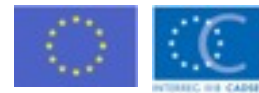


HERITAGE ALIVE!



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WORLD HERITAGE CAN BE AN ECONOMIC MOTOR FOR A REGION - IF IT IS MEDIATED WELL!

Experts from local and regional governments and cultural institutions join together with IT engineers to exploit the capacity of interactive media to communicate the stories embedded in European World Heritage Sites.

HERITAGE ALIVE! aims to strengthen the capacity of European cultural heritage sites to become dynamic centres of regional development and attract tourism while at the same time preserve their unique heritage. In fact, an integrated, sustainable development of such sites is of high importance for the cultural diversity and identity of Europe's regions.

Therefore for the past year, nine institutions from seven European countries have worked together on new forms of digital mediation to bring the richness of world heritage sites "alive" for all.

The project takes advantage of emerging mobile technology the concept of learning quests, and novel digital storytelling techniques to encourage young and old, residents and visitors to engage in an active dialogue with their cultural surroundings. The results of the work are six pilot actions trialled in six different European regional settings.

www.heritagealive.eu

THE LEARNING QUESTS – NURTURING YOUNG CULTURAL AMBASSADORS

Based on the Learning Quests approach pupils and students are equipped with the skills and media tools to communicate their personal experiences or develop professional concepts for the meaningful promotion of Cultural Heritage.

In the Learning Quest for the region of Gorlice, Poland pupils aged between 13-15 years become “cultural ambassadors” of the wooden churches in Binarowa and Sekowa. They create multimedia stories that include short video clips to document the last 150 years of dramatic social change in the region - and its effect on the churches. In a second step, the pupils develop an online game-like application composed of their stories for youngsters across the region.

For the Learning Quest on the ancient town of Perperikon, Bulgaria students from two schools study the site and develop strategies on how best to communicate the stories of the site to today’s demanding visitor. A mix of virtual and physical resources is used to encourage the visitor to explore the complex world of ancient cultures rooted in the remains of the site.

The aim of the Learning Quest at Urbino, Italy is to create a valuable “real life” learning experience that yields usable concepts and information for the administration of the city. The key participants are students who develop a plan for leveraging the city’s potential to attract and host cultural tourists. The result is a professional marketing plan applicable for a better positioning of Urbino’s World Heritage on the tourism market.

Project Partners:

- Administrative District of Gorlice, Poland
- Centre for Economic and Social Analyses and Strategies, Kardzhali, Bulgaria
- Department for the Preservation of the Historical City of Salzburg, Austria
- Mioritics Association, Constanca, Romania
- Municipality of Holloko, Hungary
- Municipality of Kardzhali, Bulgaria
- Municipality of Urbino, Italy
- Region of Ionian Islands, Corfu, Greece
- Salzburg Research Forschungsgesellschaft, Austria



THE VIRTUAL TOUR GUIDE – A DIGITAL LOOK BEHIND THE FAÇADES

A virtual tour guide is an application that allows users to take a look behind the façades of a heritage site and discover the rich layers of meaning beyond what visitors and residents typically perceive and experience. Such a guide offers different entry points and trails to explore unique aspects of a heritage site.

In the Hungarian village of Hollokö the virtual tour guide takes a look at traditional village life through the voices and memories of the villages. Three virtual tours offer stories on old traditions, courtships, daily routines, crafts and the significance of traditional dress. The stories are presented through images and video sequences on a mobile device. The virtual tour guide for Salzburg, Austria targets the local residents. It draws their attention to the “unexplored”, and “less famous” cultural heritage aspects of Salzburg. The virtual tour guide offers novel perspectives on the historic city, such as through the works of the poet Georg Trakl (1887-1914), historical breweries and pubs or Latin inscriptions. A large-screen and location-aware mobile device is used to guarantee orientation and satisfy the spirit of inquiry. A mobile device-based virtual tour guide for Sighisoara in Romania aims to help visitors better understand the multicultural history of Sighisoara. The guide offers three thematic trails to explore the historic urban development, the social life of the citizens, craftsmen and peasants and the natural and human threats that Sighisoara faced during its history.

Please refer to our website for more details at <http://www.heritagealive.eu> or contact John Pereira (Project Manager) on Tel.: +43 662 2288 247 or by email john.pereira@salzburgresearch.at for specific issues.