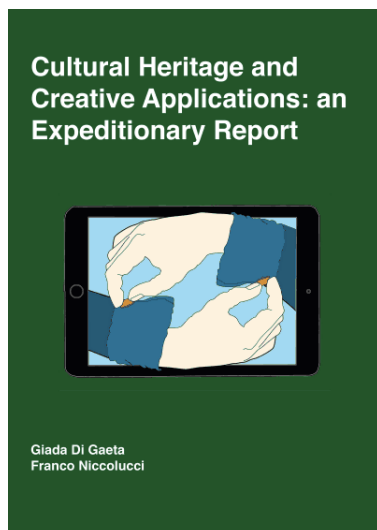
Booklet “Cultural Heritage and Creative Applications: an Expeditionary Report”

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The booklet by Niccolucci and Di Gaeta provides an overview of the conditions of the Creative and Cultural Industries (CCI) sector in Europe. It is the result of a reconnaissance activity on the web, on publications and in official documents.

Format: online, offline

Type of publication: booklet



Booklet cover

Partnerships

Soprintendenza Archeologica della Toscana (Ministero Beni Culturali) Province of Grosseto and of Prato; Regione Toscana

In order to gain permission to access and promote the sites, to pre-existing high quality materials (photos and texts) it was indispensable to establish contacts with the Soprintendenza. The collaboration established with the agency is on-going and will lead to the production of new apps.



Contacts with Regional and Provincial government agencies, through their departments of culture and tourism, were also established, mainly for bureaucratic purposes (the Regione in particular). The Provincial governments were more directly involved in the development of the Tuscan showcase, providing additional permissions and materials. The Province of Prato commissioned an additional app (PratoTrek tb).

The partnership will be valuable beyond the project duration, because the agency can give access to further sites and materials.

Type of partnership: Cultural heritage administration and content providers

Municipalities (Carmignano, Castiglione della Pescaia, Grosseto)

All the municipalities touched by the showcase required further permissions (transit through the town centers with the cart, use of public soil, permits for the shows...). Local administrations have better knowledge of the surroundings and its history, of the hospitality facilities present in the areas of intervention and were able to make suggestions.

The only drawback is that local administrations do not always have sufficient funds to invest in these kinds of promotional actions, so future collaborations are not certain. Although lack of funding is an issue for future interventions, contacts already established with these agencies should not be broken and be valuable beyond the project duration; promotion of our activities are spread also by “word of mouth”. Collaboration established for the showcase with the Province of Prato has lead to the production of another app (PratoTrek tb).

Type of partnership: Cultural heritage administration and content providers

AMAT – Associazione dei Musei e dei Parchi Archaeologici della Toscana

The president of the association has knowledge of all the local museums and sites in Tuscany, with many useful contacts, specifically with the organizers of the annual Notti dell’Archeologia event. The showcase concept was developed also with the expert suggestions given by this person.

The partnership has a lot of potential, because the association can give PIN access to further sites and materials.

Type of partnership: Concept



Museo Archeologico di Grosseto

A partnership was established in order to digitally acquire objects located in the museum to be used on the Etruscan cart and within the apps themselves.

Type of partnership: Technical

Associazione Culturale Archeoworld, Società Cooperativa Archaeologica ARA, Live 95, Teatro Studio Associazione Culturale, Associazione Culturale Progetto Archaeologico Alberese, Officine Maya

All the above mentioned associations are composed mainly of young people, and actively participated in the Maremma showcase by organizing and carrying out the supplementary events. Associazione Culturale Archeoworld in particular was responsible for the reconstruction of the Etruscan cart.

The activities carried out by these associations can be replicated in future events. The collaboration enriched our Etruscan showcase, can be repeated (depending of course on the topic of possible future interventions).

Type of partnership: Reconstruction of Etruscan cart, supplementary entertainment

Lessons learned

- **Creativity and innovation:** both are beneficial to cultural heritage and tourism; it allows people to experience culture in a modern way. Innovating the way cultural heritage is presented is a key factor.
- **Funding:** The showcase also proved that little funding – if well spent – goes a long way in obtaining good results. Even administrations with little funds set aside for culture and tourism can gain access to quality results.
- **Networking:** Getting to know representatives of the local governments/administrations and establishing good rapports plays an important part in development of the showcase, they of course know the territory of intervention. Involvement of cultural/historical associations, usually composed of young people is another important step in the process.



4.2 Showcase 2: Salzburg

Responsible partner: SRFG

Location: City of Salzburg, Austria

Theme:

World Heritage sites are understood to be of outstanding universal value, but often the local people have lost their sense of ownership and tourists are offered the typical “touristic package” reinforcing stereotypic notions of the sites. This is also the case in Salzburg where the historic inner city was awarded UNESCO World Heritage status in 1996.

Most tourists visit only a small part of the World Heritage core zone of 2.36 km², 3.6% of the city district. This zone is inhabited by about 6,000 people, while Salzburg on average attracts some 20,000 tourists per day. They stay on average 5.5 hours, strolling, site-seeing and shopping. Many also visit “must see” sites such as the Mozart House or the Fortress Hohensalzburg.

The overall theme of the showcase therefore is how World Heritage sites can reconnect with the local population, especially the young generation, and offer them and visitors distinct cultural experiences beyond the typical “package”. The CreativeCH showcase cooperations focus on engaging students, cultural heritage organisations and creative industries SMEs in the development of new forms of communicating local heritage in more creative and different ways as at present.

The cooperations are developed around novel Web and mobile services that promote non-stereotypic perspectives and inspiring content of local cultural heritage, which is organized in virtual tours. Students are involved through surveys and active participation such as testing and development of own applications.

Target groups:

The main target groups of the Salzburg Showcase are:

- Cultural heritage institutions interested to present local heritage in a wider context together with others,



- Educational, research and creative organizations with a focus on cultural heritage and/or novel technologies,
- The local population (residents), with a special focus on young people
- City visitors/tourists.

Events

Georg Trakl - places and poems (Salzburg, 19 July 2014)

Guided tour in the historical centre of Salzburg in the context of the opening of the Salzburg Festival, offered by Salzburg Guide Service with support by SRFG. The participants could access online information about Georg Trakl's life and works, images, poems, videos (http://kulturerleben.salzburgresearch.at/poi_kat/trakl/). The participants of the tour, readings (Trakl poems, a new Trakl biography), and many others received the bookmarklet, which contains the QR code with the link to the virtual Trakl Tour developed by Salzburg Research and the Trakl House (Dr Hans Weichselbaum, Trakl biographer).

Number of participants: 45 (tour and readings)

Target: Local community



Participants of "Georg Trakl Tour" and readings, Salzburg, 19 July 2014

Documentation (in German): [http://kreativkultur.salzburgresearch.at/alte-plaetze-sonnig-schweigen-georg-trakl-orte-und-gedichte-live-und-virtuell-erleben/ - more-1184](http://kreativkultur.salzburgresearch.at/alte-plaetze-sonnig-schweigen-georg-trakl-orte-und-gedichte-live-und-virtuell-erleben/-more-1184)

Showcase “Creaton” (Salzburg, 10 March 2014)

Organised for the showcase cooperation with the University of Applied Sciences Salzburg. The creative workshop involved five students of the university’s MultiMediaArt programme and three students (software programmers) of the University of Applied Sciences Hagenberg. The “Creaton” was led by a creativity coach of FS1 – Community TV (one of the showcase partners) and our showcase team. Furthermore one representative of the MuseumSalzburg (educational programme) and one of the City of Salzburg (responsible for open content) participated.

Number of participants: 13

Target: Students/young people and teachers, Creative Industry SMEs, cultural heritage and other organizations, City representatives

Documentation (in German): <http://kreativkultur.salzburgresearch.at/category/ergebnisse/>



Participants of the CreativeCH “Creaton”, Techno-Z, Salzburg, 10 March 2014

Workshop “Cultural Routes of the European Council” (Vienna, 8 April 2013)

The workshop was organised by the Austrian Ministry of Economy (Department for Tourism) and brought together 60 international and national experts in tourism and culture/cultural heritage. Salzburg Research presented results of the CreativeCH project. In particular, the survey findings on young people’s perceptions of cultural heritage and new approaches in the communication of cultural heritage to young people were addressed.

Number of participants: 60

Target: Cultural heritage and other organizations

Workshop and guided tour “Americans in Salzburg 1945-1955” (Salzburg, 15 March 2013)

A workshop and a guided tour through the historical center of Salzburg was organized in cooperation with the Salzburg City Archive. The event allowed 33 students and one tutor of the Salzburg Program of the University of Portland to learn about the history of Americans in Salzburg in the period between 1945 and 1955. The guided tour was used to test the mobile application on the theme which was developed together with the Archive. On the tour the students could look up historical photo material of places and historical events and provide comments on their smartphones and tablets.

Documentation (in German): <http://kreativkultur.salzburgresearch.at/category/ergebnisse/>

Number of participants: 34

Target: students/young people and teachers



Historian and archivist Thomas Weidenholzer introduces the American students to “their” history in Salzburg (Stadtarchiv Salzburg)



American students on the guided tour through the historical center of Salzburg (15 March 2013)

Symposium “Innovation for European Cultural Routes” (Salzburg, 3-4 December 2012)

The symposium was organised by SRFG and allowed to establish a co-operation between CreativeCH and the EU project CERTESS (www.culture-routes.lu). CERTESS is an INTERREG IVC project which promotes a common framework to develop, manage and enhance European Cultural Routes, with the overall goal of fostering sustainable cultural tourism. The symposium brought together 35 European experts to discuss trends and innovative approaches in the communication of cultural heritage and routes. SRFG

presented the CreativeCH project, results of our surveys on the perception of students and teachers of cultural heritage, and novel ways to communicate cultural heritage to young people, the regional population as well as visitors.

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Number of participants: 35

Target: Cultural heritage and other organizations

Documentation of the event: <http://www.pressebox.de/pressemitteilung/salzburg-research-forschungsgesellschaft-mbh-0/Europaeische-Kulturvermittlung-20/boxid/560197>



Participants of the symposium, Castle Leopoldskron, Salzburg, 3 December 2012

Symposium “Cultural Tourism” (Wels, 7 November 2012)

The symposium was organised by the Pedagogical Academy in Wels (Upper Austria) and brought together 21 teachers of tourism colleges and other schools from around Austria, including several from Salzburg. We presented the CreativeCH project and the findings about how to use new media and technologies for communicating cultural heritage to young people, other local residents and tourists. The teachers confirmed the results and in the discussion shared their experiences and ideas on the topic.

Number of participants: 21

Target: Students/young people and teachers and other organizations

“Cultural Heritage Remixed” workshops during the Salzburg Youth Congress 2012 (Salzburg, 28 June 2012)

During the Salzburg Youth Congress 2012 about 150 students of six secondary higher schools (14-18 years) in Salzburg participated in CreativeCH workshops. The workshops were held at the Salzburg City Library (Stadt:Bibliothek Salzburg). They were organised to collect the students' ideas on how cultural heritage in Salzburg can be presented to young people and students in more exciting ways. The results were presented, amongst others, to the Mayor of Salzburg.

Number of participants: 150

Target: Students/young people and teachers



One of the “Cultural Heritage Remixed” workshops during the Salzburg Youth Congress, 28 June 2012

Meetings and workshops with companies from the Creative Industry SMEs

- FS1 - Community TV, Markus Weisheitinger-Herrmann, managing director, Salzburg, 5 December 2013.
- UTILO KG, Christian Osterrieder-Schlick and Florian Angulanza, Salzburg, 21 August 2013.
- Werner Haring - New Media Marketing and Gerhard Roider Werbeagentur, Salzburg, 2 July 2013.
- Working lunch with members of the Salzburg Co-working Space, Salzburg, 23 April 2013.



Workshop with Werner Haring - New Media Marketing and Gerhard Roider Werbeagentur, 2 July 2013

Mobile apps and other ICT tools

Virtual tour, web and mobile: “Americans in Salzburg 1945-1955 Tour”

<http://kreativkultur.salzburgresearch.at/map/>



The screen shot presents a view of the virtual tour application with some hotspots and information (historic image and brief description) of one spot.



Developed by Salzburg Research with the Salzburg City Archive, the tour is currently not publicly available as the Archive wishes to add historical contextual information so that the tour can be used without a guide.

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Mobile app “Nannerl”

Developed by students of the University of Applied Sciences Salzburg (MultiMediaArt Programme) with support by Salzburg Research. The application is managed and provided by the students.

<http://www.nannerl-app.multimediaart.at>



Students present the “Nannerl app”, Salzburg, 4 June 2014

Virtual tour, web and mobile: “Georg Trakl”

The Georg Trakl Tour has been developed by Salzburg Research together with the Trakl House (Georg-Trakl-Forschungs- und Gedenkstätte) and Dr. Hans Weichselbaum (author of a richly illustrated book about Trakl).

http://kulturerleben.salzburgresearch.at/poi_kat/trakl/

Georg Trakl "Salzburg"- Gedichte

Diese Sammlung stellt Ihnen ausgewählte Gedichte des österreichischen Lyrikers Georg Trakl (1892-1914) zum Lesen und Hören zur Verfügung. Hier finden Sie Werke des bedeutenden Vertreters des österreichischen Expressionismus des 20. Jahrhunderts, die in verschiedener Weise in Bezug zu Orten der Stadt Salzburg stehen. Sie können diese während eines Stadtrundganges mobil anhören, aber auch zum Lesen zu Hause begeben.

Georg Trakl zählt zu den bedeutendsten Vertretern des österreichischen Expressionismus des 20. und 21. Jahrhunderts und lebte in Salzburg. Verschiedene Brüche des Lebens führen den Dichter in die Stadt Salzburg, andere werden in ihrer Bildsprache von der Architektur und Atmosphäre verschiedener Orte in dieser Stadt beeinflusst. Wahre Gedichtsorte sind seit 1997 an solchen „Trakl-Orten“ angebracht worden. Dabei handelt es sich um Orte, die Trakl auch dort, wo wir ihn durch Anmerkungen ausgeglichen ist, in seinen Gedichten das Thema Salzburg und Salzburger Kultur gestaltet hat. Häufig drückt er seine Bilder und Erfahrungen zum Ausdruck. Diese Bilder, die aus der Empfindlichkeit für Schönheit, Seele und menschliche Wärme entstehen sind, werden andere auf das unendliche Geopol für Vergleichen und Verfall hin (Witzschbaum H.).

Texte und Bildquellen der Sammlung:
Internationales Trakl-Forum der Salzburger Kulturverwaltung (Hrsg.): Georg Trakl Die "Salzburg"-
Gedichte. *Brüche zu den neuen Gedichtorten in Salzburg und 1917*
und Maria Witzschbaum (2014): Georg Trakl Die Salzburger Gedichte 2014, Otto Volk Verlag.



Screen shot of the online version of the "Georg Trakl Tour"

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Platform/portal "Kulturerleben"

<http://kulturerleben.salzburgresearch.at>



Developed by Salzburg Research to avail of a platform that is capable to integrate and present on the Web and on mobile devices all content we have already available and further content we expect to receive from local showcase partners.

Since its launch in May 2014 the platform welcomed 1,969 visits.

The portal will be valuable beyond the project duration, as it is now the main focus for current and future cooperations. The portal is perceived by potential new partners as a good way to present specific cultural heritage in a wider context. For example, Dr. Michael Malkiewicz (Universität Mozarteum Salzburg) confirmed that for a new exhibition of historical instruments at the SalzburgMuseum they would like to use the portal as one communication channel.



Publication

CreativeCH Handbook and Online Toolkit

The showcase produced and disseminated leaflets but not a book publication. However, the CreativeCH Handbook and Online Toolkit (developed by SRFG) includes examples of other World Heritage towns. The Handbook and Toolkit are freely accessible and published under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 license.

Handbook: print and available for download: <http://www.creative-heritage.eu/6145.html>

Online Toolkit: <http://CreativeCH-toolkit.salzburgresearch.at>

Partnerships

The showcase established several partnerships with cultural heritage institutions, creative businesses, universities and organisations active in youth education and media activities.

