

iHERITAGE: ICT Mediterranean platform for UNESCO cultural heritage

Explore the virtual contents developed by iHERITAGE in Sicily



"iHERITAGE will show us some of the most relevant Mediterranean UNESCO cultural heritage as we have never seen it before. The new AR/VR/MR technological solutions created within the project will open the way for an inedited experience of the Mediterranean outstanding monuments and archaeological sites, allowing immersive experiences and revealing details, contexts and contents that would otherwise be invisible. For the first time ever we will also have the opportunity to access a unique database of Mediterranean oral traditions, thanks to the REIM (Register of Intangible Cultural Heritage of Mediterranean countries), which includes elements of all the countries involved in the project. iHERITAGE also supports the creative industry and innovative start-ups in six Mediterranean countries, thanks to funding and dedicated promotional events aimed at creating new augmented and virtual experiences in culture and tourism. The set of innovative technologies applied to cultural heritage of global significance are the basis of a new generation of experiences that gives strength to our great global digital challenge, where the past predict a promising future"

Lucio Tambuzzo, Project coordinator for the Network of Castles and Medieval Towns

Zisa Palace - Palermo



About iHERITAGE

iHERITAGE – ICT Mediterranean platform for UNESCO cultural heritage is an EU-funded ENI CBC MED project providing new solutions to improve the interpretation and access to UNESCO cultural heritage on- and off-site in the six Mediterranean countries of Italy, Egypt, Spain, Jordan, Lebanon, and Portugal via augmented and immersive experiences and the use of newly developed Augmented, Virtual and Mixed Reality products.

The project promotes technology transfer between the partner countries and encourages the collaboration between universities, Small & Medium Enterprises (SMEs), start-ups and spin-offs by creating living labs for research, innovation and development of new ICT products, ultimately resulting in the increase of employment opportunities, entrepreneurial capacities of young people and the fostering of innovation in the Mediterranean region.

iHERITAGE ICT Mediterranean platform for UNESCO cultural heritage is a strategic project 90% co-financed by the ENI CBC Mediterranean Sea Basin Programme of the European Union.

The total budget of the project is € 3.874.287,06. iHERITAGE involves 10 partners from 6 Mediterranean countries: Egypt, Italy, Jordan, Lebanon, Portugal, and Spain.

This is a AR-Activated brochure.

*Scan the QR code to explore the virtual content about
The cloister in the Church of St. John of the Hermits, in Palermo.*



mywebar.com/p/iHeritage

Main results and beneficiaries

- Delivering and fostering 18 research agreements between universities, researchers, and SMEs
- Developing 6 new training programs
- Creating new innovative products/services to boost the valorization of intangible cultural heritage
- Establishing the Regional Centre for the Safeguarding and Valorization of Mediterranean Intangible Cultural Heritage (CRESPIEM)
- Visualizing the archaeological finds exhibited in museums in the original context
- Recreating the architectural and urban environment of Mediterranean UNESCO sites
- Promoting UNESCO sites through AR/VR audio-video guides that will give access to 3D reconstructions, accessible cross media on PC, smartphone, tablet, and AR glasses



300 researchers and ICT specialized staff



300 employees from public authorities



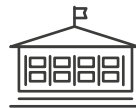
Managers and staff of UNESCO site



general end users, who will be able to access UNESCO cultural heritage's AR/VR multimedia contents on-and off-site



tourists visiting UNESCO cultural sites involved in the projec



Universities, researchers, SMEs and spin-off



Innovative products developed in Italy

The research team of the Department of Architecture of the University of Palermo, coordinated by Professor Rossella Corrao, is working on the enhancement of the UNESCO site “Arab-Norman Palermo and the Cathedral Churches of Cefalú and Monreale”, as well as of other constructions (such as the qanāt) built by the Normans in Palermo and not yet included in the UNESCO World Heritage List. The team will adopt AR / VR technologies for the creation of augmented virtual tours and virtual archaeological reconstruction that will be made available through VR Room and VR Booths and holographic exhibitions.

The Network of Castles and Medieval Towns is developing innovative tools for the valorisation of the Mediterranean Diet, recognized as an Intangible Cultural Heritage of Humanity by UNESCO. Its ingredients and related productive processes such as honey or pepper are made available through AR solutions. The Network of Castles and Medieval Towns is also working on the creation of the first Register of intangible cultural heritage of Mediterranean Countries (REIM) according to the “Convention for the Safeguarding of the Intangible Cultural Heritage” adopted by UNESCO on 17 October 2003, and will give access to cultural assets and traditions of Sicily, as well as of the other countries involved in iHERITAGE.

Main roles of the Sicilian Region – Department of Tourism, lead beneficiary of iHERITAGE

- Coordinate partners' activities and projects outputs.

Main roles of the Network of Castles and Medieval Towns in iHERITAGE

- Providing technical knowledge and skills related to the development of all technological products of the project that use augmented and virtual reality (AR and VR) by activating free online training courses, aimed also at enhancing entrepreneurial skills and territorial development.
- Coordinating the development of innovative AR/VR products at project level.
Development of AR products enhancing the Mediterranean Diet.
- Coordinating actions for the establishment of CRESPIEM: Regional Centre for the Safeguarding and Valorisation of Euromediterranean Intangible Cultural Heritage: a permanent consortium for the development and implementation of activities for the safeguarding and for the enhancement of intangible heritage of the Mediterranean area.
- Fostering a Mediterranean collaboration in the field of safeguarding and enhancing the intangible cultural heritage, including the creation of the Register of Intangible Heritage of Mediterranean countries (REIM).
- Artistic direction of iART, an international digital art festival.

Main roles of the University of Palermo – Department of Architecture in iHERITAGE

- Qualify and improve the level of information, communication and use of the «Arab-Norman Palermo and the Cathedrals of Cefalù and Monreale» and others Norman artefacts (both buildings, pieces of arts and the underground water pipes -qanāt-) not included in the World Heritage List yet.
- Conduct analysis, research and development of contents with the support of SMEs and Educational Institutions for the creation of innovative products.
- Develop virtual architectural reconstructions of monuments and sites and holographic representations of objects and artifacts.
- Maximize the involvement of public and researchers and students, through augmented and immersive experiences fostering accessibility and promoting a more inclusive society.

Cathedral - Cefalù



Partner



Regione Siciliana
Assessorato Turismo Sport e Spettacolo



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