European Commission

The EU Framework Programme for Research and Innovation

HORIZON 2020

SC6
CULT-COOP-08-2016
Virtual Museum

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Research and Innovation

Reminder

The purpose of the following slides are to elicit interest from the public.

The reader is reminded that decisions and actions should solely be based on the legal reference documents.

The author, presenter and the European Commission should in no case be taken responsible for any mistake in or misinterpretation of this document.

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WHY DO WE NEED VIRTUAL MUSEUM ?

- **Accessibility (+/- 20%)**
- **Conservation**
- **Usage**
- **Re-use**
- **……..**

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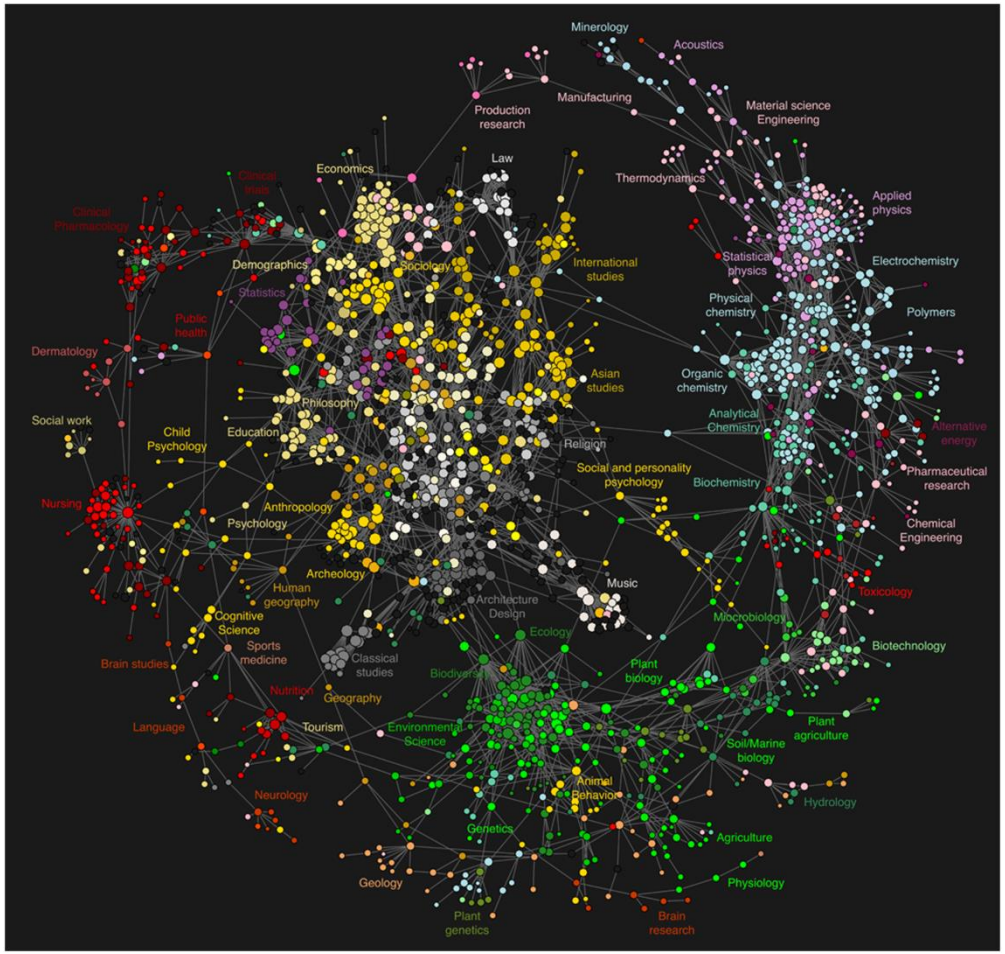
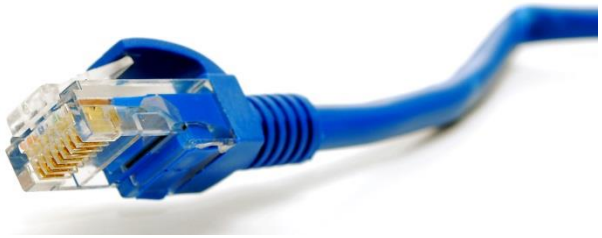
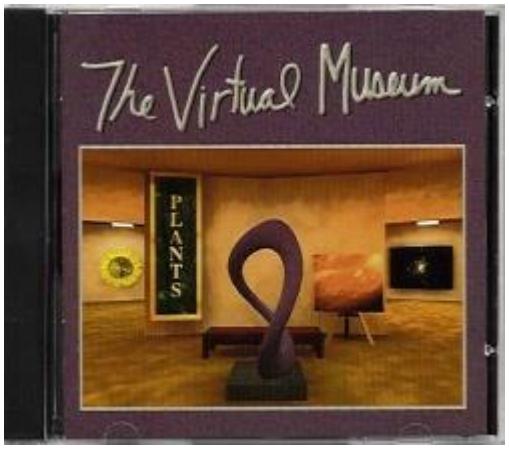
Where do you find a Virtual Museum ?



