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Workshop 2: Cultural Heritage and ICT in the Experience Economy INVTUR 2012, Aveiro, Portugal, 17 May 2012

Full summary and documentation

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ACRONYMS OF THE PROJECT PARTNERS:

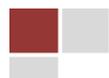
MFG	MFG Baden-Württemberg, Germany
mNACTEC	Museu de la Ciència i de la Tècnica de Catalunya, Spain
PIN	PIN - Servizi didattici e scientifici per l'università de Firenze, Italy
SRFG	Salzburg Research Forschungsgesellschaft m.b.H., Austria
UoC	Universidade de Coimbra, Portugal
UVT	Universitatea de Vest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

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1 Workshop brief, agenda and participants

1.1 Workshop brief

Workshop focus: The workshop explored the links between cultural heritage, technology and tourism in the context of the experience economy. In particular, it focused on opportunities and challenges of cultural heritage organisations in using novel ICT applications (e.g. mobile technology applications) for engaging experiences with cultural content.

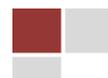
Workshop questions:

- What new market opportunities are opened up by innovative digital technologies and media, for example, with regards to personalized mobile location-based cultural services?
- How can 3D content, virtual reconstructions and augmented reality applications be used to allow for unique cultural experiences?
- How to valorise in the digital sphere also the rich intangible heritage in narratives, music or drama?

Workshop context: The international conference INVTUR 2012 - Tourism in Times of Change (Aveiro, Portugal, 16-19 May 2012) focused on how tourism can assist the economy and the society in times of change and uncertainty. The role of new technologies, culture / cultural heritage and tourism was one of the major themes of the conference. The CreativeCH workshop was held in a large tent that hosted the booths of the conference exhibitors. Also CreativeCH was present with a booth where a project presentation was shown and information material handed out to exhibition visitors.

The CreativeCH workshop in Aveiro was also followed in the evening by an Almedina Talk of the EuroMACHS network. This related event on "History in the palm of your hand" in the Livraria Almedina, Coimbra, attracted around 20 students, researchers and other interested people.

Workshop participants: The CreativeCH workshop brought together experts in the experience economy theme, one economics professor and one manager of the experience



economy programme of a municipality, representatives of innovative ICT applications that allow tourists novel cultural experiences, and professors and students from the EuroMACHS European Master Programme (European Heritage, Digital Media and the Information Society). Furthermore senior and young researchers and project managers from all CreativeCH partners participated in the workshop.

Thematic lead & organization: Universidade de Coimbra was responsible for the thematic lead and local organisation of the workshop; MFG provided support in the production of information material and managed the CreativeCH booth.

1.2 Programme

	Welcome by Prof. Joaquim Carvalho, University of Coimbra
14:00–14:15	CreativeCH - A European Peer-Learning Network <i>Prof. Franco Niccolucci, University of Florence / PIN VastLab</i>
14:15–14:25	Introduction of speakers and guests
14:25–14:40	The Experience Economy The concept of experience economy and its relation to local development <i>Prof. Luís Moura Ramos, University of Coimbra – Faculty of Economics, “Tourism, Leisure and Heritage” Programme</i>
14:40–14:55	Creating Experiences for Urban Renewal How the Municipality of Óbidos uses creative experiences to bring new life to a historical site <i>Miguel Silvestre, Óbidos Municipality and URBACT II project leader</i>
14:55–15:25	Moderated discussion What new market opportunities are opened up by innovative digital technologies and media? How to valorize also the rich intangible heritage in narratives, music and drama? <i>Moderator: Prof. Joaquim Carvalho, University of Coimbra</i>
15:25–15:45	Break

15:45–16:20	<p>Demos of innovative application</p> <ul style="list-style-type: none"> - Street Museum, <i>Brothers and Sisters</i>, UK - Zeitfenster, <i>Patrick Burkert</i>, <i>Stuttgart Media University</i> - Just in Time Tourist, <i>Alexandre Pinto</i>, CEO, <i>iClio</i>
16:20–16:50	<p>Moderated discussion</p> <p>How can 3D content, virtual reconstructions and augmented reality applications be used to allow for unique cultural experiences?</p> <p><i>Moderator: Guntram Geser, Salzburg Research</i></p>
16:50–17:00	<p>Summary of discussion results</p> <p>What did we learn today? Key workshop takeaway points</p> <p><i>Prof. Joaquim Carvalho, University of Coimbra</i></p>