Salzburg City Archive

The application “Americans in Salzburg 1945-1955 Tour” has been developed by SRFG together with the Salzburg City Archive. The partnership is valuable beyond the project duration as the Archive is also a content provider for other thematic tours and the collaboration is ongoing.

Type of partnership: Concept, application, Content provider.

Trakl House

A solid partnership has been established with the Trakl House for the development of the “Georg Trakl Tour”.

Type of partnership: Concept, application, Content provider.



Department for the Preservation of the Historical City of Salzburg

The Department is interested in activities aimed at reconnecting the local people, especially young people, with the historical city center.

Type of partnership: Common goal, high-level support

SalzburgMuseum

One meeting was held with the SalzburgMuseum, an umbrella organization of several museums in Salzburg. The educational programme manager also participated in the CreativeCH “Creaton” workshop. This partnership has high potential as the museum has a unique collection of historical instruments which they wish to present in novel ways; furthermore the museum runs a @ArtClubMuseum programme for young people.

Type of partnership: Potential content provider.

Fortress Hohensalzburg

One meeting was held with the Fortress Hohensalzburg. The Fortress wants to develop novel ways of attracting more visitors, especially families and young people.

Type of partnership: Potential content provider.

Keltenmuseum Hallein

One meeting was held with the Keltenmuseum in Hallein, the main museum outside of Salzburg that is very interested to reach a wider audience. The partnership has not been fully defined yet, but has considerable potential.

Type of partnership: Potential content provider.

Akzente Salzburg

Akzente Salzburg is the largest youth organization in the State of Salzburg and SRFG collaborates with them since many years in regional projects. The role in the showcase has been the dissemination of the activities to young people.



Type of partnership: Major dissemination channel to young people in the region.

IMB - Institut für Medienbildung

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One meeting was held with the IMB - Institut für Medienbildung that offers media courses to young people. The partnership has not been fully defined yet, but has considerable potential as the IBM holds relevant audio-visual educational content on historical topics.

Type of partnership: Potential content provider.

University of Applied Sciences (MultiMediaArt programme)

Students of the MultiMediaArt programme developed the “Nannerl” with support by the showcase team (e.g. creative workshops, contacts to heritage institutions, etc.).

Type of partnership: Concept.

University of Portland, Salzburg Program

A group of 33 students of the program participated in a workshop, survey and guided tour organized in cooperation with the Salzburg City Archive; the tour involved testing and providing feedback on the “Americans in Salzburg 1945-1955” application.

Type of partnership: Student survey, showcase testing.

University Salzburg (Language Centre)

The purpose of the partnership was to involve foreign students in showcase testing which, however, did not work out. Instead SRFG established a partnership with the Salzburg Program of the University of Portland.

Type of partnership: Student survey, showcase testing – not realized.

Mozarteum University Salzburg

One meeting was held to explore cooperation options. The Mozarteum is involved in the preparation of a new exhibition of the historical instruments collection of the Salzburg-



Museum, which might be presented on SRFG online platform. The partnership is still in preparation but with high potential.

Type of partnership: Concept.

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ITG - Innovationsservice für Salzburg

Salzburg Research collaborates with the knowledge transfer and innovation agency ITG since long. The showcase was an opportunity to work with their creative industries programme for the first time.

Type of partnership: major dissemination channel to creative industry SMEs.

EuRegio Salzburg - Berchtesgadener Land – Traunstein, Project Manager

One meeting was held to explore cooperation options. The EuRegio office is interested to support cultural tourism routes in the cross-border region. The partnership is still in preparation but with high potential.

Type of partnership: Concept.

FS1 - Community TV

FS1 is a non-commercial regional broadcaster, interested in including local cultural heritage themes in their TV programme. Their managing director served as creativity coach in the “Creaton” workshop in March 2014.

Type of partnership: Concept, potential for cross-media (Web – TV) communication of cultural heritage.

Utilo KG

Utilo KG creates web and mobile applications, including an online atelier for local artists (<http://www.online-atelier.com>). Their creative directors provided SRFG with ideas and their experiences in culture and ICT projects from a commercial perspective.

Type of partnership: exchange of ideas and experiences in culture and ICT projects.



Werner Haring – New Media Marketing

Werner Haring provided the showcase with ideas on attractive communication of cultural heritage with new media.

Type of partnership: exchange of ideas and experiences in culture and ICT projects.

Gerhard Roider – Werbeagentur

Gerhard Roider provided the showcase with ideas on the potential role of cultural heritage in a marketing context.

Type of partnership: exchange of ideas and experiences in culture and ICT projects.

Surveys

In 2012 and 2013, SRFG conducted three surveys on young people's perceptions of the local cultural heritage and ideas on how to communicate it in novel ways. The outcomes will be valuable beyond the project duration, because the notions and perceptions of, and expectations from, cultural heritage are rather stable. The results are very useful to conceive attractive activities for/with students related to cultural heritage, not only in Salzburg.

Survey Salzburg Science Night (27 April 2012)

Participants: 39 participants, age groups 10-30 years

The survey collected notions and perceptions of students and teenagers of cultural heritage in Salzburg (39 questionnaires), and produced some surprising results: Youngsters came up with comprehensive definitions of cultural heritage, there was a rather high interest in intangible aspects of cultural heritage, and the city center's UNESCO World Heritage status (since 1996) was hardly ever mentioned. For learning about cultural heritage traditional means (e.g. visits, tour guides, books and videos) were appreciated just as well as new media and technologies.

Ideas workshop/survey during the Salzburg Youth Congress (28 June 2012)



Participants: 150 students, age group 10-14 years

About 150 students were invited to discuss and develop ideas of how cultural heritage in Salzburg can be presented to young people and students in exciting ways. The ideas survey was conducted over the whole day with six school classes. The survey captured many good and unconventional ideas about relevant places and themes, and how to “mix” cultural heritage with topics that interest young people. Suggestions included, for example: built heritage could be animated (e.g. colorful illumination), green spaces (e.g. the Salzburg riverside, parks) used for events and activities around cultural heritage, traditional performing arts mixed with pop music.

Survey American Students in Salzburg (15 March 2013)

Participants: 33 students, age group 19-22 years

A workshop with 33 students of the Salzburg Program of the University of Portland was organized at the Salzburg City Archive. As part of the workshop the students answered a questionnaire about their initial expectations of cultural heritage in Salzburg and how these views have changed after having lived here for nearly a year. The workshop was followed by a guided tour through the historical center of Salzburg that involved testing the “Americans in Salzburg 1945-1955” application.

Documentation: The analysis of each survey is available here: [http://www.creative-heritage.eu/5517.html?&tx_ttnews\[tt_news\]=8146&cHash=6466480ef132cefb2c3221375466bff2](http://www.creative-heritage.eu/5517.html?&tx_ttnews[tt_news]=8146&cHash=6466480ef132cefb2c3221375466bff2) (documents in English); and here: <http://kreativkultur.salzburgresearch.at/wie-sehen-junge-leute-salzburgs-kulturerbe-volle-dokumentation-der-erhebungen/> (survey 1 and 2 in German, 3 in English).

Lessons learned

Overall lesson learned in the Salzburg Showcase implementation:

- **Cooperation:** Close cooperation with local and regional organisations – cultural heritage institutions, universities and others – is pivotal, as they can bring in content, knowledge and networks (e.g. important contacts).



- **Cultural heritage institutions:** It is important to work with cultural heritage institutions that are eager to share their content and knowledge. However, it must be noted that such institutions often lack knowledge in content licensing and expect that the content is presented in a certain way (e.g. not mixed with content of other providers or user-generated content or comments).
- **Content:** The content of a showcase application arguably requires most effort. This includes several meetings with content owners/holders (to “unlock”, identify and select relevant content), negotiation of licensing, and content preparation (formats, description) until it can finally be integrated in a technical application.
- **Creative industries SMEs:** Creative industry businesses can share important expertise, e.g. attractive media products, targeted marketing, etc. While the businesses are usually willing to share some knowledge (e.g. in workshops), they are of course looking for commissioned work. This means that it is difficult to establish partnerships without a clear prospect of income for the businesses (e.g. a funded project).
- **Involvement of young people:** To address and involve students and other young people, partnerships with relevant university programmes and youth organisations must be established. Many young people can be involved rather easily in surveys and ideas workshops, but “hands on” participation (e.g. application development by students) requires a lot of support and therefore is possible only for a small group of students.
- **Interests of young people in cultural heritage:** We found that young people are especially interested in intangible cultural heritage, i.e. cultural performances and traditions rather than objects, and “mixing” cultural heritage with other cultural expressions and places.



4.3 Showcase 3: Catalonia

Responsible partner: mNACTEC

Locations: Industrial heritage sites in Terrassa

Theme:

The showcase promotes industrial heritage sites as focus of revitalization through adaption and use as tourist attractions. A creative cooperation has been developed around novel forms of presenting the revitalization through digital storytelling, local industrial heritage tours, and events related to past and modern forms of work and community life in industrial cities. Moreover, web-based and mobile media are being developed that present and promote the revitalization of local industrial and cultural heritage in the city of Terrassa and, through expansion of the showcase, at other sites in Catalonia.

Target groups:

The target population of the showcase has been discussed and defined in cooperation with the Department of Economic Promotion and Innovation of Terrassa City Council, in charge of the tourism promotion, and according to the strategic priorities of both the museum and the City Council. Both target population groups are mainly local:

Primarily, the museum aims to engage young students in the conceptualization, implementation and evaluation of the showcase, as a way to stimulate the attraction and interest of industrial tourism for the younger generation.

Taking into account the growing interest of visitors in “creative tourism”, a secondary target population is more family-oriented and addresses families traveling for the purpose of mostly cultural, interactive and educational experiences.



Events

Seminar and workshop “La web social: noves possibilitats per a les institucions culturals” (Terrassa, 8-9 October 2012) Page| 40

The seminar & workshop was held on 8th-9th October 2012 and had more than 100 participants. In order to develop the social media competencies within the Catalonia cultural institutions and at the same time to develop a creative a network that can interchange experiences on using new technologies to promote cultural heritage, mNACTEC built up a network to help the local showcases implementation, partner institutions buy-in and also creation of dissemination infrastructures. In a two days event, there were more than 100 participants from 55 museums, some of them with a strong regional and national impact.

The focus on social media was done due to the fact that most of the Catalonia institutions have already a contact with other IT applications for cultural heritage promotions. By giving some training on social media and Web 2.0 tools, mNACTEC aimed to contribute to the use of a wide range of IT applications on the content production for social media. Moreover, by joining a local peer-learning network of communication experts, there is an effort to promote networking under the umbrella of a long-term, self-managed group.

Number of participants: 100

Target: Cultural heritage and other organizations



Evandro Oliveira and Eusebi Casanelles opening the event *Participants of the seminar*

CreativeCH Workshop “Industrial Cultural Tourism” (Terrassa, 10 May 2013)

How to strike the right balance between tourism development and heritage conservation and promote responsible and sustainable cultural tourism? How to attract more interest in less know and/or relax the pressure on overcrowded cultural tourism areas? These and other questions were discussed in “Industrial cultural tourism”, the fourth workshop promoted under the framework of the CreativeCH project, that was hosted by Museu de la Ciència i de la Tècnica de Catalunya (mNACTEC) on Friday 10th May 2013 in Terrassa.

The workshop was also a great opportunity to present the local showcase to project partners and experts.

Number of participants: 30

Target: Creative Industry SMEs, cultural heritage and other organizations and Universities.



Participants of the workshop

Presentation “mNACTEC App and ‘Roda de calaixos’” (Terrassa, 28 March 2012)

mNACTEC staff and visitors were informed about the new museum piece “Roda de calaixos”. As the Roda de calaixos is part of the guided visits available at mNACTEC, the event was an excellent opportunity to present the new features of the CreativeCH app for smartphones and tablets.

Participants: 16.

Presentation “Virtual dimension: web and app” (Terrassa, 17 January 2012)

Curators, teachers and tourist operators were informed at Palau Moja (Barcelona) about two new ICT mNACTEC facilities: a new website (<http://sistema.mnactec.cat>) and the mobile app for smartphones and tablets.

Participants: 130

QR code Treasure hunt (Terrassa, 25 February 2013)

A test group made up of students aged 15-16 years old and teachers from Torre del Palau High School, was the first to experience the **QR code Treasure hunt** of *La bona vida*, including *El Fotocroma del mNACTEC*. The event was an opportunity to test both the app and *El Fotocroma* and welcome suggestions from students.

Participants: 30



Torre del Palau High School students around the Fotocroma lpad kiosk



Carme Prats, manager of the Catalonia showcase conducting an evaluation session with students

Museum visitor survey (Terrassa, 2nd, 7th and 8th December 2012 and 2 February 2013)

Visitors of all age groups gave their opinion about several aspects of the museum: app, exhibitions, facilities, etc.

Participants: 57

The survey includes questions regarding the mobile app: Do you use an smartphone? Android or IOS? Do you know our app for smartphones?

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Terrassa Augmentada Treasure hunt (Terrassa, 10 May 2014)

In the framework of Fira Modernista 2014, this year the Museum of Science and Technology (mNACTEC) offered a range of activities for families, among which stood out the scavenger hunt "Position yourself and time-travel".

On Saturday 10th May at 11am participants were invited to be at mNACTEC to download the application Terrassa Augmentada and start the self-guided itinerary around Terrassa. Participants had the opportunity to freely tour different spots of the city. If they had completed a minimum of three points of the itinerary they received a gift at the mNACTEC booth at the fair.

Number of participants: 25

Target: Students/young people and teachers, local community

Conference "Museums and tech tools" (Terrassa, 17 May 2014)

On the occasion of World Information Society Day, on Saturday 17th May the Museum of Science and Technology of Catalonia (mNACTEC) held an event full of activities.

The day started at 10am with the conference **Museums and tech tools** aimed at museum professionals, teachers and tech-savvy participants. The presentations focused on several technologies with interesting applications in museums and education: Raspberry pi and scratch, augmented reality and 3D printers.

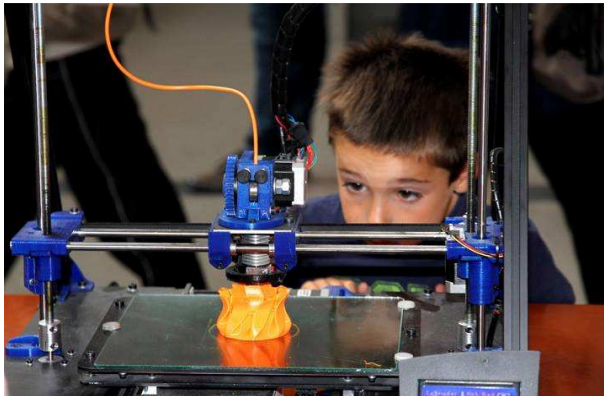
At noon, the **Junior and First Lego League** showcased brilliant project ideas that children from Club Bombeta submitted to the international Lego symposium.



Number of participants: 71

Target: Students/young people and teachers, local community, Creative Industry SMEs, cultural heritage and other organizations.

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Participant fascinated by 3D printing



Participants enjoying the First Lego League showcase

Terrassa Augmentada - Field workshop summary (Terrassa, 12 June 2014)

A field workshop summary is a subject that the students of secondary education in Spain have to take at the end of every school year and that serves as a consolidation. On 12/06, students of Torre del Palau High School aged 14-15 years old focused their field workshop summary on Terrassa Augmentada. Before and after the field visit (itinerary around Terrassa), teachers addressed the app contents with students and answered a questionnaire about Terrassa Augmentada.

Average rating: 7/10

Number of participants: 100

Target: students/young people and teachers

Number of survey respondents: 0 online / 87 offline



One of the students groups during the field visit



All participants in the closing session at mNACTEC

Terrassa Augmentada testing session (Terrassa, 5 March 2014)

In the session, students were able to test a beta version of the upcoming application Terrassa Augmentada, by doing an itinerary through several points of interest. After the itinerary, students filled a questionnaire with suggestions for improvement.

