



MED-QUAD

MED-QUAD cross-border living labs on Applied Research for Cultural Heritage Exploitation!



6

MED-QUAD partners set up 6 Cross-border Living Labs named 'Applied Research for Cultural Heritage Exploitation – ARCHEO' in the participating countries Greece, Italy, Egypt, Jordan, Tunisia, Palestine.



Academia, industry, civil society, and government cooperate for the development of the digital economy in the cultural heritage and water sectors, under MED-QUAD project funded by the ENI CBC MED Program and European Union.

The Living Lab is an open space accessible to the citizens where pilot projects regarding new products and services are tested, resulting from the fermentation process of the Quadruple Helix approach factors and serve the specific needs of citizens.

"Applied Research for Cultural Heritage Exploitation" (ARCHEO) means the innovative use of Key Enabling Technologies (KETs) tailored on the territory's characteristics for Cultural Heritage Preservation.

ARCHEO, by applying KETs to tourist exploitation of cultural heritage, allows a better preservation of the sites by reducing the pressure of the "physical" visits. Thus, positive effects are both direct and indirect since the actions will increase the citizens' awareness on all environment issues.

The pilot operation of the ARCHEO living lab, operating under the QH approach aims at the:

- Application of the Augmented Reality to archaeology, architecture, and art;
- Introduction of Mixed Realities and their concept of cyber-real space interplay;
- Full appreciation of cultural heritage sites;
- Virtual and Augmented Reality technologies providing historically accurate reconstructions and relevant contextual information.

Who benefits?

- Citizens and Communities,
- Local Government,
- Business,
- Public Services providers,
- Researchers



Feel free to share and stay tuned for the next interesting actions of the living labs!



@enimedquad &



@med-quad

<https://www.enicbcmed.eu/projects/med-quad>



This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the MED-QUAD project partners and can under no circumstances be regarded as reflecting the position of the European Union or the Program management structures.