1.3 List of participants

Patrick Burkert	Stuttgart Media University; Zeitfenster project (manager)	Germany
Joaquim Carvalho	University of Coimbra (professor)	Portugal
Eusebi Casanelles	mNACTEC (museum director)	Spain
Sara Dias-Trindade	University of Coimbra (researcher)	Portugal
Guntram Geser	Salzburg Research (senior researcher)	Austria
Sorin Hermon	West University of Timisoara (senior researcher)	Romania
Katherine Johnson	EuroMACHS master's student, University of Turku	Finland
Kimi Kärki	University of Turku, School of History, Culture and Art Studies (researcher and project coordinator)	Finland
Ingo Kropač	University of Graz, Institute of History (professor)	Austria
Petra Newrly	MFG-Baden Württemberg (project manager)	Germany
Franco Niccolucci	PIN (professor)	Italy

Evandro Oliveira	MFG (communication manager)	Germany
Irene de Pedro	mNACTEC (project manager)	Spain
Christina Pugi	PIN (senior researcher)	Italy
Alexandre Pinto	Just in Time Tourist, iClio (CEO)	Portugal
Luís Moura Ramos	University of Coimbra, Faculty of Economics (professor)	Portugal
Grazia Semeraro	University of Salento, Department of Cultural Heritage (professor)	Italy
Paula Simões	University of Coimbra (researcher)	Portugal
Miguel Silvestre	Municipality of Óbidos, Óbidos Creativa (manager)	Portugal
Manfred Thaller	University of Cologne, Computer Science for the Humanities (professor)	Germany
Franco Tommasi	University of Salento, Department of Engineering and Innovation (professor)	Italy
Stephanie Williams	PIN (project manager)	Italy
	About 10 temporary attendants (visitors of the exhibition tent who took a seat for listening to a presentation or discussion)	

2 Presentations and discussion results

2.1 Workshop presentations



The targeted promotion of cultural heritage becomes more effective when using innovative ICT applications for enhanced and engaging experiences with cultural content and knowledge. This was the core theme of the workshops' presentations and discussion. In particular the advantages of using mobile technology applications were highlighted as smartphones, tablets and other mobile devices and attractive content offer a wide range of possibilities.

“Increasing competition in the market means that goods and services are no longer enough and that producers must differentiate their products by transforming them into ‘experiences’, which engage the consumer”, stated Professor Luís Moura Ramos from the Faculty of Economics at the University of Coimbra. He presented the concept of the ‘experience economy’. The expert in economics pointed out that the purchase of an experience allows the consumer to enjoy a series of memorable events that engage him or her in a personal way. Especially the creative, cultural and tourism sectors are economic drivers that can contribute to the experience economy.

Following on from Professor Ramos' presentation, Miguel Silvestre from the Municipality of Óbidos (Portugal) presented how this small community of 11,000 inhabitants was able to “re-invent” itself and attract more visitors through a creativity programme. The programme includes revitalising buildings under the motto “special places for special people” (e.g. a

monastery turned into a co-working space for small companies), promoting local organic food production and other ecologically sound products (“eco-design”), creative work with young people, and festivals organised throughout the year. Overall 30 projects have been supported with the goal of stimulating a local creative economy and retaining creative people in the municipality and region.

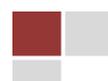
The presentation stimulated much discussion about the actual impact and sustainability of such programmes. One representative of another municipality that invested in cultural experiences was quoted having said “I see experiences but where is the economy”. The example of Óbidos was seen as promising, yet, it became clear that success depends on many factors and sustained, long-term investment is required.

The next workshop presentations focused on applications that combine creativity, cultural heritage content and technology to allow for novel cultural experiences. Patrick Burkert (Stuttgart Media University) presented the mobile augmented reality application “Zeitfenster” (Time Window). This application for smartphones allows visitors and local people of Stuttgart to view and compare current and past views of urban places and buildings of the city. The latter are presented through historical photographs that are overlaid transparently on the current view of the user in the display of a smartphone. Thereby the user can experience the historic change of the built and other urban environment in a novel way.

The historical photographs often present elements of the urban environment that do not look the same or are not there anymore. Therefore the Zeitfenster project besides providing a novel augmented reality experience for tourists and local people also wants to contribute to the preservation of cultural heritage by showing the loss in built and other historic environment. Burkert emphasised that taking advantage of such new opportunities requires a closer cooperation between subject experts (e.g. museums curators, city archivists) and technology experts.

A similar application providing access to historic photographs related to 200 sites in London is “Streetmuseum”. The application has been produced for the Museum of London by the creative agency Brothers and Sisters (UK). The producers could not attend the workshop but sent a demo video that illustrated the concept and content.