Average rating: 73/100

Number of participants: 13

Target: students/young people and teachers



Students testing a beta version of the app

Egarec Video Contest

Is spring 2013, mNACTEC launched EGAREC, a local video competition to produce videos on the most important touristic attractions of Terrassa. The videos highlighted - in an engaging manner - any aspect of: mNACTEC, Fira Modernista 2013 and/or Industrial heritage of Terrassa. Participants had a chance to create a short video (1 minute max.) captured with any device (smartphone, tablet, camera...) about these places of touristic interest and win attractive prizes. The competition was open to participants of all ages in two categories: A (under 18) and B (adults). The videos were posted to YouTube/Vimeo and to EGAREC's contest on facebook.

The videos are and will be re-used for dissemination purposes.

CATEGORY A

FIRST PRIZE:

Submission: "Joan Duch i les xemeneies"

http://www.youtube.com/watch?v=A_Rca8La1j8

Authors: Mario Monzó, Victor Monzó and Xavi Miranda (NATALIA COLORS)

Prize: Flying in a hot air balloon and free admission to mNACTEC

SECOND PRIZE:

Submission: "XI Fira Modernista"

<http://www.youtube.com/watch?v=Z9nGmigcQwI>

Authors: Joan Cano and Rosa López (AUDIV PRODUCCIONS)

Prize: Flying in a wind tunnel in Empuriabrava and free admission to mNACTEC

CATEGORY B

FIRST PRIZE:

Not awarded.

SECOND PRIZE:

Submission: "El Transport" - <http://www.youtube.com/watch?v=ucaYcR-8TZg>

Authors: Alba Guerrero and Sandra Edo (IES Torre del Palau)

Prize: Flying in a wind tunnel in Empuriabrava and free admission to mNACTEC



AUDIENCE AWARD

Submission: “El patrimoni, el modernisme i el mNACTEC des dels ulls d’un infant”

http://www.youtube.com/watch?v=cjJv_Wg1qQ&list=HL1369659473&feature=mh_lolz

Authors: Bet Verdaguer and Jaume Argemí

Prize: Gopro Hero3 camera White 3 and free admission to mNACTEC

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Egarec Awards ceremony (Terrassa, 9 October 2013)

The event honored the interesting contributions of young participants in connection to Terrassa and its heritage. In an opening address, Jaume Perarnau (Director of mNACTEC) highlighted the aim of Egarec and the need to explore new ways of looking at the city and its heritage. In his closing address, Pere Arcas, Head of the Educational programmes Department at Televisió de Catalunya and Egarec Jury member, emphasized that audiovisual language is as important as other types of language and, therefore, requires an apprenticeship: *“How do we acquire media literacy? How do we develop young people's critical and creative abilities when it comes to the media? Just watching is not enough: it is essential to learn by experimenting, experiencing, living”*.



Winners, Jury members and organisers of Egarec Video Contest

Terrassa Augmentada presentation (Terrassa, 10 May 2014)



Participants experimenting with AR



Participants at mNACTEC



Participants at Masia Freixa



Participants experimenting with AR

Book launch “Espais recobrats. Els nous usos del patrimoni industrial català” (Terrassa, 8 July 2014)

On Tuesday 8th July, mNACTEC launched the book *Espais recobrats, els nous usos del patrimoni industrial català* (Recovered spaces, new uses of industrial heritage in Catalonia), with the participation of the Minister of Culture of the Generalitat of Catalonia, Ferran Mascarell, the Director of mNACTEC, Jaume Perarnau, and the authors, Ferran Pont (architect) and Teresa Llordés (photographer). *Espais recobrats, els nous usos del patrimoni industrial català* reveals a double meaning.

First, it collects studies and evaluates the work that Catalonia, in international benchmark in the field, has carried out for the preservation, dissemination and rehabilitation of buildings and most prominent elements of its industrial heritage. Secondly, among other events the magnificent edition contributes to the commemoration of the 30th anniversary of mNACTEC.



Ferran Pont, author of the book



Ferran Mascarell, Minister of Culture, presenting the book

Other events

- **Seminar “Science and children”:** Primary and secondary school teachers were informed about mNACTEC educational programme and facilities, including the development of a mNACTEC app for smartphones and tablets, in the context of a discussion on the importance of science for children. Participants: 120. (Terrassa, 10 November 2012)
- **Training on technology for secondary school teachers:** Teachers were informed about mNACTEC educational programme, exhibitions, workshops and facilities, including the app for smartphones and tablets. Participants: 60 (5 July 2012)
- **Seminar on “Basic cultural competences”:** Primary, secondary and high school teachers were informed about several aspects of mNACTEC, including the app for smartphones and tablets, and how they can help develop students’ basic competences. Participants: 190. (12 April 2012)



Leaflet of “Science and children”

Mobile apps and other ICT tools

Mobile application: mNACTEC

The existing official mNACTEC app for smartphones has been improved: a self-guided walking tour has been made available, together with direct access to El Fotocroma del mNACTEC, so pictures can be taken from an Ipad kiosk or from the visitor's smartphone.

Under the topic "Jo i la ciutat sostenible", the app also integrates an itinerary around Terrassa and the museum. Scanning QR codes, visitors can know more about museum objects and permanent mNACTEC exhibitions.

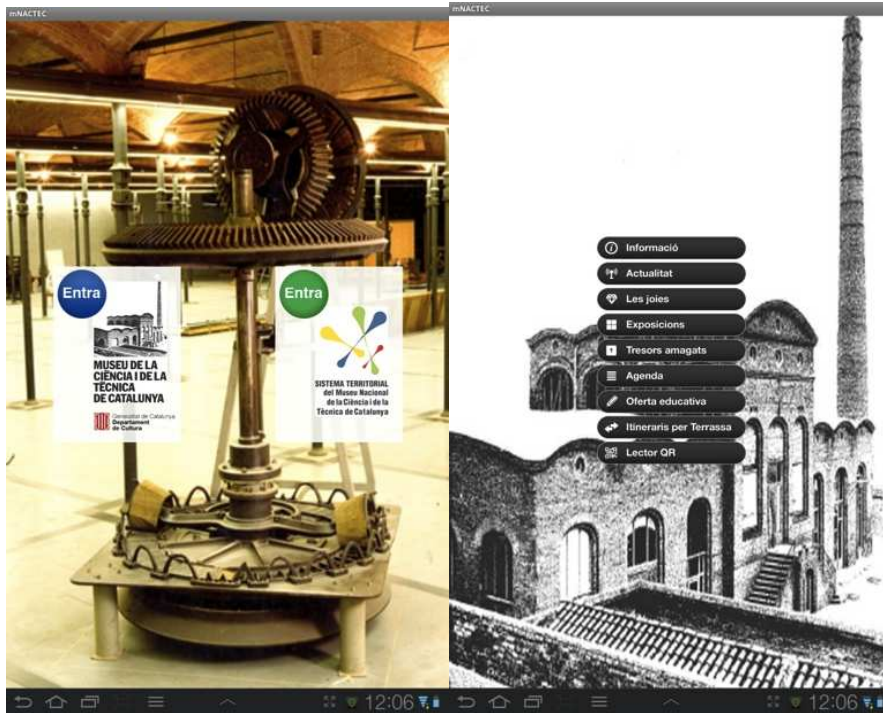
Available for Android and iOS, the application includes useful tools, such as a QR code reader, a content management system and geopositioning through Google Maps.

Download links in app markets:

<https://play.google.com/store/apps/details?id=com.rsbmedia.mnactec>

<https://itunes.apple.com/es/app/mnactec/id492561446?mt=8>





Mobile application: Terrassa Augmentada

Terrassa Augmentada is an augmented reality smartphone application that allows visitors to enjoy a self-guided tour around the industrial and Art nouveau sites of Terrassa. It is available for Android and iOS.



Stickers on the floor



Participant enjoying Terrassa Augmentada 3D model

Download links in app markets:

<https://play.google.com/store/apps/details?id=net.i2cat.modernismemnactec>

<https://itunes.apple.com/es/app/terrassa-+/id871757656?l=en&mt=8>

In order to evaluate the outcomes of the new app, several testing and evaluation sessions have been already carried out to improve it. Moreover, statistical analysis showing the number of downloads are useful indicators for evaluating the results of Terrassa Augmentada.

Terrassa Augmentada will be valuable beyond the project duration, because it is meant to be a permanent asset, both in the educational field and the tourist sector.



Augmented reality



Main menu



Geopositioning

iPad-guided museum tour

A self-guided tour around the museum has been made available and linked to *La Bona vida* (Good living), a fun educational initiative for young people and families. It proactively engages visitors to rethink consumption habits and to search for ideas towards sustainable lifestyles. The self-guided tour has two levels: the first level is family-oriented, including a QR code treasure hunt. Visitors scan QR codes to reveal clues, in order to answer questions about *La bona vida* and find the next code in the sequence. The second level addresses students and includes downloadable documentation to do research.

Testing and evaluation sessions with students have been carried out. A test group made up of 30 students aged 15-16 years old and teachers from Torre del Palau High School, was the first to experience the QR code Treasure hunt of La bona vida, including El Fotocroma del



mNACTEC. The outcomes of the sessions have been taken into account in order to improve the tool.

El Fotocroma del mNACTEC

El Fotocroma del mNACTEC is a chroma-key installation that mixes the images of the participating visitors into scenes of Terrassa industrial heritage. Chroma keying is a special effects technique for compositing two images together based on color shades. A color range, usually green, in the top layer is made transparent, revealing another image behind.

An iPad kiosk is available for visitors to select the desired scenerio (from ancient photos to museum best pieces), take photos, download and share them with friends on social networks. Besides, the Fotocroma has been made accessible for smartphones through the museum app.



Photos taken by museum visitors

Several evaluation mechanisms have been implemented in order to evaluate the outcomes of El Fotocroma. First, testing and evaluation sessions with students have been carried out

and the outcomes of the sessions have been taken into account in order to improve the tool. Second, when downloading the pictures taken at El Fotocroma, visitors must answer a quick evaluation questionnaire about the feature. 3001 questionnaires have been answered so far, with an average rating of 8/10 to El Fotocroma.

Publication

Espais recobrats. Els nous usos del patrimoni industrial català

By Teresa Llordés (photographer) and Ferran Pont (architect), the book is the first to bring a retrospective look at the rehabilitation and re-use of industrial heritage in Catalonia. Published in July 2014, the book is the first to collect and contextualize the new uses given to the Catalan industrial heritage across the country. *Espais recobrats, els nous usos del patrimoni industrial català* begins with an assessment of industrial heritage, from the first concerns for heritage, through the restructuring and rehabilitation works in 1980-1992, the nineties and the boom in early twenty-first century up to the current crisis. Finally, the book proposes future challenges. The second part, with an outstanding photographic contribution, collects the most interesting and remarkable heritage interventions carried out in Catalonia, grouped according to their new use: Culture, Housing and Commercial.



The biggest added value of the book, and what makes it a unique resource in the field, is the inclusion of good and bad practices in the rehabilitation of industrial sites in Catalonia. For this reason, it brings a new dimension to the Catalonia showcase: beyond the museum (mNACTEC) and the city (Terrassa), the showcase now enhances the region/country dimension (Catalonia). It also adds a new format: beyond the exhibitions and apps, the showcase now includes a book.

Format: printed

Type of publication: book

Partnerships

Cooperation in the showcase involves public institutions, both at local and regional level, in several fields, such as cultural heritage, education and ICT and Creative industries SME. Being the target population, the engagement of youth communities and youth-related institutions is also a key factor in the development of the project.

Department of Culture and Department of Economic Promotion and Innovation of Terrassa City Council



The collaboration with Terrassa City Council was crucial for the successful implementation of the showcase. The most important contribution is the permission to place stickers on the pavement in front of every point of interest (POI) of the itinerary. Terrassa City Council also contributed with dissemination actions and the partnership is active for future projects.

Type of partnership: Technical, bureaucratic

Museum of Terrassa



Domènec Ferran, director of the local Museum of Terrassa, is an expert on History of Terrassa and he actively participated in the showcase as content provider and as a consultant in the conceptualization of the new apps.

Type of partnership: Concept, content provider

Tobella Photographic Archive



Run by the private association Fundació Arxiu Tobella, Arxiu Tobella was an important content provider of the app Terrassa Augmentada. It provided with relevant images of the city in early XX Century.

Type of partnership: Content provider



Historical Archive of Terrassa

Together with Arxiu Tobella, the Historical Archive of Terrassa was a major content provider for the app *Terrassa Augmentada*. This public archive provided splendid images of ancient Terrassa.

Type of partnership: Content provider

Arxiu Rafel Comas

Rafel Comas is a local private collector. His collection is focused on objects and information related to the History of Terrassa. His contribution and wide knowledge was crucial for the content-building of the app *Terrassa Augmentada*. It is relevant to highlight his collection of ancient postcards, many of which were included in the augmented reality feature of the app.

Type of partnership: Content provider

Creative industries (media, ICT and others)

For the implementation and dissemination of the showcase, the museum has also created synergies with several creative centers and industries:

- Television of Catalonia, Department of Learning projects
- Polytechnic University of Catalonia's ICT Department
- Leitat Technological Centre
- Natalia Colors
- Audiv Produccions
- Manterola
- Fundació i2cat
- Foto a Foto
- Cubic3
- Think3D
- Máquina de hacer nubes

Type of partnership: Technical, concept



Some of these partnerships will be valuable beyond the project duration, because the collaboration has been fruitful and may be replicated in future projects.

Torre del Palau High School



The collaboration with Torre del Palau High School is a key factor in the implementation of the local showcase. From the conceptualization to the evaluation of the showcase, the participation of students and teachers was active in every action of the showcase. This partnership is valuable beyond the project duration and it became permanent, being extended to other projects at mNACTEC.

Type of partnership: content provider, technical, concept

Youth and Children Service of Terrassa's City Council

The collaboration with the Youth and Children Service of Terrassa's City Council focused on disseminating the showcase actions and activities and co-organization of events.

Type of partnership: dissemination, concept

Government of Catalonia, Department of Education

Contact with the Department of Catalonia for the implementation of seminars and other training activities led to the establishment of a formal agreement that will serve as a framework for future and permanent collaboration between the museum and the Department of Education.

Type of partnership: concept, potential funding

Lessons learned

ICT has emerged as a key topic in heritage promotion in recent times and points to a major shift in the understanding of cultural and industrial heritage. It is changing very fast, and we are learning by doing. The main lessons learned during the development of the local showcase are:

- It is essential to work towards the complementarity between virtual and in-person elements. For this reason, the showcase offers a cross-sectional view, a new



perspective to all museum exhibits, through several activities, such as visits “à la carte” with iPads and treasure hunting with smartphones and QR codes.

- Moreover, the showcase has confirmed that there must be a connection between the “inside” and the “outside”, this is, the content and the context. In this particular case, it is pivotal to build coherence between the museum exhibits and the city of Terrassa.
- Besides, the showcase is an innovative element but it is not isolated: the cooperation and involvement of stakeholders is important to ensure the sustainability of the new features.
- In the project process feedback is fundamental. Evaluation must be taken very seriously, not only at the end, but also during the whole process of conceptualization, implementation and dissemination of showcase.
- Local questions, global answers: In our opinion, the conceptualization of the project is 100% exportable. Every local showcase focuses on different heritage content and tackles in an exemplary way in a concrete local setting. However, there has been a synergy among partners and several local showcases have come to similar initiatives, such as developing mobile applications.
- Multiplier: The museum works as multiplier, training trainers, educators and cultural professionals in the use of ICT and museum features as educational tools. Those professionals will act also as multipliers in their respective schools and institutions.
- CreativeCH as an opportunity: CreativeCH has allowed the museum to get an existing *idea* off the ground, not developed before due to lack of funds. Beyond the idea, there were other existing success factors:
 - Torre del Palau High School, located in Terrassa and recognised for their best practices in the field of enhancing learning through ICT
 - Rich local heritage with a lot of potential
 - Interest among the local community for innovative mobile content in a leisure context



4.4 Showcase 4: Banat

Responsible partner: UVT

Locations: Villages in the Banat region, Romania

Theme:

The Banat region, delineated by historical and unique geographical characteristics, extends over three countries (Romania, Serbia and Hungary). It comprises a mosaic of cultural entities, among them Romanians, Hungarians Serbs, Roma, Germans (including Swabs), Slovaks, Czechs, Croats, Bulgarians, Jews, etc., scattered in numerous communities across villages, towns and large cities. Each community has a story to tell, a heritage to preserve and traditions to maintain.

