

We are looking for a partner for the Creative Europe call *Bridging culture and audiovisual content through digital.*

What do we want - main task

We want to explore new ways to disseminate European world heritage through innovative digital technology. Our goal is to create extraordinary experiences for the public, and to solve key challenges for the participating World Heritage Sites.

With central issues in the dissemination work as a starting point, we will create workshops with broad interdisciplinary and European participation tailored to each world heritage site. The workshops will work on how to meet the challenges the individual place has with the combination of creative eagerness and new technology. We will follow up with experiments and exploration of some of the suggestions.

With innovative technology, we mean VR / AR / XR and gamification, but not limited to it. The choice of technology must be guided by what is best suited to solving the challenges we face in each case.

New technologies require new understanding of the possibilities these mediums offer. How to tell good stories in a medium that demands and interactive user? How to best adapt the dramaturgy of a story to make it efficient and well-communicating? To learn more about interplay between digital environments, stories and the user we are looking for partners who are keen to experiment and take part in prototyping and doing workshops on this.

We will make sure that the ongoing progress and results from the project is widely spread. Also building a wide network of world heritage sites and cultural institutions in Europe interested in innovative technology in their work with dissemination.

Since this is a long-term work that requires both time, knowledge, experience and resources, we will make a plan for further joint work after this short (18 months) project.

Who are we looking for

We are looking for a partner that

1. is or includes a Unesco World Heritage site.
2. faces challenges at its World Heritage site that are linked accessibility and to sustainability and wear and tear.
3. is concerned with dissemination to the public and working with pedagogic challenges.
4. is curious about interpretation and the opportunities technology can provide to engage the audience

Who are we

Today - we are the following two partners:

Sweden: Region Gävleborg with the World Heritage [Decorated Farmhouses of Hälsingland](#). The Gävleborg region will have close cooperation with the [County Museum](#) in Gävleborg, during this project. Region Gävleborg's cultural department has been working with VR and the world heritage since 2016. <https://www.regiongavleborg.se/kultur/verksamhet/crossmedia/vr/>

<https://vimeo.com/372556963>

Tied to Region Gävleborg is also a phd project researching dramaturgy for participatory experiences such as VR. The phd project is conducted at Stockholm University of the Arts ([Uniarts](#)).

Norway: Hedmark county municipality (Inland county municipality from 1.12.2020) with the [World Heritage Mining Town of Røros and the Cirkumference](#). Hedmark County Council will work closely with the World Heritage Coordinator, [Anno Museum](#), [VRINN business cluster](#), [Hamar Game Collective](#) and [Inland Norway University of Applied Sciences](#) along the way.

Both partners have experience with, among other things, the use of VR (virtual reality), and among the partners there is also extensive experience with VR / AR / XR and gamification.

Contact

For questions or interest please contact as soon as possible:

Amund H. Steinbakken, Hedmark county municipality, (after 1st January 2020: Inland county municipality due to a regional reform in Norway)

+47 41613833

amund.haugen.steinbakken@innlandetfylke.no

or

Anna-Karin Ferm

Verksamhetsutvecklare Världsarv & Kultur

+46 26 650 216

+46 73 275 37 66

anna-karin.ferm@regiongavleborg.se

www.regiongavleborg.se/halsingegardar