Ticket?



NEW ? Not really…



APPLE
Siggraph 1992

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CULT-COOP-08-2016: Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction.

PROGRAMME AVAILABLE AT

http://ec.europa.eu/research/participants/data/ref/h2020/wp/2016_2017/main/h2020-wp1617-societies_en.pdf

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CULT-COOP-08-2016: Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction.

The Virtual Museum (VM) is not a real museum transposed to the web, nor an archive or a database of virtual digital assets but a provider of information on top of being an exhibition room.

VM provide opportunities for people to access digital content before, during and after a visit in a range of digital 'encounters'. Virtual museum is technologically demanding especially in terms of virtual and augmented reality and storytelling authoring tools which must covers various types of digital creations including virtual reality and 3D experiences, located online, in museums or on heritage sites.

The challenge will be to give further emphasis on improving access, establishing meaningful narratives for collections and displays and story-led interpretation by the development of VM. It will also address the fundamental issues that are required to make this happen e.g. image rights, licencing and the ability of museums to support new ICT technology.

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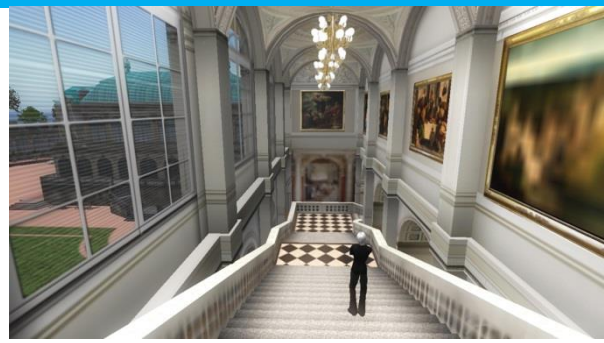

a)

The real potentiality of a virtual museum is in the creation of a personalized, immersive, interactive ways to enhance our understanding of the world around us. The audio-visual narrative is one of the best means to effectively communicate about objects in a museum to the ordinary visitor.

Therefore, actions will focus on the development of highly innovative technologies, methods and ICT tools to significantly improve the 'digital encounter' including quality of images, sonic narratives, the display and interactivity with digital objects. Besides, actions should research and create new ways of personalised storytelling, interactivity and adaptive guidance, bridging the physical and the digital world.

The technology resulting from the research should be validated in real life environments. During test and validation phases, due attention has to be paid to scalability, portability, transmedia and interoperability of the technologies proposed and the support needed when implemented. Furthermore, social media tools should be integrated into the VM platform in order to facilitate exchange of information among users.

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b)

The scope of this action is to develop and maintain a sustainable platform engaging a large number of key actors, stakeholders and communities of practices on how to improve the collaboration and comprehension among the entire community, in order to build up a common roadmap for future activities and explore how these new encounters can be evaluated to understand the models.

The platform should engage - and be open to all - practitioners and stakeholders wishing to contribute to decision making processes, agree on objectives and priorities, share experiences, policies and practices. **Partnership and collaboration between public and private stakeholders should be encouraged.**

The platform will concretise its action through the organisation of workshops, conferences or any other awareness-raising actions.

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Expected Impact

Virtual Museums and Social Platform are accessible for everyone, breaking the restrictions of geography and time. VM & SP will help to increase European citizens' curiosity for art and their understanding of cultural heritage. VM & SP will support access to culture and citizens' engagement with culture in less developed regions.
Researchers and scholars will benefit from the new possibilities to shape, access and study European Culture.