The showcase aims at identifying and characterizing the cultural diversity in the Banat region and proposes methods of integrating such information into successful business models for economic benefit, social cohesion and inter-cultural dialogue. More specifically, the showcase systematically maps events, traditions, narrations of “living heritage” (persons who accumulated valuable knowledge about the local heritage). Such information is made available for cross-sector investigation; heritage institutions, local communities and pertinent scientific organizations were networked in order to fully exploit the potential of such collected data. Consequently, the aims of the showcase are twofold:

- Develop a mechanism of citizen involvement in building, preserving and communicating the cultural heritage
- Propose innovative solutions to communicate this cultural heritage taking into consideration the particular socio-cultural and political environments of the area

Target groups:

The showcase addresses three complementary target groups:

- Students at various regional universities
- Regional developers interested to invest in cultural tourism
- Cultural heritage, education and academic institutions
- Local communities interested to preserve and promote their cultural heritage



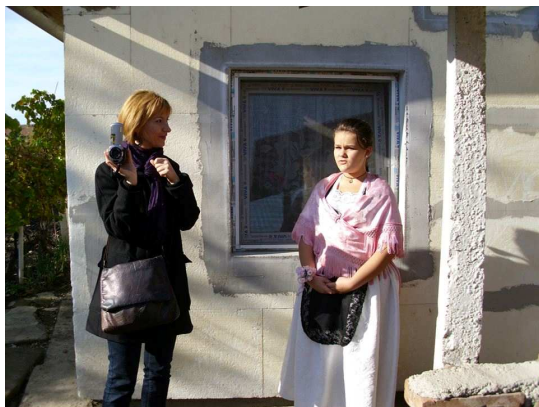
Events

Field research tutorial with young researchers at Becicherecu Mic (Romania), 3 – 4 November 2012.

The *Kirchweih* is a holiday safeguard by German communities from Banat which consists of the mass said on the anniversary of the foundation of a church and in honor of the patron saint of the church. The celebrations are accompanied by feasting and dancing, which involve the young members of the community and also contribute to the cohesion of the community and the affirmation of the national identity of the diminished German population in Banat. The researchers recorded the holiday and the rituals and evaluated its touristic potential.

Number of participants: 80

Target: students, teachers, local community, local creative industries, cultural organizations.



Researcher recording the ritual of Kirchweih

"Creative Cooperation in Cultural Heritage" Conference – County Museum of Ethnography and Border Regiment Caransebes – 24 April 2013

West University of Timișoara, in cooperation with County Museum of Ethnography and Border Regiment Caransebes, organized a conference held by Professor Otilia Hedeșan, within the frame of "Creative Cooperation in Cultural Heritage" project. The aim of the event was to involve the young citizens in the safeguarding and transmitting the local customs and traditions.



Number of participants: 50

Target: pupils, students, young citizens from the local community, local cultural organizations, local creative industries.

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Universitatea de Vest Timișoara
Muzeul Județean de Etnografie și al Regimentului de Graniță Caransebeș

vă invită la conferința

CREATIVE COOPERATION IN CULTURAL HERITAGE

Prezintă prof. univ. dr. Otilia Hedeșan

MIERCURI, 24 APRILIE 2013, ORA 12.00
în AULA MUSEI CARANSEBESIENSIS



Piața Gen. Ioan Dragalina nr. 2

*The poster of the Creative Cooperation
Conference*

Field research tutorial with young researchers at Gărzana (România), 19-20 June 2013

The fieldwork was conducted at Gărzana – village inhabited before 1989 by Pems, transformed nowadays in a summer resort for the people from the urban proximities and for the participants to an international jazz festival. The researchers were interested in the transformation of Pem's old traditions, as the *Kirchweih*, into a touristic event and identity marking holiday. The fieldwork enabled the researchers to compare the studied material in time and to observe the contrasts between the villages of Bohemian Germans, called "Pems" in Banat (Gărzana) and those in the lower Banat, in the Western Plain, like Becicherecul Mic. A team of Swiss students from Fribourg University, supervised by Prof. François Ruegg joined the students and researchers from West University of Timișoara. The diverse membership allowed an exchange between those who were familiar with the places and those exploring them for the first time. The differences that were identified were then discussed in daily focus groups, organized after the fieldwork was over.



Number of participants: 10

Target: students and young researchers, teachers, local community.

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Students and teachers conducting the field research at Gărâna (Romania).

Symposium "Zilele Muzeului Civilizației Populare Tradiționale ASTRA - Strategii și Politici de Dezvoltare a Muzeelor din România", 1-4 October 2013, Sibiu (Romania)

The Symposium ("*Days of the Traditional Civilization Museum ASTRA – Strategies and Politics for the Development of the Museums in Romania*") was organized in the context of the celebration of 50 years since the foundation of the Traditional Civilization Museum ASTRA – the largest open-air museum from Romania. For four days specialists and cultural organizations were the main actors of a series of manifestations – books launches, workshops, exhibitions. The team of researchers from West University of Timișoara contributed with a workshop – "*European Cultural Heritage – Romanian Case*" – dedicated to the main challenges in safeguarding and capitalizing the cultural heritage in Europe, while involving the local communities that own this heritage.

Number of participants: 30

Target: students/young people and teachers, local community, Creative Industry SMEs, cultural heritage and other organizations.





Speakers and participants of the workshop "European Cultural Heritage – Romanian Case"

Field research tutorial with young researchers "Tocma Cornilor" ("Fools's wedding bargain") Festival at Bănia (Romania), 17 March 2014

The festival represents the end of the winter and beginning of spring (celebrated first day of Easter's fasting period). It is one of the most awaited events in rural Banat region, symbolizing the beginning of agricultural activities and abandonment of winter's rest. It has a social role as well, serving as a mechanism for getting rid of tensions accumulated during the winter, by simulating a "fool"s wedding, where all members of the community participate. The festival is popular in the region and benefits of the mass media attention, but it still lacks a touristic approach.

Number of participants: 100

Target: young researchers, local community, Creative Industry SMEs, cultural heritage and other organizations.



Local participants at parade of the festival and at the manifestation in front of the Cultural Centre of Bănia

Field research tutorial with young researchers „Lunea Cornilor” (”Fools’s Monday”) Festival at Eftimie Murgu (Romania), 20 March 2014.

”Lunea Cornilor” (Fools’ Monday) festival is located in Eftimie Murgu (Romania), Banat region. The festival is related to the end of winter and beginning of spring activities in rural area. It is an occasion to strengthen the cohesion of the community and to criticize in a carnivalesque manner the lazy thinking of people (and their corresponding behavior). There is a large participation of people (direct or indirect) even when weather conditions are more closely to winter than to spring. Direct participants wear specific clothes and masques. The importance of this holiday is not only specific to cultural life of a community but also to social life. The event is publicized by local mass media, but it lacks any touristic approach.

Number of participants: 100

Target: young researchers, local community, Creative Industry SMEs, cultural heritage and other organizations.





Local participants at parade of the festival and at the manifestation in the Cultural Centre of Eftimie Murgu.

Workshop “Creative Industries and Citizen Cultural Participation in Rural Multicultural Communities” – Timișoara (Romania) 10-12 April, 2014.

The ninth CreativeCH workshop was organized at UVT, with participation from several CH institutions of the region, partners of CreativeCH, students and potential stakeholders. It took place on the 10th of April 2014 at the West University of Timișoara, Romania. The full-day program included presentations, case studies and discussion on the relationships between creative industries, cultural heritage and rural communities.

A special focus was on the communication of heritage of multi-ethnic communities and regions like the Banat, which spans areas of Romania, Serbia and Hungary. Methods for re-activating local heritage (e.g. craftsmanship, local products, and music) and connecting rural communities to creative industries will be explored.



Speakers of the workshop “Creative Industries and Citizen Cultural Participation in Rural Multicultural Communities”

Furthermore, going beyond a simplistic rhetoric of “diversity as richness”, issues in the participative communication of multi-ethnic cultural heritage were discussed.

Number of participants: 50

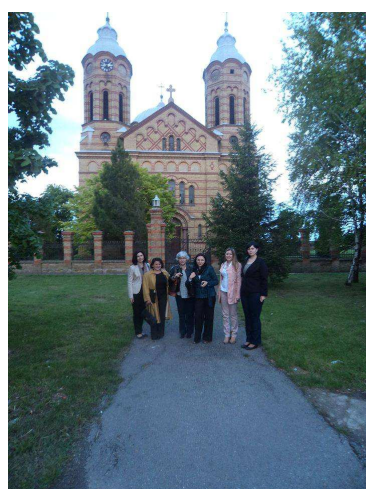
Target: students/young people and teachers, local community, Creative Industry SMEs, cultural heritage and other organizations.

”Days of the Romanian Theatre” festival at Nikolinci (Serbia) – 1 May 2014

The young researchers participated at the premiere of an original Romanian play, written by Eufrozina Greonjanc – ”Lada cu zestre”, inspired by the Romanian old traditions of organizing evening sittings during which people match make and negotiate possible weddings. The festival has a large impact in the communities from Vojvodina and it is a popular, successful form of promoting intangible and tangible local heritage. The local television from Novi Sad and local newspapers were involved in the promotion and dissemination of the festival activities and they host a discussion on the ways to valorize the local traditions. Professor Otilia Hedeşan was invited by the television of Novi Sad to contribute to this discussion. On this occasion she presented the CreativeCH project and its goals.

Number of participants: 100

Target: local community, local cultural and educational organizations, media.



The group of researchers, the author of the play and two journalists from "Libertatea" the magazine of the Romanian community in Vojvodina, in front of the orthodox Romanian church in Nikolinci



Premiere of the Romanian play "Lada cu zestre" by Eufrozina Greonjanc, at Nikolinci Cultural Centre.

Participation at the workshop "Academics Romanian Days" – Cluj-Napoca (Romania), 4-6 June 2014

The Banat Showcase was present in the symposium "Romanian Ethnology. Moments and Themes", where Otilia Hedeşan and Diana Mihuţ participated with the session "*Războiul etnologului cu textul său. Experienţă de cercetare în cadrul proiectului Creative Cooperation in Cultural Heritage*".

The event took place in 11 institutes in Cluj with a total of 20 symposia. The research fields approached were very diverse from history, to astronomy, linguistics and mathematics.

Number of participants: 10 spaces

Target: national and international scholars and scientists.



Professor Otilia Hedeşan and young researcher, Diana Mihuţ, presenting the results of the researches within the project Creative Cooperation CH at the symposium.

Publication

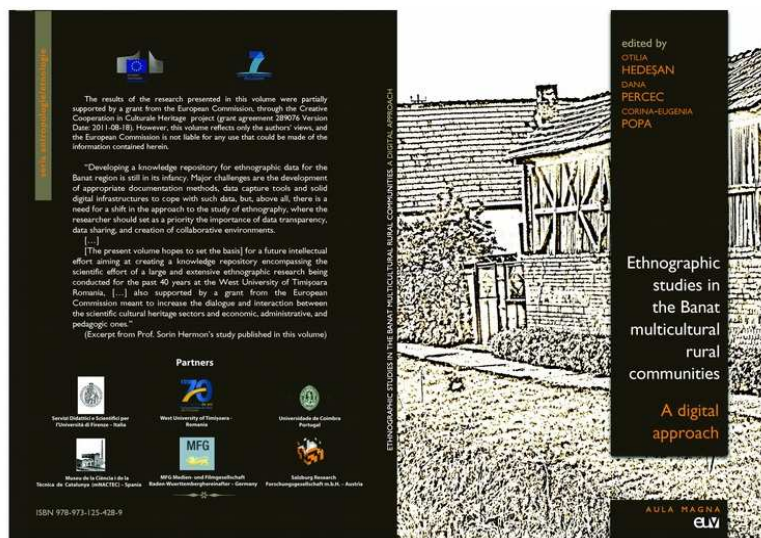
A final publication of the results of the showcase will be published by UVT editing house:

Otilia HEDEŞAN, Dana PERCEC, Corina-Eugenia POPA, *Etnographic Studies in the Banat Multicultural Rural Communities. A Digital Approach*, Timişoara, Editura Universităţii de Vest, 2014

The book presents the most important contributions at the Workshop "Creative Industries and Citizen Cultural Participation in Rural Multicultural Communities", organized by West



University of Timișoara, between 10 and 12 April, 2014. Going beyond a simplistic rhetoric of “diversity as richness”, the texts discuss the issues on the participative communication of multi-ethnic cultural heritage, analyze case studies and contextualize the “reading of the cultural heritage” at a global scale. The book resulted from these contributions is organized in three sections: “Reading Heritage in a European Context”, “Creative Cultural Heritage. Fieldwork Notes”, and “Close-up on Group Identities and the New Media”.



Cover of the publication

Format: online, printed.

Type of publication: book and learning material.

Partnerships

The Banat showcase has established several partnerships with major administrative and research institutions related to cultural heritage, local communities and creative industries.

Timișoara European Capital of Culture 2021 Association

The Association's mission is to create and support a dynamic space within the urban community of Timișoara in which to promote the values of cultural diversity through arts,



education and creative industries. The Association provided experts to the CreativeCH project to formulate a pertinent opinion on the sustainability of the project beyond the period of implementation and disseminate all the activities of the project on their online platform. The partnership remains active for further activities in the frame of CreativeCH.



Type of partnership: dissemination, concept.

County Museum of Ethnography and Border Regiment Caransebeș

The County Museum of Ethnography and Border Regiment Caransebeș conducts systematically archeological researches in the region and mainly in the Archeological Reservation Tibiscum, where the monuments from the Roman Municipium and military camp are protected. The museum has an important collection of mobile heritage. The institution safeguards and promotes cultural heritage, but also conducts educational projects. The museum cooperates along the time with West University of Timișoara, exchanging contents and experts and disseminating the results of the cultural projects conducted by the university. The museum will be a reliable partner beyond CreativeCH project.

Type of partnership: content provider, dissemination.

The Center for Culture and Arts of the Timiș County

The Center for Culture and Arts of the Timiș County aims to respond to the needs of the folklore loving public by stimulating the cultural and artistic life of the Timiș County. Its activity is reflected by events, study researches, conservation, preservation and valorization of the local traditions and customs and artistic training (music, plastic arts, modern and traditional dances and handcrafts). The Center for Culture and Arts of the Timiș County also promotes young artists by offering artistic training and supporting their further evolution. The center has a folklore group called “Banatul”. The Center promotes the Romanian traditional folklore music and dances, especially from Banat region, a multiethnic cultural space and it provides contents and experts for the researches on cultural heritage conducted by West University of Timișoara. It also disseminates within the artistic community of Banat the objectives of the CreativeCH project.



Type of partnership: content provider, dissemination.

Intercultural Institute from Timisoara (I.I.T.)

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The Intercultural Institute from Timisoara (I.I.T.) is a non-governmental organization, autonomous and without financial profit, with cultural, civic and scientific activity, without political goals, that accepts and promotes the values and principles of the Council of Europe in the intercultural dimension. It has cooperated in several previous projects with West University of Timișoara, especially in non-formal educational programs for disadvantaged or marginal communities. I.I.T. provides experts and functions as an interface between the business community and the academic and research community.

Type of partnership: content provider, dissemination.

