

# JOINT ACTION PLAN

## WP 4 “IMPROVEMENT OF ACCESSIBILITY TO CULTURAL HERITAGE SITES”

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## 1. Table with the sites of intervention - LP Delta 2000

### Site 1

<b>Name of the Museum</b>	<b>Museum of forest and Deer of Mesola</b>
<b>Location</b>	Municipality of Mesola , Ferrara Italy
<b>Address</b>	Piazza S. Spirito, 3, 44026 Mesola FE
<b>e-mail</b>	<a href="mailto:prolocomesola@gmail.com">prolocomesola@gmail.com</a>
<b>Website</b>	<a href="http://www.prolocomesolaeventi.it/">http://www.prolocomesolaeventi.it/</a>
<b>Contact Person</b>	<b>Stefano Casellato</b>

### Site 2

<b>Name of the Museum</b>	<b>MUSA SALT Museum of Cervia</b>
<b>Location</b>	Municipality of Cervia (RA)
<b>Address</b>	Via Nazario Sauro, 24 - Magazzino del sale "Torre" 48015 Cervia (RA)
<b>e-mail</b>	<a href="mailto:musa@comunecervia.it">musa@comunecervia.it</a>
<b>Website</b>	<a href="https://musa.comunecervia.it">https://musa.comunecervia.it</a>
<b>Contact Person</b>	<b>Director Annalisa Canali</b>

<b>Name of the Museum</b>	<b>Visitor Center Cervia Saltpan</b>
<b>Location</b>	Municipality of Cervia (RA)
<b>Address</b>	Via Bova 61, 48015 Cervia (RA)
<b>e-mail</b>	<a href="mailto:salinadicervia@atlantide.net">salinadicervia@atlantide.net</a>
<b>Website</b>	<a href="http://www.atlantide.net/amaparco/centro-visite-salina-cervia/">http://www.atlantide.net/amaparco/centro-visite-salina-cervia/</a>
<b>Contact Person</b>	<b>Federica Casoni</b>

## 2. Table with the sites of intervention - PP1 Molise Region

### Site 1

Name of the Museum	Etno-antropologic Museum
Location	Campolieto
Address	Via Marconi, 86040 Campolieto (CB)
e-mail	<a href="mailto:comunecampolieto@virgilio.it">comunecampolieto@virgilio.it</a> PEC: <a href="mailto:comune.campolietocb@legalmail.it">comune.campolietocb@legalmail.it</a> <a href="mailto:lastrina.campolieto@gmail.com">lastrina.campolieto@gmail.com</a>
Website	<a href="https://lastrinacampolieto.wordpress.com/mostra/">https://lastrinacampolieto.wordpress.com/mostra/</a>
Contact Person	Mr. Luca Mariano (Circolo culturale "La Strina" – Campolieto)

### Site 2

Name of the Museum	Di Capua Castle Museum
Location	Gambatesa
Address	Via Eustachio, 7, 86013 Gambatesa (CB)
e-mail	<a href="mailto:pm-mol@beniculturali.it">pm-mol@beniculturali.it</a>
Website	<a href="http://www.musei.molise.beniculturali.it/musei?mid=870&amp;nome=castello-di-capua">http://www.musei.molise.beniculturali.it/musei?mid=870&amp;nome=castello-di-capua</a>
Contact Person	Irene Spada

### Site 3

Name of the Museum	MuFeG (Wheat Festival Museum)
Location	Jelsi
Address	C/da Convento snc - 86015, Jelsi (CB)
e-mail	<a href="mailto:info@mufeg.it">info@mufeg.it</a>
Website	<a href="http://www.mufeg.it">www.mufeg.it</a>
Contact Person	Ines Mignogna

#### Site 4

<b>Name of the Museum</b>	<b>Museum of the Arts and Popular Traditions</b>
<b>Location</b>	<b>Riccia</b>
<b>Address</b>	<b>Piano della Corte, Viale F. Ciccaglione - 86016 Riccia (CB)</b>
<b>e-mail</b>	PEC: <a href="mailto:comune.ricciacb@legalmail.it">comune.ricciacb@legalmail.it</a> e mail: <a href="mailto:sindaco@comunediriccia.it">sindaco@comunediriccia.it</a>
<b>Website</b>	<a href="http://www.prolocoriccia.it/it/turismo/museo-delle-arti.html">http://www.prolocoriccia.it/it/turismo/museo-delle-arti.html</a>
<b>Contact Person</b>	<b>Antonio Santoriello</b>