Another great chance to explore touristic cultural heritage sites through the use of mobile technology was presented by Alexandre Pinto, CEO of the creative industry start-up



company iClio. Pinto is also one of the developers of the “Just in Time Tourist”. This mobile application combines a personalized audio guide with dynamically presented cultural sightseeing routes, detailed maps of sites, and other required tourist information (e.g. public transportation).

The presentations stimulated lively discussions, for example, about the “experience economy” concept as well as specific issues in creating new cultural experiences (e.g. licensing content from heritage institutions). Workshop host Professor Joaquim Carvalho (University of Coimbra) summed it up by pointing out the challenge of finding the right combination of creativity, content and technology to allow for new user experiences. In particular he emphasised the role of content, because, the cultural heritage is in the content not in the technology used to mediate it. “Content is absolutely central, in the end we need people to bridge the gap between content and technology and select, prepare and adapt it.”

2.2 Key results

[1] Experience economy: The “experience economy” was understood to offer an inspiring and useful concept for local/regional development building on available specific assets. But such assets often need to be revitalised, adjusted to new consumer trends, and presented in new ways. Some examples related to the cultural domain included turning historic buildings into office spaces for creative companies, communicating the unique cultural heritage and regional identity to tourists, and organising festivals that mobilize and bring together regional cultural and creative actors.

[2] The experience economy is not only about creative cultural products and services: While the focus of CreativeCH is cultural heritage the importance of other themes and assets should be noted. For example this includes high-value regional food, i.e. producing and marketing organic food from regional agricultural varieties (in the sense of “biological heritage”) and other natural and ecologically sound products (e.g. textiles, furniture, etc.). Such themes and assets can be subsumed under the specific cultural identity of a region.

[3] There is no “one size fits all” experience economy approach: The discussion made clear that there is no “one size fits all” approach. Each region must identify its specific assets and strengths and develop a programme that allows making the most from them. Experience

economy programmes can mobilize the community, strengthen local/regional businesses, and retain or bring back talented people. However, establishing centres of cultural and creative industries in former “industrial age” or rural areas will require sustained, long-term investment.

[4] Tourists are seeking memorable experiences: The “experience economy” concept is particularly relevant for the tourism sector. People take more but shorter breaks while looking for special, memorable experiences rather than the typical “tourist package”. Yet, encountering in novel ways cultural history and heritage is but one option among others which, for example, include the performing arts (e.g. concerts) as well as sports events.

[5] Boom in mobile applications: A strong supporting trend is the rapidly increasing use of smartphones and downloads of mobile “apps” that are available for various purposes. Tourism was seen as one of the lead markets for such apps as tourists increasingly turn to up-to-date digital information on interesting places, events, shopping, transport and other information.

[6] Key role of mobile applications also for promoting cultural heritage sites: The key role of mobile technologies for promoting cultural heritage sites through allowing tourists to interact with historical images, 3D models and site descriptions was emphasised by all presenters and confirmed in the discussion.

[7] Novel digital applications may also contribute to heritage preservation: Augmented reality and other applications that demonstrate the change of urban and other sites can contribute to the preservation of cultural heritage by showing the loss in built and other historic environment.

[8] Cooperation of heritage experts, creative designers and technical developers: A major challenge in the creative cooperation on novel cultural ICT applications was seen in bridging the “two worlds” of on the one hand heritage experts working in museums and archives and, on the other hand, creative designers and technical developers. The heritage experts want to ensure the authenticity of the historical material while the creative team members are eager to explore novel design and technical capacities.

[9] The cultural heritage is in the content not in the technology used for communication: Creating new user experiences requires the right combination of creativity,

content and technology to allow for new user experiences. While technical applications provide new channels and ways of communicating cultural heritage the core role of the cultural content and knowledge must be emphasised. The cultural heritage is in the content not in the technology used to mediate it. Therefore it is very important to avail of experts who are skilled in the selection, preparation, adaption and mediation of the content.

[10] IPR/licensing: IPR and licensing of cultural heritage content was seen as a particularly critical issue. The managers of the presented projects and other workshop participants noted that it is often difficult receiving from heritage institutions licenses to use historic material. Sometimes the copyrights are not cleared or the institutions are concerned about making available digital images, fearing that they may be captured and used in inappropriate ways.