The Banat Museum of Timișoara



The Banat Museum of Timișoara holds its main collections into an historical building, representative element of tangible heritage of Central Europe, Castelul Huneazilor. It is a cultural pole of the largest town in the Western part of Romania and it has sections dedicated to Natural Sciences, Arts, Ethnography, a restoration laboratory and an important library. The partnership with the CreativeCH project refers to the access to the content of the collections and to the cooperation between the experts of the museum and of the West University of Timișoara.

Type of partnership: content provider, concept.



The Museum of the Village from Banat



The Museum of the Village from Banat is an open-air museum of traditional house holdings from Banat and the owner of an important collection of folklore art and intangible heritage. The partnership with the CreativeCH project consisted in providing content for researchers and experts on the manifestation of tradition in the rural communities from Banat. The Museum is the organizer and the host of several cultural events, which are an essential part of the regional strategy for safeguarding and capitalizing the rural traditions. The cooperation with West University of Timișoara will continue beyond the period established by the Creative Cooperation CH project.

Type of partnership: content provider, concept.

Lessons learned

One of the most challenging aspect of (ethnographic) field work is data collection – how one can be assured on the accuracy of collected data – how can we be sure that our interlocutors are providing accurate and reliable information – how can we be sure we collect ALL or MOST available information, we asked the right questions and we received the right answers. These of course are topics widely discussed in the relevant specialist literature since many decades now without a satisfactory conclusion. There are of course statistical, comparative methods, cross-check interviews, etc. Such methods, along with the data collection itself, have to be recorded somehow and formally described. Indeed, documenting and collecting information about data provenance is one of the main challenges of today's information technologies sector, again without a robust solution. A first stage towards solving this challenge is raising awareness about it and acting accordingly when performing fieldwork. Therefore, one of the most important lessons learnt during our work was the necessity for re-evaluating our fieldwork methodology, in order to be later on able to formally archive such data into a digital repository. This observation becomes more pertinent when one is facing the challenge of using physical archives, where thousands of fieldwork material, such as images, celluloid films, audio recordings, notebooks, etc. are stored, in most cases with a very minimal description (name of village, name of informant and date). Obviously,



such data has to be treated with the necessary care, and one cannot feel but sometimes despair on the thought of the amount of valuable information, now lost forever, which is embedded in this material but un-lockable, due to un awareness (at that time), on the need to document data provenance. A rich metadata schema, which details the data collection method, data analysis and process of interpretation, is a key element towards solving the challenge presented above. Such a metadata should rely on a well-designed ontology, such as for example CIDOC-CRM.

The Banat region still waits unlocking its full potential for cultural tourism. Indeed, its cultural diversity, rich heritage and long history of civilization remain unknown for most citizens. Systematic research is still embryonic, yet along development of creative industries in the sector. Moreover, “living heritage”, persons who are part of the cultural milieu of the region, artisans and their specific products are disappearing at a very fast pace. A key aspect of our showcase is the demonstration of the richness of the region in terms of multi-cultural diversity and the willingness of the citizen to participate in promoting their heritage. A lesson learned with the project is that such actions have to be taken within structured initiatives, where appropriate business models are created for the benefit of the local communities. Past inter-communities collaborations may serve as a model for modern social dynamics. A first step into such enterprise is a systematic, cross-disciplinary documentation of the region’s heritage, followed by a development of a robust business model for its valorization. Such an initiative requires the collaboration of various public administration institutions with research / academic centers and the active participation of the local communities.



5 Dissemination of the showcases – materials, online presence, and media references

5.1 Showcase 1: Tuscany

The Tuscan showcase was successfully completed in the summer of 2013. Since then PIN focused in disseminating the results.

Leaflets

For the Notti dell'Archeologia event, 4-page brochures (only in Italian) were produced and distributed to all the relevant locations in Maremma. The brochure contained the entire program of the showcase event with links to the TourBook apps. A slightly larger flyer (A4 format) was printed on two sides and also distributed in the surrounding areas.

Number of leaflets produced: 10.000

Number of leaflets already handed: approx. 9.980

Bookmarks

Furthermore 3 bookmarks advertising the TourBook apps were printed and distributed in select locations, such as the local museums, the ticket offices of the archaeological sites, tourism offices and so on. These bookmarks are distributed at every occasion, not only during the showcase events.

Number of bookmarks produced: 1.500

Number of bookmarks already handed: approx. 1.350

Poster

A general poster (70x100 cm) of the Notti dell'Archeologia event was also produced and distributed to all the relevant locations in Maremma.

Number of posters produced: 300



Number of posters displayed: 300



Poster of the event “Le Notti dell’Archeologia”

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Presence of the showcase on the project website

In the dedicated page *On the Footsteps of the Etruscans - Archaeological Itineraries in the Tuscany Countryside*, on the CreativeCH website, a series of “news” stories highlighting progress on the showcase activities or other dissemination activities have been published.

Local online presence

PIN webpage (www.vast-lab.org) contains a dedicated section on the CreativeCH TourBook apps.

The Gallery section of the same website (<http://vast-lab.org/photo-gallery/>) contains pictures of the showcase, while video-clips – interviews, slideshows – can be found at: <http://www.youtube.com/user/vastlabpin>

Other online presence

The activities strictly linked to the specific Tuscan showcase events were publicized in particular on the official website for the regional government (Regione Toscana):

<http://www.regione.toscana.it/documents/10180/23904/Notti+dell'Archeologia+2013+programma+completo/e2662c19-ed0c-4375-876b-f8e3fb8244e7>



on the Ministero dei Beni e delle attività Culturali e del Turismo's website:

http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Eventi/visualizza_asset.html_248177694.html

as well as on webpages dedicated to local tourism associations, for example:

http://www.costadeglietruschi.it/toscana_mediterranea/dettaglio_evento.asp?keyEvento=13104 (the above links now lead to the current edition of the event).

The same news echoed on several online local newspaper articles dedicated to the Notti dell'Archeologia 2013.

The project-within the project ABC3D has been extensively promoted on the Biblioteca San Giorgio website (<http://www.sangiorgio.comune.pistoia.it/abc3d/#.U8eDmVbqLwl>), and on YouLab Pistoia's Facebook page (<https://it-it.facebook.com/YouLabPistoia>).

Social media

The apps are promoted through PIN social media channels:

Facebook <https://www.facebook.com/pin.vastlab>

Twitter: twitter.com/VAST_LAB

Youtube: <http://www.youtube.com/user/vastlabpin>

Media references

The events were advertised in three press conferences:

- 27.06.2013 (Florence): Presentation of "Le Notti dell'Archeologia" and the CREATIVE, organized by Regione Toscana.
- 05.07.2013 (Prato): Presentation of the CREATIVE project, the overall showcase program and the mobile apps, the Tour Books.
- 11.07.2014 (Grosseto): Presentation of Maremma events program.

Finally, the showcase was presented via Internet and was shared/re-tweeted.

The following list includes all the articles published by the press concerning the showcase:



No.	Name of the journal, web site, etc.	Public. date	Title	Category
1	Archeo	NA	Archeologia al chiaro di luna	Online journal, magazine, blog
2	Musei di Maremma	NA	Estate al Museo. Da luglio a settembre nei musei di Maremma	Web Page – news (Museums, Local Government)
3	Parco-maremma.it	NA	Iniziative ed eventi: le antiche vie del commercio etrusco	Web Page – news (Museums, Local Government)
4	RadioNostalgia Toscana	NA	Per tutto il mese notti dell'archeologia in 90 comuni della Toscana	Radio, Tv
5	Cuore Sannita	NA	Le notti dell'archeologia 2013	Online journal, magazine, blog
6	Turismo in Toscana. GR	NA	Le notti dell'archeologia, Grosseto	Web Page – news (Tourism)
7	Turismo in Toscana. PO	NA	Le notti dell'archeologia, Prato	Web Page – news (Tourism)
8	Italian Ministry of Culture	14/06/13	Le notti dell'archeologia 2013. Aperture straordinarie serali ed eventi in musei, aree e parchi archeologici della Toscana	Web Page – news (Museums, Local Government)
9	Regione Toscana Cultura	20/06/13	Le notti dell'archeologia 2013 (1-31 luglio)	Web Page – news (Museums, Local Government)
10	Firenze made in Tuscany	24/06/13	Le notti dell'archeologia 2013: dal primo al 31 luglio più di 250 eventi in tutta la Toscana	Online journal, magazine, blog
11	GoNews.it	27/06/13	"Le antiche vie del commercio etrusco": Ricostruzione di un viaggio d'affari di altri tempi.	Online journal, magazine, blog
12	GoNews.it	27/06/13	Notti dell'archeologia: 250 eventi in tutta la Toscana. Maremma e Massacciuccoli protagoniste fra etruschi e romani	Online journal, magazine, blog
13	Il Reporter.it	27/06/13	Tornano le notti dell'archeologia: 250 eventi in musei e non solo.	Online journal, magazine, blog
14	Toscana Notizie	27/06/13	Un luglio di eventi nei musei toscani con le notti dell'archeologia	Online journal, magazine, blog



No.	Name of the journal, web site, etc.	Public. date	Title	Category
15	Internews tuscany (youtube)	27/06/13	Vetrina Toscana nelle notti dell'archeologia	Radio, Tv
16	ToscanaTv	27/06/13	Tredicesima edizione delle notti dell'archeologia	Radio, Tv
17	Il Tirreno	28/06/13	Le notti dell'archeologia sulle tracce degli etruschi	Regional newspaper
18	Il Tirreno	28/06/13	In viaggio su un carro con gli etruschi. Rievocazioni, passeggiate e 250 eventi sulle strade della storia	Regional newspaper
19	La Nazione	28/06/13	Notti dell'archeologia. Tesori sotto le stelle	National newspaper
20	La Nazione	28/06/13	Notti dell'archeologia. Numeri da record per emozioni antiche.	National newspaper
21	Firenze made in Tuscany	28/06/13	Tutto lo splendore dell'antichità dal 1 al 31 luglio.	Online journal, magazine, blog
22	Arte e Arti Magazine	01/07/13	Le notti dell'archeologia 2013	Online journal, magazine, blog
23	ObiettivoTre informazione toscana	01/07/13	Toscana. Le notti dell'archeologia 2013	Online journal, magazine, blog
24	Curiosità di Firenze	02/07/13	Le notti dell'archeologia 2013 (1-31 luglio)- aperture straordinarie serali ed eventi in musei, aree e parchi archeologici della Toscana	Online journal, magazine, blog
25	Emozioni a Colori	02/07/13	Per tutto il mese notti dell'archeologia in 90 comuni della Toscana	Online journal, magazine, blog
26	Il Tirreno	02/07/13	Saranno notti magiche seguendo le tracce di etruschi e romani	Regional newspaper
27	StampToscana. The news community in Tuscany	02/07/13	Tornano le notti dell'archeologia	Online journal, magazine, blog
28	EduMusei	02/07/13	Le notti dell'archeologia 2013	Web Page – news (Museums, Local Government)
29	PIN Scrl	02/07/13	Le antiche vie del commercio etrusco- Le notti dell'archeologia	Web Page – news (Museums, Local Government)



No.	Name of the journal, web site, etc.	Public. date	Title	Category
30	Radio Tre	02/07/13	Archeofest e le notti dell'archeologia in Toscana	Radio, Tv
31	Turismo in Toscana.it	02/07/13	Eventi: le notti dell'archeologia	Web Page – news (Tourism)
32	Maremma Toscana (profilo fb)	03/07/13	le notti dell'archeologia in Maremma. Da non perdere!	FB page (Tourism)
33	Il Tirreno	05/07/13	I siti archeologici si visitano con l'applicazione per l'iPhone e l'iPad	Regional newspaper
34	Città di Grosseto Assessorato alla Cultura	05/07/13	Program	FB page (Museums, Local Government)
35	Io Amo la Maremma	05/07/13	Dal 13 luglio: le notti dell'archeologia	FB page (Tourism)
36	Castiglione della Pescaia	05/07/13	Program	Web Page – news (Museums, Local Government)
37	Centro giovani Grosseto	05/07/13	Program	Web Page – news (Museums, Local Government)
38	I love Castiglione	05/07/13	Program	FB page (Tourism)
39	ViviGrosseto	05/07/13	Program	FB page (Tourism)
40	TV Prato	05/07/13	News	Radio, Tv
41	Il Tirreno	06/07/13	I siti archeologici si visitano con iPhone e iPad	Regional newspaper
42	Museo archeologico e d'arte della Maremma	08/07/13	Program	FB page (Museums, Local Government)
43	Maremma	08/07/13	Program	FB page (Tourism)
44	ViviGrosseto	08/07/13	Le notti dell'archeologia	Web Page – news (Tourism)
45	Turismo in Maremma.it	09/07/13	Eventi: Le antiche vie del commercio Etrusco	Web Page – news (Tourism)
46	SotterraneiDi Roma	10/07/13	Le antiche vie del commercio etrusco: ricostruzione di un viaggio d'affari d'altri tempi	Online journal, magazine, blog



No.	Name of the journal, web site, etc.	Public. date	Title	Category
47	Firenze onLine	11/07/13	Le antiche vie del commercio etrusco: Roselle e Vetulonia	Online journal, magazine, blog
48	Grosseto Notizie	11/07/13	Ricostruire in formato digitale le vie del commercio etrusco di Roselle e Vetulonia	Online journal, magazine, blog
49	Urban Post. Arte	11/07/13	Le notti dell'archeologia Toscana 2013: eventi dal 1 al 31 luglio.	Online journal, magazine, blog
50	Comune di Grosseto	11/07/13	Le antiche vie del commercio etrusco: Roselle e Vetulonia	Web Page – news (Museums, Local Government)
51	Il Tirreno	12/07/13	Un carro ripercorre le vie etrusche del commercio	Regional newspaper
52	Il Tirreno	12/07/13	Campania-Toscana, la civiltà etrusca spende a Vetulonia	Regional newspaper
53	Corriere di Maremma	12/07/13	Il fascino del teatro nelle rovine	Regional newspaper
54	Il Tirreno	12/07/13	Un carro ripercorre le vie etrusche del commercio	Regional newspaper
55	La Repubblica	12/07/13	Le notti dell'archeologia – Le antiche vie del commercio etrusco (Program)	National newspaper
56	Agriturismo Val di Nappo	12/07/13	Program	FB page (Hotels, B&B)
57	Agora Magazine	13/07/13	Grosseto/ Le antiche vie del commercio etrusco: Roselle e Vetulonia	Online journal, magazine, blog
58	Archeomolise	13/07/13	Le antiche vie del commercio etrusco	Online journal, magazine, blog
59	Il Tirreno	14/07/13	Notti dell'archeologia 2013 (Program)	Regional newspaper
60	Agriturismo Casetta Tartuchino	15/07/13	Program	FB page (Hotels, B&B)
61	Agriturismo il Laghetto	15/07/13	Program	FB page (Hotels, B&B)
62	Locanda Ilune	15/07/13	Program	FB page (Hotels, B&B)



No.	Name of the journal, web site, etc.	Public. date	Title	Category
63	Citta di Grosseto Assessorato alla Cultura	15/07/13	Le notti dell'archeologia. Le antiche vie del commercio etrusco	FB page (Museums, Local Government)
64	Maremmans profilo fb)	15/07/13	Program	FB page (Tourism)
65	Guadalupe Resort	16/07/13	Le notti dell'archeologia nella Maremma: Le antiche vie del commercio etrusco	FB page (Hotels, B&B)
66	Telemaremma/TV9	17/07/13	News	Radio, Tv
67	Grosseto Notizie	18/07/13	Program	Online journal, magazine, blog
68	Agriturismo il Laghetto	18/07/13	Program	FB page (Hotels, B&B)
69	freenews.it	19/07/13	Il carro etrusco arriva al museo archeologico di Grosseto	Online journal, magazine, blog
70	Grosseto Notizie	19/07/13	"Notti dell'archeologia":sabato arriva a Grosseto il carro etrusco che solcava le vie del commercio	Online journal, magazine, blog
71	Grosseto oggi.net	19/07/13	Un carro etrusco esposto al museo archeologico di Grosseto per "Le notti dell'archeologia"	Online journal, magazine, blog
72	Il Giunco	19/07/13	Con le notti dell'archeologia arriva al museo di Grosseto il carro etrusco	Online journal, magazine, blog
73	La Repubblica	19/07/13	Le notti dell'archeologia. Le antiche vie del commercio etrusco. Locandina	National newspaper
74	Liquida	19/07/13	Con le notti dell'archeologia arriva al museo di Grosseto il carro etrusco	Online journal, magazine, blog
75	Hotel Grifone Principina a mare	19/07/13	Program	FB page (Hotels, B&B)
76	Comuni italiani News	19/07/13	Il carro etrusco arriva al museo archeologico di Grosseto nell'ambito de "Le notti dell'archeologia"	Web Page – news (Museums, Local Government)



No.	Name of the journal, web site, etc.	Public. date	Title	Category
77	Comune di Grosseto	19/07/13	Il carro etrusco arriva al museo archeologico di Grosseto nell'ambito de "Le notti dell'archeologia"	Web Page – news (Museums, Local Government)
78	MET	19/07/13	Il carro etrusco arriva al museo archeologico di Grosseto nell'ambito de "Le notti dell'archeologia"	Web Page – news (Museums, Local Government)
79	Briciole di Toscana	19/07/13	Program	FB page (Tourism)
80	Ricette di Napoli e dintorni	19/07/13	Program	FB page (Tourism)
81	La Repubblica	20/07/13	Le notti dell'archeologia – Le antiche vie del commercio etrusco (Program)	National newspaper
83	Ognisette	20/07/13	Grosseto. Le antiche vie del commercio etrusco. Roselle e Vetulonia	Online journal, magazine, blog
84	Il Tirreno	23/07/13	Una guida sul cellulare le app di Carmignano	Regional newspaper
85	RadioSPIN	During all the period	Services and promos. Live reports.	University Radio



5.2 Showcase 2: Salzburg

Leaflets

SRFG produced a leaflet “Salzburgs Kulturelles Erbe Neu Entdecken” for the showcase in Salzburg. 1000 copies were produced as a handout for participants of project meetings, workshops, surveys, etc., and for dissemination via regional partners of different domains.



