WORKSHOP:

INNOVATIVE PUBLIC SERVICES FOR DIGITAL CULTURAL HERITAGE

Tuesday November 23rd, 2010

Budapest

14h00-17h00

INTRODUCTION:
Michael Culture Association wishes to encourage exchange and develop new axes of work on the theme of digital innovation and the development innovative digital cultural uses for the general public. It is a theme that lies close to the association's main fields: digitalisation and diffusion of cultural heritage.

The best practice projects need to be at the time innovative, visible, and promoting digital cultural contents: the underlying **objectives** for identifying and promoting them are as follows: integration of available (mobile) technologies in the creation of innovative services; encouraging of new partnerships between cultural operators, the research field and businesses; easing general public's experimentation of cultural digital uses on the internet and promoting new ways of conceiving consultation and reuse of digital cultural content.

Various cultural **fields** are concerned: Innovative tours and cultural heritage knowledge - castles, urban strolls, architecture, gardens, parks; Museum mediation - enriched exhibitions, and innovative approaches to the works of art (mobility, interactivity, participative); enriched shows (music, dance, opera, theatre) : participative services on texts; Innovative Services for artistic and cultural education (books, history, heritage ; cinema, architecture) and innovative libraries and collaborative archives.

AGENDA, Tuesday November (Tuesday November 23rd 14h-17h):

14h00-14h45 Project presentation: Heritage Experience - Ulrich Fischer - a project on experiential mobile devices for cultural heritage mediation (cf. annex 1)

14h45-15h30 Project presentation: Waag Society/ 7Scenes (subject to availability) - a community platform for multi-user real-time gaming with mobile and location-specific technology (cf. annex 2)

15h30-15h45 Coffee break

15h45-16h30 Presentation project 3 (further information follows)

16h30-17h00 Closure – discussion

EXPERIENTIAL MOBILE DEVICE FOR HERITAGE MEDIATION

What is Heritage Experience?

-an interactive and immersive multimedia device that offers a sensible reading of the Cité Universitaire de Paris (CIUP) area to the visitors. Thanks to an innovative iPhone application, Heritage Experience gives the public the opportunity to create their own unique and surprising films
The project further develops and enriches the actions carried out by Dédale and the CIUP during the Smartcity project; a vast programme of reflexion and creation on the concept of the "intelligent city".

A sensible experience, approaching new fields and areas…

Heritage Experience proposes more than just a tour complement, and offers as many unique portraits of the area as films. By integrating a great number of audiovisual resources (archives and recent images), Heritage Experience pins up both tangible and intangible heritage, thus expressing all aspects of the site. A new kind of heritage mediation is under evolution on the CIUP site: the use of an area leaves a shareable and revealing trace!
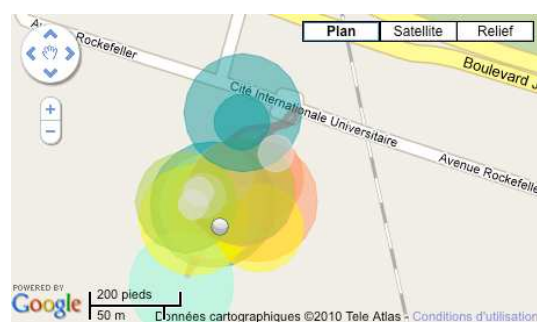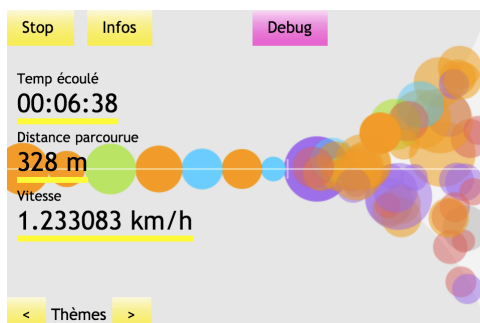
How does it work?

Carrying an iPhone that registers one's stroll thanks to a GPS, the stroller collects audiovisual geolocalized fragments. Carrying headphones, the visitor hears the soundtrack of his very own film that he is creating as he walks. He visualizes the editing of the film through the interface of his iPhone, and thus, his stroll will "awaken" and put together the images and the sounds.

The experience takes place in two phases:
> The sonorous route, immersive.
> The film, unique. Once the stroll is over, the visitor may rediscover it on the project's web-page, and decide to share it with other users and watch their films.

Heritage Experience results from research carried out in the Cinema Master programme by the Swiss artist Ulrich Fischer as an adaptation of his project Walking the Edit of which it is a tourist- and culture oriented adaptation

www.heritage-experience.fr

7scenes - The world is a stage and you're the director
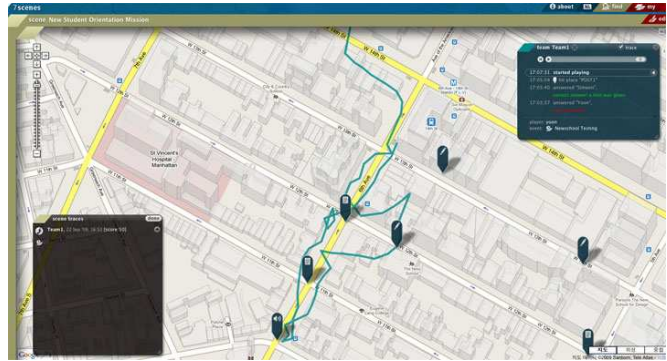
7scenes - a subsidiary of Waag Products ltd. - is a spin-off company born in 2007 from the efforts of Dutch medialab Waag Society in the field of locative media.

What is it?
7scenes is a community platform for multi-user real-time gaming with mobile and location-specific technology. 7scenes is one of the first web 3.0 applications. Web 3.0 is the term for the development connecting internet and the physical world. 7scenes is the place to invite your friends to play and to show off the progress or results of your Scene. In other words: 7scenes offers content to post in your virtual social network and to invite friends from your favourite network.

7scenes can be played everywhere: in the Netherlands, Europe and the rest of the world. Discover your world while playing and see it from a new perspective.

The developers of 7scenes are: Just van den Broecke (architect/server), Joes Koppers (design/web), Ronald Lenz (concept) en Edwin van Ouwerkerk Moria (mobile).

Example
The city is full of stories, experiences and memories. Something has happened on every street corner, every cobblestone has been trod upon countless times, and every blade of grass can be coupled with an event from the past. Crisis zones, forgotten neighbourhoods, quiet places, tourist routes, secret locations; from personal stories to stories that belong to the canon of Dutch history or even part of the world cultural heritage.

7scenes allows people to make these stories visible, to give form to the way they view the world and to share it with a select few or with the world at large. To learn, to make contacts, to suggest things or simply as entertainment.

Source: www.7scenes.com