3 Workshop related links and online material

3.1 Organisations and projects mentioned

Zeitfenster (Time Window), <http://www.zeitfenster-app.de>

Streetmuseum, <http://www.museumoflondon.org.uk/Streetmuseum.htm>

Brothers and Sisters, UK, <http://www.brothersandsisters.co.uk>

iClio – history for the new media, <http://www.iclio.net/>

Just in Time Tourist (JiTT), <http://www.justintimetourist.com>

Óbidos Criativa [richly illustrated presentation of the local activities within the URBACT project Creative Clusters in Low Density Urban Areas],
http://urbact.eu/fileadmin/Projects/Creative_Clusters/documents_media/S02_obidos_criativa.pdf

3.2 Related CreativeCH material online

Workshop summary: “Promotion of Cultural Heritage in Europe through the effective use of innovative technology” (published 31.05.2012), http://www.creative-heritage.eu/workshop_creative_clusters0.html

Workshop presentations (published 31.05.2012): http://www.creative-heritage.eu/workshop_creative_clusters0.html

- Luis Moura Ramos: The experience economy and local development
- Miguel Silvestre: Óbidos Creativa
- Patrick Burkert: Zeitfenster
- Alexandre Pinto: Just in Time Tourist

CreativeCH video of the Workshop in Aveiro, produced by MFG Innovation, published on YouTube (22.05.2012), <http://www.youtube.com/watch?v=EWd0VW3L3Kk>

CreativeCH images of the Aveiro Workshop on Flickr (103 photographs published 17.05.2012), <http://www.flickr.com/photos/creativech/sets/72157629970808094/> and <http://www.flickr.com/photos/creativech/sets/72157630103189516/>

CreativeCH video: “CreativeCH - MFG - Zeitfenster - Time Travel App”, produced by MFG Innovation, published on YouTube (16.04.2012), <http://www.youtube.com/watch?v=0xSDYoZJrmw>

4 CreativeCH series of workshops

4.1 Workshop objectives

The overall aim of CreativeCH is 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 Cultural Heritage (CH) organisations, Science & Technology (S&T) centres and Cultural & Creative Industry (CCI) businesses.

The CreativeCH workshop programme consists of 10 workshops that are organised to share, discuss and consolidate the current experiences in CH – S&T – CCI Cooperation. The project aims at creating a rich and inspiring knowledge base on such cooperation. Therefore the workshops cover a wide range of issues and opportunities in such cooperation.

The workshops foster an open and productive exchange of experiences among the participants. The formats are flexible, chosen according to the particular topic and the type and context of the event at which a workshop is held.

The typical setup that has been used in the workshops already held includes short “show & tell” presentations, demonstrations of innovative digital products and services, and moderated discussion rounds. The duration of such a workshop is about 3 hours.

4.2 Topics and schedule of the 10 workshops

The table below gives an overview of the topics and current schedule of the 10 workshops. The overview includes the workshops that already have been held (2012) or are in preparation (2013) as well as the workshops foreseen for 2014.

The workshops are intended to be held at conferences or other large events. It is understood that foreseeing events for the year 2014 is somewhat speculative. Therefore in the overview for 2014 alternative options are given which correspond best to the intended workshop topics and are sustained regular events.

Date	Topic	Location	Lead partner	Status
2012-04-18	Creative clusters	MFG, Stuttgart, <u>Germany</u>	SRFG	Already held
2012-05-17	Cultural heritage and ICT in the experience economy	INVTUR 2012 Conference, Aveiro, <u>Portugal</u>	UoC	Already held
2012-11-21	Citizen cultural participation	VAST2012 Symposium, Brighton, <u>UK</u>	UVT	Already held
2013-05-12	Cultural tourism	Fiera Modernista, Terrassa, <u>Spain</u>	mNACTEC	Prepar.
2013-05-16	Internationalisation and localization of heritage content	EVA Florence, Florence, <u>Italy</u>	PIN	Prepar.
2013-10	Business models for creative cooperation	International Biennial Vestiges of Industry, Prague, <u>Czech Republic</u> (held bi-annually, usually in October)	mNACTEC	Prepar.
2013-12	New skills and professionalization	DISH - Digital Strategies for Heritage Conference, Rotterdam, <u>Netherlands</u> (held biannually, usually in December)	PIN	To be decided
2014-02	IPR and management of rights	European Public Service Information (ePSI) Platform Conference (usually held in February or March). <i>Alternative: Berlin Open Access Conference (if held in Europe and before October 2014)</i>	UoC	To be decided
2014-05	CH and city/regional development	Regional Studies Association European Conference, held annually at different	SRFG	To be decided

		<p>locations, usually in May</p> <p><i>Alternative:</i> EU Regions for Economic Change Conf., held annually at different locations, usually in June</p>		
2014-06	Cultural diversity	<p>Europa Nostra Annual Congress; held annually at different locations, usually in June</p> <p><i>Alternative:</i> The Best in Heritage Conference, Dubrovnik, Croatia; since 2003 held annually end of September</p>	UVT	To be decided