Number of leaflets produced: 1000, number of leaflets already handed out: >900

The leaflet can still be downloaded at: http://kreativkultur.salzburgresearch.at/wp-content/uploads/Flyer_CCH_2012_web.pdf

Bookmarklet

SRFG produced a bookmarklet for one of the thematic tours that highlights places related to the famous poet Georg Trakl (http://kulturerleben.salzburgresearch.at/poi_kat/trakl/). The bookmarklet has been disseminated at the Trakl House, Salzburg Museum, tourist information centres and ticket offices, bookshops, and the Salzburg Guide Service (who on the occasion of the opening of the Salzburg Festival on the 19th of July 2014 organised a guided Trakl tour).

Number of bookmarklets produced: 2500, number of pieces already disseminated: 2100





Kultur:erleben postcards and notebook

To promote further the showcase platform „kultur:erleben“, SRFG produced a series of five postcards (each 100 pieces) that feature traditional Salzburg scenes. In addition SRFG produced a notebook in A5 format (500 pieces). The dissemination of these products has been started and will be continued over the next months.



“kultur:erleben” postcards



“kultur:erleben” notebook



Presence of the showcase on the project website

Regular news posts on the Salzburg showcase section (<http://creative-heritage.eu/salzburg.html>) with a focus on activities that are relevant for a wider, European / international audience

Numbers of posts published: 29

Local showcase website

SRFG runs a local showcase website (in German), <http://kreativkultur.salzburgresearch.at>. It is implemented as a Wordpress based weblog and presents showcase activities, partners, related news, and a series of comparisons of historical and current views of places in Salzburg. Since its launch in September 2012 the website attracted 9,908 visits, on average 400 per month. Salzburg Research intends to continue the website beyond the funded period of the CreativeCH project as an information channel of new creative cultural heritage projects.



SALZBURGS KULTURERBE ENTDECKEN

creative ch

AKTIVITÄTEN PROJEKT ERGEBNISSE PARTNER KONTAKT

“Alte Plätze sonnig schweigen” – Georg Trakl-Orte und Gedichte live und virtuell erleben

Im Rahmen des Fest zur Salzburger Festspielöffnung wurde dem Salzburger Dichter Georg Trakl und seinen Werken in frei zugänglichen Rundgängen durch die Stadt nachgespürt. Am Samstag, den 19. Juli 2014 nachmittags startete am Max-Reinhard-Platz eine Spezialtour zu den wichtigsten Orten des Dichters, organisiert vom Salzburg Guide Service.

Das kulturelle Erbe Salzburgs auf eine neue Art für Einheimische und BesucherInnen erlebbar zu machen, ist das Ziel des EU-Projekts CreativeCH. Zusammen mit wissenschaftlichen und Kulturerbe-Einrichtungen sowie der Kreativwirtschaft erarbeitet Salzburg Research neue und kreative Formen der Kulturvermittlung. [Weiterlesen...](#)

salzburgresearch creative ch

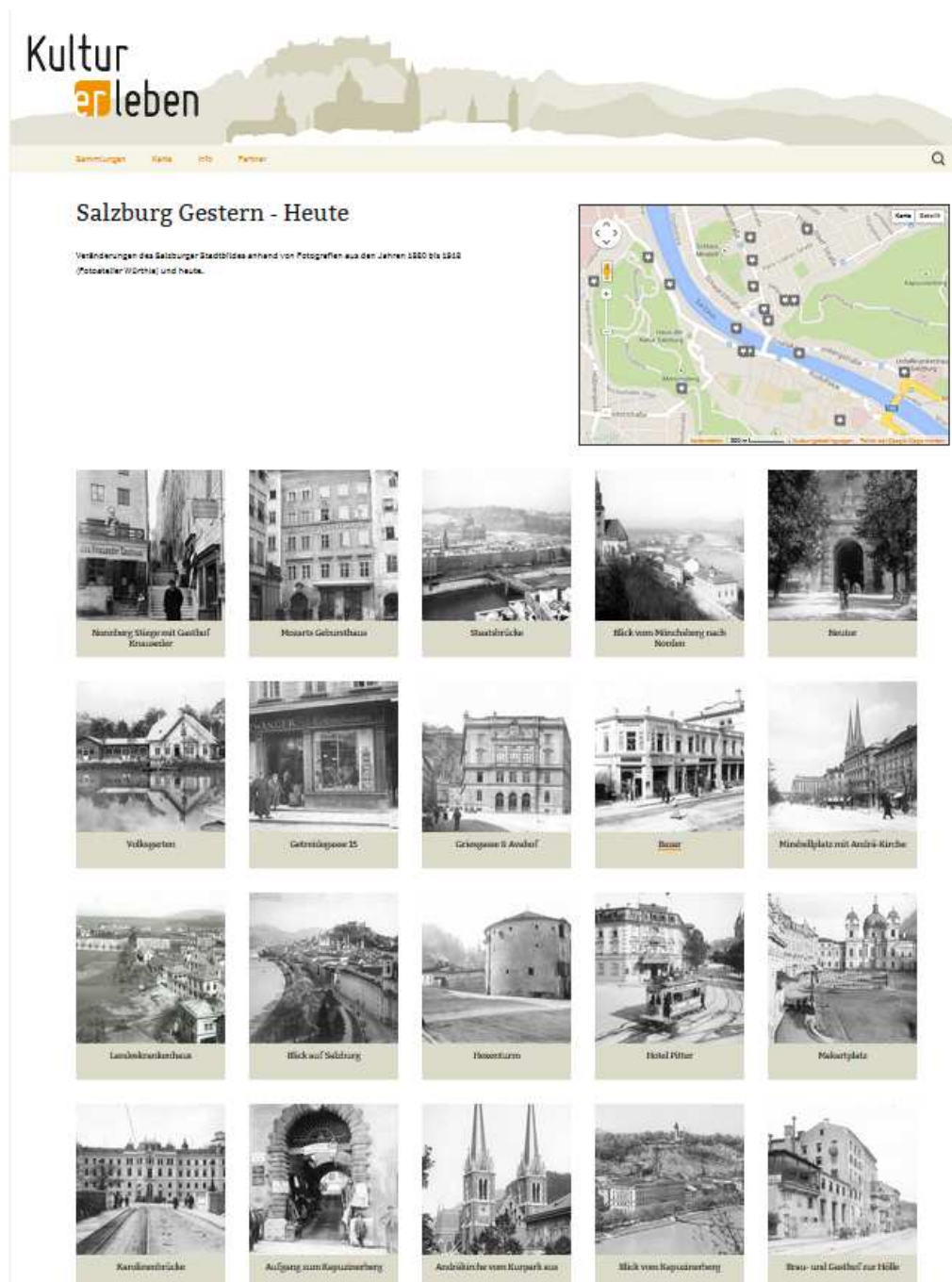
MEHR INFOS ZUM PROJEKT

Projektflyer: [PDF \(0,6 MB\)](#)

Showcase platform “kultur:erleben”

Salzburg Research has implemented a platform that presents collections of local cultural heritage:

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Historical comparison section of the platform:

http://kulturerleben.salzburgresearch.at/poi_kat/salzburg-anno-dazumal/



The platform “kultur:erleben” is capable to integrate and present on the Web and on mobile devices all content SRFG have already available and further content they expect to receive from local showcase partners. At present the platform features 7 collections: Salzburg then and now (photographs of locations in Salzburg, both historical and current which can be explored with a slider feature), the Georg Trakl Tour, historical restaurants and breweries, Latin inscriptions in Salzburg, historical doors and windows, bridges in Salzburg, and the cross-border SalzAlpenSteig (highlights the important regional theme of salt and the network of places of salt mining, production and trading in Bavaria and Salzburg).

Since its launch in May 2014 the platform welcomed 1,969 visits.

Media references

The regional/national media outreach was planned to start with the finalization of the first showcase application, but this was hampered by the fact that the Salzburg City Archive was not willing to release the “Americans in Salzburg 1945-1955 Tour” without additional historical context information. Therefore the media campaign was focused on the “Nannerl app” and the “Georg Trakl Tour”, the latter as part of Kulturerleben platform/portal (<http://kulturerleben.salzburgresearch.at>). These applications were promoted from June 2014 onwards.



Sample of media presences

No.	Name of the journal, website, etc.	Publication date	Title	Category
1	<i>Update (SRFG newsletter)</i>	26.9.2014	'Auf Trakls Spuren durch Salzburg' (article about the Trakl Tour and platform „kultur:erleben; distributed to 2970 individual contacts in Salzburg, Austria and Bavaria, also available online).	Print
2	<i>derstandard.at</i>	18.07.2014	EU-Projekt: Website für Georg Trakl (article on the website of the national newspaper Der Standard about the virtual Trakl Tour).	Online
3	<i>Salzburg.orf.at</i>	18.07.2014	Georg Trakl: EU zahlt Gedenk-Website (article on the website of the national broadcaster ORF [Salzburg] about the virtual Trakl Tour).	Online
4	<i>Salzburg.com</i>	18.07.2014	Homepage für Georg Trakl: EU-Projekt zum Jubiläum (article about the virtual Trakl Tour).	Online
5	<i>Salzburg Research</i>	18.07.2014	Auf Trakls Spuren durch Salzburg (article about the virtual Trakl Tour).	Online
6	<i>Österreich Journal</i>	03.07.2014	Innovative Vermittlung von kulturellem Erbe. FH-Studierende entwickeln mithilfe der Landesforschungsgesellschaft Salzburg Research Kulturerbe-App (article about the "Nannerl app").	Online
7	<i>Landeskorrespondenz (Land Salzburg)</i>	02.07.2014	Innovative Vermittlung von kulturellem Erbe (article about the CreativeCH Salzburg Showcase).	Online
8	<i>KulturImWeb.net newsletter</i>	25.06.2014	Mobile Anwendungen im Kulturbereich (mentions the showcase platform and „Nannerl“ application).	Online
9	<i>Der Standard</i>	22.06.2014	Die Welt hinter den Tourismuskllischees (national newspaper, article about the CreativeCH Salzburg Showcase).	Online
10	<i>Der Standard</i>	18.06.2014	'Die Welt hinter den Tourismuskllischees' (national newspaper, article about the CreativeCH Salzburg Showcase, copy available).	Print, , distribution: 80,967
11	<i>Raiffeisen Zeitung</i>	05.06.2014	'Aha Erlebnisse für junge Leute. Ein EU-Projekt fördert kreative Kooperation um das Kulturerbe schmackhaft zu machen' (article about the CreativeCH Salzburg Showcase, copy available)	Print, distribution: 41,900



12	<i>Forschung in Österreich</i>	04.06.2014	Kreative Kooperationen für Kulturerbe (article about the CreativeCH Salzburg Showcase and „Nannerl app“)	Online
13	<i>Scoop/IT</i>	04.06.2014	Kulturerbe kreativ http://www.scoop.it	Online
14	<i>Salzburger Wirtschaft, Nr. 23</i>	04.06.2014	<i>In Hallein regiert die Kreativität</i> (article about the „Nannerl app“).	Print, copy available
15	<i>Salzburg.at</i>	04.06.2014	Plattform für die Europaregion: Kreative Kooperationen für Kulturerbe (article about the CreativeCH Salzburg Showcase).	Online
16	<i>Innovators.eu</i>	03.06.2014	EU-Projekt: Kreative Kooperationen für Kulturerbe (article about the CreativeCH Salzburg showcase).	Online
17	<i>Mein Bezirk</i>	02.06.2014	1,75 Millionen für Kulturerbe (article about the CreativeCH project and local activities).	Online
18	<i>Stadtblatt Salzburg</i>	02.06.2014	‘1,75 Millionen für Kulturerbe’ (article about the CreativeCH project and local activities, copy available).	Print, distribution 69,500
19	<i>Salzburg Research</i>	02.06.2014	Kulturerbe kreativ (article about the CreativeCH project and local activities)	Online



5.3 Showcase 3: Catalonia

Leaflets

The showcase leaflet template was developed by MFG following the style of the webpages of the showcases on the project website (see annex).

Number of leaflets produced: 2500

Number of leaflets handed: 2500



A specific leaflet was used for the launching of Terrassa Augmentada. It was developed by mNACTEC and included basic information and QR codes to download the app.

Number of leaflets produced: 300

Number of leaflets handed: 270



Outside

Inside

Stickers

Vinyl stickers were very useful for the dissemination of the app Terrassa Augmentada. They were produced in 3 sizes: big, to stick on the museum wall with dissemination purposes;

medium, for visitors to download the app; and small, to customize dissemination materials and hand them to visitors in special events, such as Terrassa Augmentada treasure hunt.

The sticker includes two QR codes to download Terrassa Augmentada (Android and iOS).

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Number of stickers produced: 1 big, 4 medium, 400 small

Number of stickers handed/used: 1 big, 4 medium, 285 small



Sticker



Sticker (medium size)



Sticker on the folders provided (small size)

Other dissemination materials

Video

The dissemination of the showcase has been reinforced with specific promotional videos for some of the local showcase features:

- Terrassa Augmentada: <https://www.youtube.com/watch?v=O3eyWLzdmPI>

- Egarec Video Contest: as the contest finished in June 2013, the video is no longer available online

Some specific dissemination materials have been produced to promote the app Terrassa Augmentada: a user guide and a press kit.

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User guide

Intended to give assistance to users, it contains both written information and the associated images, such as screenshots. The manual can be downloaded at: <http://terrassaaugmentada.files.wordpress.com/2014/03/terrassa-augmentada-manual-dc3bas.pdf>

Press kit

A packaged set of promotional materials, such as photographs and background information was distributed among media before the release of the new app and for distribution to the press at the public presentation of the app. It can be downloaded at: <http://terrassaaugmentada.files.wordpress.com/2014/05/terrassa-augmentada-dossier.pdf>

Presence on the project website

The section Local Showcases (<http://creative-heritage.eu/showcases.html>) is the main platform for communicating on the European level activity highlights and results of the four CreativeCH showcases.