### 3. Table with the sites of intervention - PP2 Veneto Region

#### Site 1

<b>Name of the Museum</b>	<b>Museum of the Southern Lagoon in Chioggia</b>
<b>Location</b>	Chioggia (VE)
<b>Address</b>	Campo Marconi 1
<b>e-mail</b>	<a href="mailto:sportello.museo@chioggia.org">sportello.museo@chioggia.org</a>
<b>Website</b>	<a href="http://museo.chioggia.org/index.php">http://museo.chioggia.org/index.php</a>
<b>Contact Person</b>	<b>Cristina Penzo</b>

#### Site 2

<b>Name of the Museum</b>	<b>Great Rivers Museum in Rovigo</b>
<b>Location</b>	Rovigo
<b>Address</b>	Piazza San Bartolomeo 18

e-mail	<a href="mailto:museograndifiumi@comune.rovigo.it">museograndifiumi@comune.rovigo.it</a>
Website	<a href="http://www.museograndifiumi.it">www.museograndifiumi.it</a>
Contact Person	Chiara Vallini

#### 4. Table with the sites of intervention - PP3 RERA

##### Site 1

Name of the Museum	<b>Ethno Eco Village of Humac</b>
Location	<b>Humac</b>
Address	<b>Humac</b>
e-mail	<a href="mailto:info@tzjelsa.hr">info@tzjelsa.hr</a>
Website	<a href="http://www.tzjelsa.hr/">http://www.tzjelsa.hr/</a>
Contact Person	Ivan Grgičević

##### Site 2

Name of the Museum	<b>Ethno Eco Village of Velo Grablje</b>
Location	Velo Grablje, isola Hvar
Address	Velo Grablje 21450 Hvar
e-mail	<a href="mailto:info.pjover@gmail.com">info.pjover@gmail.com</a>
Website	<a href="http://www.pjover.com">http://www.pjover.com</a>
Contact Person	<b>Ivo Zaninović</b>

##### Site 3

Name of the Museum	<b>Ethno Eco Village of Malo Grablje</b>
Location	<b>Malo Grablje, isola Hvar</b>

Address	Malo Grablje, 21450 Hvar
e-mail	info@tzhvar.hr
Website	<a href="https://visithvar.hr/hr/">https://visithvar.hr/hr/</a>
Contact Person	Berti Tudor or TZ of town Hvar

#### Site 4

Name of the Museum	Ethno Eco Village of Rudine
Location	Male Rudine
Address	Male Rudine, isola Hvar
e-mail	<a href="mailto:tzg-stari-grad@st.t-com.hr">tzg-stari-grad@st.t-com.hr</a>
Website	<a href="https://villashvar.com/en/the-island/village-of-rudine">https://villashvar.com/en/the-island/village-of-rudine</a>
Contact Person	TZ of town of Stari Grad

### 5. Table with the sites of intervention - PP4 NHMR

#### Site 1

Name of the Museum	National History Museum Rijeka
Location	Rijeka
Address	Lorenzov prolaz 1
e-mail	<a href="mailto:marin@prirodoslovni.com">marin@prirodoslovni.com</a>
Website	<a href="http://www.prirodoslovni.com">www.prirodoslovni.com</a>
Contact Person	Marin Kirincic

#### Site 2

Name of the Museum	National History Museum Rjeka - Kaštel Zrinskih
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<b>Location</b>	Rijeka
<b>Address</b>	Lorenzov prolaz 1
<b>e-mail</b>	<a href="mailto:marin@priodoslovni.com">marin@priodoslovni.com</a>
<b>Website</b>	<a href="http://www.priodoslovni.com">www.priodoslovni.com</a>
<b>Contact Person</b>	<b>Marin Kirincic</b>

## 6. The technological needs of the INNOCULTOUR Museums

The Key-objective of the WP’s action is the improvement of accessibility to cultural heritage sites, in particular less exploited cultural heritage destination, by integrating ICT solutions into traditional offer of museum and cultural heritage sites.

Each project partner has dealt with the managers of the museums involved in the intervention in order to identify the best possible solution that would allow the realization of this objective. The project partners also benefited from the added value of the Joint Call Competition realized within the WP3 in order to have useful suggestions related to innovative technologies concerning the museum offer.

In the following sections a brief description of the technological needs of each one of the interested interventions sites.

### 6.1 Lead Partner – Delta 2000 sites

#### a. Museum of forest and Deer of Mesola

(maximum 500 characters)

Evidenced the objectives main important technologies to increase the attractiveness, to promote and valorize the Mesola area are:

- make more actual and modern and really working the existing technology and make it effective through a joint narrative also with new technologies in the musuem
- use the technologies, the Beacons as a glue between different realities of the territory, such as the Museum and the forest itself: the beacons in fact can be identified as conceptual bridges between the two realities to create paths that go beyond the potential of the territory, then use Beacons to create cultural tourist routes.
- coherent programming between the three floors of the castle or in any case creating the conditions to make the visitor understand an idea of connection between the different plans
- Localization of lbeacon in nodal points

## b. Salt Museum of Cervia

(maximum 500 characters)

New technologies as Augmented Reality, Virtual Reality, beacons as tools are able to facilitate the connection of everyday intelligent objects and mobile devices, reaching the new forms of museum where the technological components make the difference but continue to play a more important role than in the past the cognitive and emotional experiences. An innovative museum, with the visitor at the center as the protagonist of the cultural experience and no longer a passive spectator.

