Design Innovation and the Emerging Cultural Heritage

Panel of Living Labbers, innovation designers and Cultural Heritage innovators

Federico Mussano, ESoCE-Net
eCultValue (FP7-601114) – the aim

to encourage the use of New Technologies that have the potential to revolutionise:
- new ways to access cultural heritage
- experiences offered by cultural resources in both real and virtual environments
eCultValue — new technologies, new experiences

to encourage the use of

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- new ways to access cultural heritage
- experiences offered by cultural resources

in both real and virtual environments
eCultValue – look & promote

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look at technologies arriving from EU funded projects

promote these technologies to stakeholders who will apply them

cultural stakeholders
look & promote & ...

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cultural stakeholders

eCultValue adapts the "triple helix" approach to the cultural environment

- allowing to capture the multiple reciprocal relationships between
  - IT providers
  - cultural content holders
  - users / visitors / artists

- recognizing emerging C.H. professional profiles (e.g. eCult Ambassadors, new tech cultural operators at museums) & new qualified actors (Living Labs and Territorial Cultural Entities)
look & promote & create **showcase scenarios**

look at technologies arriving from EU funded projects

promote these technologies to stakeholders who will apply them

relate technologies to **showcase scenarios** for easier up-take

**focus on museums & Living Labs**

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eCult Hands-on (WP2 / T2.4)

- transfer knowledge from research projects to a broader users community
- improve accessibility for citizens of cultural content
- make traditional cultural institutions aware of new solutions and technologies available
- foster the take up of ICT solution for access to cultural content by these institutions

T2.4 specifically addressed to LLabs for C.H. “Validation in Living Lab Environment”
Validation in Living Lab Environment

- February 2014: start of the process to involve LLabs in the valorisation of technologies / platforms / solutions for Cultural Heritage
- Tech focus on AR/VR/3D, Mobile Apps, Storytelling to improve significantly the participation of students, tourists and visitors in general to museum experiences in several innovative ways (pervasivity, connection to social networks, co-creation)
- Preliminary activities (mailing, ph. contacts, LoI, definition of modalities of LLabs involvement) run until June 2014

July 2014: launch of the Open Call for LLabs

“Technologies for Cultural Heritage Concept Validation at European Museums”
Process overview

**Living Lab selection**
- identification & activation

**Open Call**

**concept validation**
- execution of LLab experiments in museums (real-life settings)
Process overview – details

Living Lab selection

Open Call

concept validation

Living Lab selection

Identification & activation

Identification

- LLabs in touch with museums
- Cultural stakeholders involved on a regular basis

Activation

- Shortlisted LLabs contacted for
  - Questionnaire
  - LoI
  - Summer Stages

Living Lab selection

Identification

- ENoLL membership and participation to previous Cultural Heritage initiatives and experiments

concept validation

Awarding

- Contracts with 2 LLabs
- Design of museum experiments

Execution (Oct-Nov 2014)

Results analysis (Nov-Dec 2014)

Reporting (Dec 2014)

Execution of LLab experiments in museums (real-life settings)
LLab Open Call results – contracts awarded

On September 10th the Open Call closed; based on the proposals evaluation results three projects (instead of the two foreseen) were awarded a contract for executing concept validation experiments at European museums on technologies for Cultural Heritage.

Team compositions of the awarded projects are shown on the following three slides.
Tag CLOUD. Technologies lead to adaptability & lifelong engagement with culture throughout the CLOUD generates lifelong engagement with applications through social media, augmented reality & storytelling

http://www.ictcloudproject.eu
meSch
http://www.cultureobservatory.eu/content/mesch

meSch (Material EncounterS with Cultural Heritage) has the goal of designing, developing and deploying tools for the creation of tangible interactive experiences that connect the physical dimension of museums and exhibitions with relevant digital cross-media information in novel ways.

http://mesch-project.eu
a territorial cultural entity ready to experiment and refine new ways to access museum resources
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