The showcase page is available in English, Catalan and Spanish in order to overcome possible language barriers and address local, regional or even national audiences.

Numbers of posts published: 29

Local online presence

In addition to the showcase section on the project website mNACTEC has implemented also a local website based on a Wordpress weblog: www.creamnactec.cat

The local online presence of the showcase has been reinforced with specific websites for some of the local showcase features: EgaRec Video Contest (www.egarec.cat) and Terrassa Augmentada (www.terrassaaugmentada.wordpress.com).



The main museum website (www.mnactec.cat) regularly includes information about the outcomes and activities of the local showcase.



Besides many references on online media, the showcase stakeholders and collaborators have spread its outcomes in other sites, such as: Universidad el Norte (Colombia): Fundació i2cat or Abel's English page.

Social media

CreativeCH established specific actions in social media with the aim to support the dissemination and to exchange information with the overall S&T, CCI, CH community. The core social media tool deployed is Twitter, which is used to disseminate news, produced by the consortium as well as interesting activities in networks related to the CreativeCH topics (www.twitter.com/creative_ch).

At a local level, the Catalan local showcase is very present in mNACTEC social media channels on Twitter and Facebook.





Terrassa Augmentada on Facebook



Terrassa Augmentada on Twitter

Media references

N.	Name of the journal, website, etc.	Publication date	Title	Category
1	Education Observatory of the Colombian Caribbean (Observatorio de Educación del Caribe Colombiano)	24.05.2013	<u>CreativeCH project: Technological and cultural cooperation and innovation</u>	University online newspaper
2	La Torre del Palau	13.05.2013	<u>Arriba el I concurs audiovisual del mNACTEC</u>	Newspaper
3	Info en punto	28.04.2013	<u>Egarec video contest</u>	online journal
4	Barcelona Province Council #youth	17.05.2013	Egarec	Province Council official site
5	1arte	26.04.2013	<u>Egarec: I mNACTEC video contest</u>	online journal
6	Informatiu Museus, Generalitat de Catalunya	30.04.2013	Terrassa. Egarec contest at mNACTEC	online journal
7	Universia	21.05.2013	<u>Egarec is up and running!</u>	online journal



8	El Periódico de Catalunya . Terrassa edition	10.05.2013	<u>Terrassa dresses up as XX Century with Fira Modernista</u>	newspaper, print
9	L'agenda de la cultura científica	02.05.2013	<u>Egarec. Audio-visuals about heritage, art nouveau, science and technics</u>	online journal
10	Terrassa Vallès Digital - Radio show El submarí	13.05.2013	<u>Interview: Carme Prats</u>	Radio
11	La xarxa - Societat Municipal de Comunicació de Terrassa- Canal Terrassa	06.02.2014	Interview: Carme Prats	Radio
12	Canal 324	08.05.2014	An app for smartphones and tablets allows you to see Terrassa in augmented reality	TV
13	Agència Catalana de Notícies	07.05.2014	An app for smartphones and tablets allows you to see Terrassa in augmented reality	Press agency
14	El Punt Avui	08.05.2014	Muncunill et guia	Newspaper
15	Abel's English Page	12.06.2014	<u>Visiting your city with augmented reality</u>	online journal
16	Diari de Terrassa	08.05.2014	Going around art-nouveau Terrassa with the smartphone in your hand	Regional newspaper
17	Diari de Terrassa	13.05.2014	Exploring industrial heritage through a simple "click"	Regional newspaper
18	Diari de Terrassa	13.05.2014	XII Fira Modernista	Regional newspaper
19	Diari de Terrassa	10.04.2014	Art nouveau Terrassa displayed to the fullest	Regional newspaper
20	Bonart	08.05.2014	mNACTEC and Terrassa City Council launch Terrassa Augmentada	Magazine
21	Centre de Recursos Pedagògics de Terrassa i pobles	14.05.2014	Terrassa and surroundings	Online
22	Descobrir Catalunya	12.05.2014	App Terrassa Augmentada is released	Travel magazine
23	Infotolqual	N.A.	The Museum of Science of Catalonia releases the app Terrassa Augmentada	online journal



24	Terrassa Digital	07.05.2014	<u>"Terrassa Augmentada", new app to explore industrial heritage</u>	TV
25	Terrassa Inform@	07.05.2014	Creative and innovative app "Terrassa Augmentada" is released	online journal
26	Vilaweb	07.05.2014	An app for smartphones and tablets allows you to see Terrassa in augmented reality	Online newspaper
27	L'agenda de la cultura científica	04.05.2014	Terrassa Augmentada	online journal
28	Noticias.com	07.04.2014	<u>Terrassa in augmented reality</u>	Online journal
29	El Diari del Vallès	07.04.2014	<u>App displays Terrassa in augmented reality</u>	Newspaper
30	Terrassa Vallès Digital	07.05.2014	<u>Terrassa Augmentada', new app to discover industrial heritage</u>	TV, online
31	La xarxa	20.04.2014	<u>La tarda</u>	Radio
32	Terrassa Vallès Digital - Radio show El submarí	13.05.2014	<u>El submarí</u>	Radio, online
33	Agència Catalana de Notícies	16.05.2014	<u>News</u>	Press agency
34	New T	10-11-12.07.2014	Appreciating Catalan industrial heritage	Regional newspaper
35	La Vanguardia	08.07.2014	<u>Book launch: "Espais recobrats, els nous usos del patrimoni industrial català"</u>	National newspaper
36	Descobrir Catalunya	03.07.2014	<u>Book launch "Espais recobrats"</u>	Travel magazine
37	Patrimonio Industrial Arquitectónico	08.07.2014	<u>Book launch "Espais Recobrats, els nous usos del patrimoni industrial català"</u>	blog
38	Terrassa Inform@	08.07.2014	<u>Book launch "Espais recobrats, nous usos del patrimoni industrial català"</u>	online journal
39	Divertir.me	N.A.	<u>Book launch "Espais recobrats, nous usos del patrimoni industrial català", by Ferran Pont and Teresa Llordés</u>	online journal



40	Jornal.cat	08.07.2014	<u>Book launch “Espais recobrats. Els nous usos del patrimoni industrial català”</u>	online journal
41	Costa Brava, Pirineu de Girona	01.07.2014	<u>Agenda for July - Catalan Industrial Tourism Network (XATIC)</u>	online journal
42	Viucat, viure a Catalunya	08.07.2014	<u>Book launch “Espais recobrats, els nous usos del patrimoni industrial català”</u>	online journal
43	Terrassa Digital	09.07.2014	<u>The publication of a book includes the rehabilitation of industrial heritage in recent years</u>	TV, online
44	Ajuntament de Terrassa - agenda	08.07.2014	<u>Public launch of the book “Espais recobrats. Els nous usos del patrimoni industrial català”</u>	City Council official website
45	Terrassa Vallès Digital - Radio show El submarí	15.07.2014	<u>Interview book “Espais recobrats, els nous usos del patrimoni industrial català”</u>	Radio, online
46	Informatiu Museus, Generalitat de Catalunya	N.A.	Terrassa. Book launch: “Espais recobrats. Els nous usos del patrimoni industrial català al mNACTEC”	Regional government official site
47	Department of Culture	04.07.2014	<u>Minister of Culture, Ferran Mascarell, presents at mNACTEC the book ‘Espais recobrats, els nous usos del patrimoni industrial català’</u>	Regional government official site



5.4 Showcase 4: Banat

Presence on the project website

The section Local Showcases (<http://www.creative-heritage.eu/banat.html>) is the main platform for communicating on the European level activity highlights and results of the four CreativeCH showcases. The page dedicated to the Banat workshop (http://www.creative-heritage.eu/timisoara_2014.html) was crucial in dissemination, informing and maintaining the contact with the local partners. This was the beginning for the distribution of the information regarding the activity that had took place in the CreativeCH project.

Local online presence

A website in Romanian (<http://creativech.uvt.ro/showcase-banat.html>) was created to disseminate the showcase at local level. Special emphasis is made to the process of the field research and the research methods used by the research team members, doubled by illustrative pictures.

The project's team disseminated their work also on West University of Timisoara's website, informing the academic environment about the showcase activities and cultural events (<http://www.uvt.ro/ro/Workshop-Creative-CH>). Here, for example, the project promoted its work and disseminate its information regarding the organization of the workshop on April 2014.

Social media

The Facebook page created in 2011, which gathered 428 likes, has also strengthened local presence. (<https://www.facebook.com/CreativeCh?fref=ts>)

A mini online video library on Youtube displays which was obtained from field research (<https://www.youtube.com/channel/UCrMqfkqVxbckSf6X1lg2-FQ>). CreativeCH implemented contacts in order to publicize and drive community members toward information, involving and debating local online cultural events. In this way, the project members have created a window, which goes beyond the limited student environment or social networking sites.



Communication and training of community members in discussions and information on cultural events in the community was offered by the discussion CHIEF forum <http://chief.uc.pt/forum>. Here, community members had the opportunity to intervene, as well as students and young researchers who announced their cultural events village and the users were able to make suggestions and comments.



Media references

N.	Name of the journal, website, etc.	Publication date	Title	Category
1	Facebook https://www.facebook.com/events/380080628762765/	23.04.2013	Creative Cooperation in Cultural Heritage	online
2	Muzeul Civilizației Populare Tradiționale ASTRA, Sibiu	01.10.2013	Zilele Muzeului Civilizației Populare Tradiționale Astra	Online, Printed program



3	www.academia.edu http://www.academia.edu/6621279/Industriaile_creative_%C8%99i_participarea_ceta%C8%9Bnilor_din_comunita%C8%9Bile_rurale_multiculturale_la_valorificarea_patrimoniului_cultural_local_Creative_Industries_and_Citizens_Cultural_Participation_in_Rural_Multicultural_Communities_	04.04.2014	Creative Industries and Citizen's Cultural Participation in Rural Multicultural communities	Online
4	Drumuri aproape https://www.facebook.com/DrumuriAproape	08.04.2014	Mass-Media and the post-socialist rural communities	online
5	Timișoara 2021 Capitală Culturală Europeană	09.04.2014	Workshop pe tema valorificării patrimoniului cultural local, la Timișoara	Online
6	West University Of Timisoara	10-11.04.2014	Workshop: Creative Industries and Citizen's Cultural Participation in Rural Multicultural communities	University's online newspaper
7	Radio Reșița https://radioresita.ro/mostenirea-culturala	12.04.2014	Moștenirea culturala (Cultural Heritage)	Radio online
8	DIGI 24	2014.04.21	Semnificatii si traditii banatene de Pasti (Banat's Easter Traditions and their Meanings)	Romanian local Television
9	Televiziunea Română	2014.05.29	Ceasul Artelor (Arts Time)	Romanian Television
10	Academia Romana. Filiala Cluj Napoca	2014.06.03	Zilele academice clujene. Program	Online, Printed program



10	http://www.digi24.ro/Emisiuni/Regional/Digi24+Timisoara/Vocile+Banatului/Vocile+Banatului+14+07+2014	2014.07.14	Vocile Banatului (Banat's Voices)	Local Television
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6 Sustainability of the showcases

The Showcase partners aim to sustain and potentially extend their local and regional cooperation activities and results beyond the project period. The sections below describe for each Showcase the planned activities, conditions for sustainability (financial, institutional and technical), and ideas and suggestions provided by external experts (e.g. potential new opportunities for cooperation, further product development, etc.)

6.1 Showcase 1: Tuscany

Planned activities

Due to its success and to the excellent contacts established with local administrators, new activities were envisioned to promote and disseminate the results achieved by the showcase activities. To date, two new apps - *PratoTrek tb* and *Paestum tb* - have been produced and two more are on the way: *Gonfienti tb* (promoting another Etruscan site in the Province of Prato), and a special edition app for the Province of Pistoia.

Once the project terminates, PIN will no longer be able to follow-up on any future proposals pertaining to the CreativeCH showcase. A spin-off (Associazione Culturale PRISMA) was therefore created, in order to ensure a multiplier effect with the elaboration of future collaborations with/proposals from new and/or already tested local administrations, museums and associations. For this reason, PIN will center their activities on evaluating the showcase results:

Evaluation: Due to the nature of the showcase, evaluation meetings to collect feedback and comments from those locations involved will necessarily take place some time after the close of the events, when PIN has collected enough statistical data on downloads. The locations do not easily permit to verify attendance rates (the sites are mostly free of charge and no guestbook is available at the locations), however visits to the sites in Maremma and in Carmignano during the summer weekends greatly improved, if compared to the usual numbers. Download statistics, which can demonstrate the popularity of the TourBook apps,



will be available as long as the apps are online in the stores. Understanding if there is an increase in tourism flux to the actual sites will be more difficult to ascertain after the project has ended.

Financial sustainability

Financial sustainability of future actions, similar to the ones carried out for the Tuscan showcase, depends very much on how much funding is available to the local administrations and/or cultural/historical associations, or in general to the potential customer.

Institutional sustainability

The Associazione Culturale PRISMA will continue to develop location-specific apps, to regularly update the previously established ones and to organize, in collaboration with the Soprintendenza dei Beni Archeologici della Toscana, local administrations, museums and associations, etc. events such as the ones developed for the Tuscany showcase. Furthermore, they will continue to produce 3D representations (both virtual and physical) of objects, create 3D reconstructions of buildings and sites, and have also begun to utilize augmented reality techniques to implement within the apps. The association is composed primarily of young researchers with experience under the guidance and advice of a senior coordinator.

Technical sustainability

A spin-off cultural association was created in the wake of the success of showcase activities, composed mainly of young researchers. They are the experts in app development and 3D technologies, photography and graphic design. Their expertise will ensure that the apps will remain up-to-date for a number of years.

Experts suggestions

Opinions were evaluated and collected, and resulted in the “Evaluation of Potential Sustainability” form sent to you on 17 July 2014. Creativity and innovation are beneficial to cultural heritage and tourism; it allows people to experience culture in a modern way. Innovating the way heritage is presented is a key factor.



On the down side, finding sufficient funding is the main issue that emerged in our evaluation, one that is most likely to hinder future implementation of the Tuscan showcase - in particular after the project closes - not only for the development of further applications for smartphones and tablets, but also for the staging of events similar to the “On the Footsteps of the Etruscans”. In these times of deep economic crisis, local administrations, small museums, local associations, have very little – if any - budget to spare for the promotional activities proposed in CreativeCH, activities that would instead bring great benefits to the territories and local administrations/business involved.

We have selected a few of these opinions that highlight some important aspects of our showcase.

Alessio Beltrame (Assessor of the Province of Prato) on Pratotrek Tb Application For Smartphones And Tablets - Ios And Android Platforms

“We wanted to develop a useful instrument for all those who travel along the footpaths of our province, both the tourists and the locals, taking advantage of the knowledge brought to the table by the various actors: PIN’s consolidated experience in informatics and in the development of similar technological products of informatics; Club Alpino Italiano – Sezione Emilio Bertini’s network of paths, signs and geo-referencing systems, which it set up and continuously maintains; the expert advice provided by the team at the Province of Prato, with its rich archive of local information, all contribute to guarantee the excellent quality of the final product. The collaborative work accomplished so far must also continue in future.”

Riccardo Barni and Fiorenzo Gei – Cai Sezione “Emilio Bertini” Prato

“We would like to emphasize that this is an intelligent way to enjoy our mountains and footpaths in complete safety, especially since the app allows hikers to call for help in emergency situations. PratoTrek tb holds a function that alerts the Alpine Search and Rescue center. The exact location to reach is communicated to the rescue team through the geo-referenced data. The app contains over 70 different paths and was made available this summer for testing to almost 2000 members of the local section of the Club Alpino Italiano. In September we will be able to analyze the results and evaluate comments and suggestions.”