Synergies between virtual and traditional museums and cultural institutions will support the economic growth of the sector as measurable impacts will be achieved beyond the beneficiaries of the funded projects.

CULT-COOP-08-2016

a) Research and Innovation actions. 10M€ (2,5M€)

b) Coordination and Support actions. 1 M€

CALENDAR CULT-COOP-08-2016

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Thank you!

How to keep in touch:

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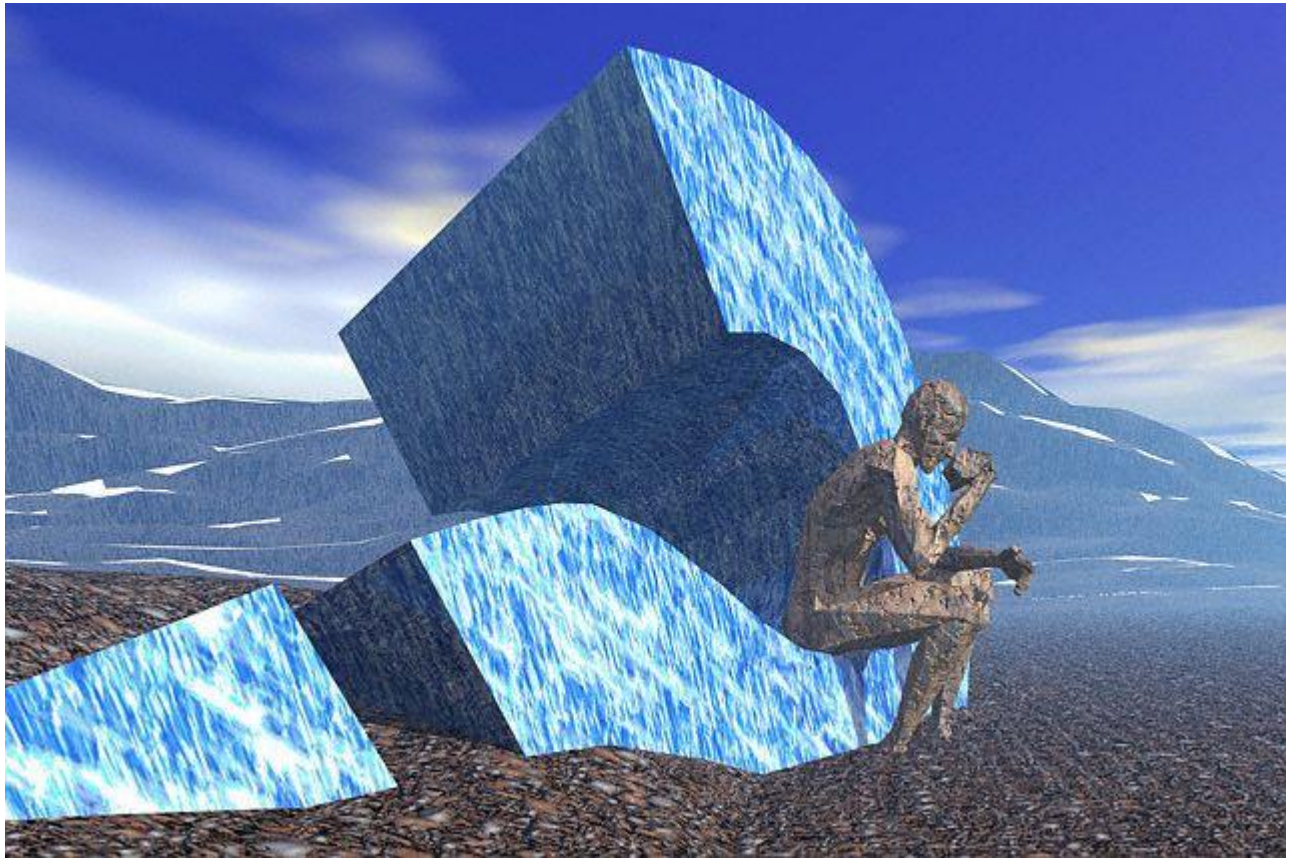

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