

# Valorization and Promotion of Cultural Heritage Using Modern Technologies

Rijeka, 28 March 2023

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Do you want to get to know the diverse cultural heritage of our region? Are you interested in how modern technologies can be used for its preservation and promotion? What role do social networks play in this?

The STEP RI (Science and Technology Park of the University of Rijeka), as a partner in the BOOST5 project, which is aimed at the **valorization and preservation of the rich and diverse cultural heritage** of Adriatic Croatia and Italy, is organizing the event

## **„Valorization and Promotion of Cultural Heritage Using Modern Technologies “**

Time: 28th March 2023

Place: The Torpedo Production Park – The former area of the Torpedo factory (Hall 14) is a combination of valorizing cultural heritage and encouraging the use of modern technologies.

### **Program**

<b>10:00 AM – 10:10 AM</b>	<b>Presentation of the BOOST5 project - capitalization of good practice in the valorization and preservation of rich cultural heritage</b> STEP RI – Mario Vukelić
<b>10:10 AM – 10:40 AM</b>	<b>Digitization of industrial heritage - examples of good practice</b> Center for Industrial Heritage of the University of Rijeka – Kristina Pandža
<b>10:40 AM – 11:10 AM</b>	<b>3D scanning and printing in the preservation and promotion of cultural heritage – examples of good practice</b> Rijeka Development Agency PORIN – Dario Zorić
<b>11:10 AM – 11:30 AM</b>	Coffee break
<b>11:30 AM – 01:30 PM</b>	<b>How to use social networks, virtual and augmented reality to promote cultural heritage</b> Center of Technical Culture - Hana Galogaža
<b>01:30 PM – 02:00 PM</b>	<b>Tour of the production park and demonstration of industrial equipment additive technology</b>

## About the project

The **BOOST5** project is funded by the INTERREG V A Italy-Croatia CBC program. The project aims to valorize and preserve Adriatic Croatia and Italy's rich and diverse cultural heritage while supporting economic growth and development through its sustainable use. BOOST5 aims to eliminate the main obstacles that limit sustainable tourism development and explore new market opportunities.

Focused on the challenges of unequally developed tourist destinations, isolated areas, and abandoned heritage with poor digital tourist offers in the program area (CBC Italy-Croatia), the project will create joint strategies for the development of innovative and sustainable tourist offers as well as innovative tourism solutions.

BOOST5 project uses the results of five Italian-Croatian projects to encourage tourist valorization of cultural, off-road, industrial, and natural heritage.

More information about the project can be found at <https://www.italy-croatia.eu/web/boost5> and on the following social networks:

Facebook - <https://www.facebook.com/BOOST5Project>

YouTube - <https://www.youtube.com/channel/UCcanUhvKJhtInumfOxMIJvw>

Twitter - <https://twitter.com/BOOST5Project>