Matteo Tempestini, Blogger in Prato

In his blog PratoSmart, Matteo Tempestini explores how new, affordable, day-to-day technologies change politics, economy, education, and how it will enable Prato to evolve as a smart city. He is present on several social media platforms, such as Facebook, Twitter, Pinterest, google+, YouTube and Instagram and is a public speaker willing to talk about change through innovation technologies in schools and recreational associations.

“One of the most important concepts of this project is that the CreativeCH – Tuscan showcase apps are based on open source software and materials. The entire network of footpaths managed by CAI – Prato is online as open data. The maps on PratoTrek tb are licensed under OpenStreetMap, openly licensed maps created by volunteers using local knowledge and donated sources. Anyone using the app connects to this server and visualizes the cartography. What I would like to bring to your attention is that open data are the starting point, from which stem new opportunities for employment and development of new technologies that lie at the heart of modern cities. Enabling information to become freely available in digital format develops new ideas and potentially creates new businesses and opportunities for employment. If the municipality of Prato wants to create a brand new and really smart economy, it needs to take the cue from this concept. PratoTrek tb is a good first step in this direction.”

Using open source materials, therefore, by maintaining licensing costs at a minimum, enables potential end-users (local administrations, museums, cultural associations, small communities, etc.) to take advantage of the technological devices fine-tuned through the project.



6.2 Showcase 2: Salzburg

Planned activities

Future actions will focus on the consolidation of results, especially high-potential partnerships, and extension of the showcase portal:

- **Partnerships:** Consolidation of existing and newly started partnerships with high potential; for example, with the SalzburgMuseum and Mozarteum concerning content of a unique collection of historical instruments.
- **“Kulturerleben” portal:** Several activities will be focused on the portal, for example, including additional content and enhancing existing or creating new virtual thematic tours.
- **Presentation / media coverage of showcase results:** Will be mainly centered on “Kulturerleben” and new cooperations on virtual thematic tours.
- **Updates of the local showcase website:** Focused on new cooperations (e.g. joint activities) and other thematic highlights.
- **Updates on the common project website:** Additional postings on local activities and topics that are relevant for a wider, European/international audience.

Financial sustainability

The core outcomes of the showcase will be sustained by SRFG – this includes:

- the platform/portal “Kulturerleben”, <http://kulturerleben.salzburgresearch.at>, which is the focus of the current and future cooperations;
- the collection of content for which SRFG owns the copyrights or has licensing agreements;
- the showcase website, <http://kreativkultur.salzburgresearch.at>, which will serve as communication channel for future local/regional projects in the area of cultural heritage;
- relevant knowledge resources (e.g. survey methods and results).



The “Kulturerleben” portal is a not-for-profit initiative. But future partners who wish to present a larger volume of content on the “Kulturerleben” portal will need to have a plan for financing the work that is required to integrate the content as a thematic tour. The costs are rather low – if the partner has all content copyright-cleared and prepared properly (e.g. images should come in good quality and with sufficient description). Particularly attractive but small volume content may be integrated by SRFG without cost for the content partner. But in general we aim to expand the “Kulturerleben” portal in the framework of regional/national funded projects.

SRFG intends to sustain the outcomes of the showcase over a longer period than 3 years, e.g. expanding the “Kulturerleben” portal based on future regional / national projects.

Institutional sustainability

The institutional sustainability of the core outcomes of the showcase is ensured by Salzburg Research. The research & development center exists since 1996 and since 2000 is wholly owned by the State of Salzburg.

Technical sustainability

As Salzburg Research avails of technical capacity in web and mobile technologies, the technical sustainability of the Salzburg Showcase does not depend on external technical support providers. SRFG can sustain and upgrade the technical basis of the showcase outcomes (i.e. showcase website, “Kulturerleben” portal) over a longer period than 3 years.

Experts suggestions

Our showcase evaluation shows that we can count on institutional and technical sustainability as well as interest of the local/regional community in the cultural services (as indicated by the good access figures of the showcase website and “kultur:erleben” portal). The main objectives for ensuring sustainability are to keep the momentum (i.e. involving new providers of collections for the “kultur:erleben” platform) and secure budgets from local/regional funds to allow for continuous work on the digital services and promotional activities. Therefore we have collected feedback and suggestions from representatives of institutions that are potential candidates for providing additional collections and collaborating on new projects. Below we summarise the feedback of three local/regional experts:



Michael Malkiewicz, Universität Mozarteum Salzburg, Referat für Forschungs-förderung

“The ‘kultur:erleben’ portal provides a good opportunity to present specific collections in the wider context of cultural heritage in Salzburg. A short-term option could be to feature a new exhibition of the historical instruments collection of the SalzburgMuseum in which the Mozarteum is involved (the exhibition will be launched in Spring 2015). Furthermore the Mozarteum is interested to feature concerts in a context that appeals to wider audiences, e.g. involving culinary art and cultural tourism. However this will require to secure an appropriate project budget from regional funds”.

Gabriele Pursch, EuRegio Salzburg - Berchtesgadener Land – Traunstein, Project Manager

“The EuRegio office is interested to promote cultural tourism routes in the cross-border region. Such routes could be featured on the “kultur:erleben” platform, similar to the SalzAlpenSteig, but focused on specific sites like the Seeon Abbey (their director is also a member of the EuRegio working group on culture). The EuRegio office would welcome and support an application that promotes cultural sites and tours in the region. An application in the cross-border Interreg-Programm might be possible from March 2015”.

Sandra Kobel, Salzburg Museum, Museum & Audiences / Educational Programmes

“The museum is specifically interested to reach young audiences. In this regard the surveys conducted by Salzburg Research with young people are very useful. The ‘kultur:erleben’ portal currently does not address young people specifically. This would require specific content that appeals to young audiences. An option could be to collaborate on this involving the museum’s @ArtClubMuseum programme for young people”.



6.3 Showcase 3: Catalonia

Planned activities

Most of the planned activity will focus on the consolidation of the actions taken, dissemination of results, evaluation and ensuring lasting impact of the project:

- **Education:** it is a priority to strengthen the potential of the showcase as educational tool. This year, students of Torre del Palau High School devoted their field workshop summary to Terrassa Augmentada. It was a pilot experience with promising results and excellent feedback from both teachers and students. After the end of the project, mNACTEC will work towards the consolidation of Terrassa Augmentada (together with the other showcase actions) as a tool for field workshop summaries and other educational activities.
- **Training for trainers:** in order to stimulate the potential of the showcase with educational purposes, it is essential to promote it among teachers. With this purpose, the features developed under CreativeCH have been included in the permanent educational framework of the museum and will be regularly introduced to teachers in trainings and other events. Moreover, *El Fotocroma* is highlighted as a “suggested activity” in the brochure of educational for the upcoming school year 2014-2015.
- **Evaluation:** evaluation data is collected permanently through app downloads, surveys, comments and reviews. However, evaluation meetings to collect feedback and make final conclusions will necessarily take place some time after the close of the events, when mNACTEC has collected enough statistical data.
- **Dissemination:** further dissemination of the showcase will be carried out in the regular channels, such as www.creamnactec.cat, www.mnactec.cat and social media.

Financial sustainability

In financial terms, the sustainability is ensured because the project is fully funded by FP7 and the Department of Culture. Additional actions are deemed relevant to multiply the impact of the project, but project sustainability does not depend on them. Institutional strength also



ensures sufficient resources to finance costs (salaries, repair) that maintenance will generate on a medium and long-term basis.

Institutional sustainability

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At the institutional level, sustainability is ensured because the project is supported by the sound background of mNACTEC and its extensive experience in implementing similar actions. mNACTEC mission, as a public institution, is to serve the community by opening doors daily.

Technical sustainability

Finally, on a technical level, the showcase sustainability is ensured by the professionalism of the team involved in the project. Responsible for every stage of the project life cycle (conception, planning, implementation and evaluation) the team will be also in charge of monitoring the showcase sustainability and has the technical and management skills necessary to keep the generated activities.

Experts suggestions

Abel Gálvez, Coordinator of 10th Grade at Torre del Palau High School

“Our High School, IES Torre del Palau, has over 10 years of experience implementing with our students the guidelines of the so-called “digital school”. It is for this reason that, from the very beginning, we welcomed the opportunities offered by mNACTEC and the CreativeCH project.

In the school year 2013-14 the new app Terrassa Augmentada was a key tool of our field workshop summary Art-Nouveau Terrassa, which took place in June 2013. Using the app in our work has helped us meeting our educational objectives:

- 1. Bringing industrial and cultural heritage of Terrace closer to teenagers*
- 2. Visiting and learning, through app content, about the modernist buildings onsite.*
- 3. Extracting information on buildings and Art Nouveau with the purpose of writing a final project.*
- 4. Using smartphones with educational purposes and not only in a leisure context.*



5. *Generating cultural and technical interest in augmented reality, a field with a lot of potential.*
6. *Being able to use this information collaboratively to create a common project.*
7. *Exercising autonomy in making decisions about the content each student is interested in as an individual.*
8. *Being able to use critical thinking in selecting contents for the final project.*

Also, I should add the motivation to follow the trail and find the app content "hidden" on the tracks spread across the center of Terrassa. When the augmented-reality image of a heritage building appears "magically" on the smartphone screen, students experience a "wow" moment, which is difficult to find in our every day work in the classroom, but it is very helpful in order to acquire and set a new knowledge.

For the mentioned reasons, we have decided to include the app Terrassa Augmentada in the 9th Grade academic curriculum. We are grateful to mNACTEC and the CreativeCH team for having developed innovations that help us in our educational task".

Pere Arcas, Head of the Educational programmes Department at Televisió de Catalunya and Egarec Jury member

"I think that Egarec video contest plays an important role, because audiovisual language is as important as other types of language and, therefore, requires an apprenticeship: "How do we acquire media literacy? How do we develop young people's critical and creative abilities when it comes to the media? Just watching is not enough: it is essential to learn by experimenting, experiencing, living".

6.4 Showcase 4: Banat

Planned activities

The Banat region covers a territory that extends over parts of modern-day Romania, Serbia and Hungary. Culturally speaking, the region hosts (and hosted in the past) a mosaic of people originating from various parts of Central and West Europe, such as Italy, France, Germany, Czech Republic, Slovakia or Bulgaria, Jews etc. The same diversity can be seen



in the spoken languages, each one influencing the other and leaving corresponding traces in others', thus creating unique linguistic manifestations. Moreover, each cultural group influenced, and in its turn, has been influenced by others rituals, habits, festivities and celebrations. Thus, any attempt for a systematic ethnographic work in the region must consider these matters and develop a methodology that would be best document and capture in a digital format the complex nature of the Banat communities. The planned activities after the end of the project focus on refinement of documentation methods, further develop of the online publication of data collected and a deeper analysis.

The field work conducted during the CreativeCH project was performed in 5 villages in the Romanian Banat and 6 in the Serbian Banat. A team of ca. 10 researchers actively participated in the field work, who took part at local events, interviewed representatives of the investigated communities or were outside observers. These activities yielded thousands of digital images, hundreds of hours of audio-visual material and hundreds of written notes. It is obvious that in order to properly document and archive such a record, a serious amount of effort needs to be invested, which is beyond the scope of CreativeCH. An important task has been to set up some basic guidelines for future work on implementing a knowledge repository on ethnographic data of the Banat region. Consequently, a metadata description that would encapsulate the rich characterization of ethnographic field data is presented below.

It is essential to underline the need for a rich characterization of ethnographic (but not only) field data. Once translated into digital format, it can be archived and simply described, for example by adopting the Dublin Core metadata standard, one of the most commonly used in the cultural heritage sector. It consists of 15 basic properties and possible values of each property. This standard methodology aims at describing the resource from an administrative point of view, while the embedded (ethnographic) scientific information, as well as paradata information is clearly not represented at all. There are several fundamental questions that may influence the assessment on the quality of the research done, as well as information about the event itself that is worth explicitly document: such as *Who took the photo? What was the reason for taking the photo?*; or *Are there any particular social dynamics deducible from the image?* Knowing the answers to those questions (and others) is an essential step towards assessing the quality of ethnographic results.





Christmas celebrations by the Serbian community.

As an example, the image above was taken during the Christmas celebration of the Serbian community in Timisoara, the capital of the Romanian Banat county. The celebration took place in front of the Serbian Orthodox church in the centre of the city, with the participation of a large part of the community and its spiritual leaders. Important steps during this ceremony, among others, are the burning of the *baniak*, a log of oak tree brought to the ceremony and community members taking home straw spread earlier around the common fire. Unless dealt with appropriately, such crucial information will not be properly archived and in time will be lost. There are several (digital) modes to overcome this challenge, for example adding rich annotation to the digital image (and assuring that such annotations are accessible through a browse/search channel), or (even if apparently the initial effort may seem too high) create an archiving system based on the CIDOC ontology.

Developing a knowledge repository for ethnographic data for the Banat region is still in its infancy. Major challenges are the development of appropriate documentation methods, data capture tools and solid digital infrastructures to cope with such data, but, above all, there is a need for a shift in the approach to the study of ethnography, where the researcher should set as a priority the importance of data transparency, data sharing and creation of collaborative environments. As a counter-example, one may bring forward the example of any physical collection of ethnographic audio material, collected through many years of fieldwork and now stored somewhere, somehow, within the deposits of academic institutions. These boxes may or may not contain descriptions of the source of recordings, and if they do, these are usually limited to a few lines of fading texts.

When developing knowledge repositories of ethnographic information, it is important to have in mind that these are, or should be, true virtual research environments, where one is able to have full access to data, which in turn has to be richly characterized, there is a clear

demarcation between provenance data, processed data and information derived from it and several tools for interaction with data are proposed to the user. CIDOC-CRM can serve as a basis for the development of ontology, along with a domain metadata and related thesauri.

Financial sustainability

The financial sustainability of the Banat showcase will be ensure by continuous work with students and local communities, planning to collaborate with Timisoara European capital of Culture and social / education activities with museums.

Institutional sustainability

The academic program on ethnographic studies has a continuous influx of students, who will continue the research in the field and enrich the knowledge base aggregated during the project.

Technical sustainability

Showcase's results digitally archived within the university information system; such activity will be budgeted within the annual budget of the university information unit and thus maintenance will be guaranteed.

Experts suggestions

Simona Neumann, Executive Director, Timisoara – capitala culturala europeana

“The aims of capitalizing Banat’s rich and varied cultural heritage and creative cultural sector are to ensure that: it can be used in economic and social development and thus can be integrated into a regional strategy; the living conditions of the population in the area are improved through the implementation of the strategies for the development of cultural and creative industries; professionals in the field of cultural heritage and stakeholders are equipped with skills and tools (cultural heritage inventory, stories, descriptions, maps) to better preserve and promote culture; information on media and web applications about the region will be available for locals and tourists (creation of a new documentations system, web portals etc.) Whether some creative industries will seize the opportunity to grow in Timisoara and the Banat region on the road to the ECoC title, on the one hand, or whether the local and



regional administrations will effectively succeed to invest in this sector during the preparation process, on the other, it is hard to predict at this point but it is nevertheless worth of trying”.

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Sasa Tanatskov, Municipality of Kikinda

“Ensuring a partnership between West University of Timisoara and other institutions and organizations preoccupied by preservation of the cultural heritage is absolutely necessary in the region. West University of Timisoara has the capacity to organize and sustain this kind of projects in order to develop a regional research network. Moreover, the West University has the opportunity and logistic capacity to become a digital repository of Banat’s cultural heritage. I have notice that, since we collaborate in another research projects, that the research team involved in Creative CH has the real potential to create a research center so that all the research results of the team should be gathered”.

Corina Răceanu, Intercultural Institute Timisoara

“The balance between the positive and negative effects generated by the capitalization of the cultural heritage is determined by the way in which a community knows how to identify and correctly administer the resources being at their disposal, in order to have a sustainable development of the community with respect and care for the future generation”.