Evidenced the objectives main important technologies to increase the attractiveness, to promote and valorize the Cervia sites are:

- use the Beacons as a glue between different local realities, such as MUSA, Parco del Delta and its Saline; the beacons can favor this greater connection of the Muse, Visitor Center with the concept of ecomuseum and the sea.
- joint narration between salt marshes and muse
- use the technologies to involve the visitor and above all to "tie" the story between the museum, the saline visitor center, the ecomuseum and the salt marshes, even with simple banners on the websites;
- to localize the nodal points of collocation ibeacon;
- create a chain of contents that links the MUSA with the visitor center but also with other stakeholders and individuals, including private individuals in the "sales" chain;
- use of technology (beacons) to improve / increase the interpretative quality of the museum and its accessibility (multilingual, disability equipped, etc.)
- with reference to the MUSA it can be hypothesized that the introduction of beacons will allow to accompany the growth by improving the use and the offer to the visitor
- attract a younger visitor also through new innovative technologies such as App

## 6.2 PP1 – Molise Region sites

### a. Ethno-Antropological Museum of Campolieto

(maximum 500 characters)

The Museum is divided in the following sections:

- A ground floor in which there are two rooms for exhibitions of articles regarding the peasant culture and domestic tradition, inventoried and which would need a larger exhibition area;
- A first floor, in which there is the more structured and well presented section, the so called "Museum of pyrotechnic fires" (three rooms), focused on the history and activity of a local family, the Paradiso Family, and in which there are other two rooms, one focused on electrical material, the second one on tailoring tools belonging to a member of Paradiso family;

The Organization managing the Museum and the Campolieto Municipality decided to focus INNOCULTOUR interventions on the "Museum of pyrotechnic fires", considering that is the most attractive for younger generations and during the years there were organized several activities involving group of students. The technological need so was the introduction of innovative and attractive multimedia solutions able to make it possible a better knowledge of articles present in the museum

through audio-video technological devices and also a virtual experience about a Pyrotecnic fires, and all that through the use of beacon technology and Virtual 3-D devices.

## **b. MUFEG – Wheat Festival Museum of Jelsi**

(maximum 500 characters)

The "MuFeG" Community Museum of Wheat Festival is located at the "Convent of Santa Maria delle Grazie" and documents the deep bond that the community of Jelsi has with the above mentioned festival, whose celebration is repeated for over 200 years every July 26th, in honor of Saint Anne.

The works made with grains and ears of wheat are placed along the sides of the covered corridor of the cloister of the former convent and also some large side rooms.

The average duration of each work is linked to the state of conservation of the wheat grains and of the leaking used, however it is estimated in 4-5 years.

The inspiration for the above mentioned works is of different nature: historical, religious, celebrity stars and films (also cartoons), art and music and some works have been also realized in the frame of twinning relationships with public and private institutions.

Each work has an informative plaque, at the time of the intervention of INNOCULTOUR project there were not available multimedia devices able to accompany the visitors during their tour in the museum giving further details about the works and in particular about their meaning and their the constructions process. At the same time it was not available a multimedia system able to make it possible at the same time the projection of videos, photos, informative contents, a combined system of video and informative multimedia point.

So the technological need for such a museum was the need to introduce technological devices able to accompany visitors during their tour in the Museum, Virtual 3D Devices able to show the construction process of exposed articles, a Multimedia Access Point at the entrance of the Museum able to inform visitors and promote Museum's activities.

## **c. de Capua Castle of Gambatesa**

(maximum 500 characters)

We deal with the more structured site of the group of four, the more linked to the Museum Network of Molise Region, with a management ensured by a Public Body, and with a good defined promotion and development plans. In 1550 Vincenzo di Capua contracted the painter Donato da Copertino to decorate the rooms of the house with a cycle of celebrating frescoes of the family. The painter had trained at the school of Giorgio Vasari and when he worked in Gambatesa he already knew the great Roman pictorial cycles of the first half of the sixteenth century. He knew the most popular painting techniques at the time. All this is reflected in the quality of the frescoes in this castle. In the Salone delle Virtù, in the Sala delle Maschere, in the Sala del Camino, in the Sala del Pergolato, in the Studiolo, in the Sala del Canneto and in the Fire Room, the spaces are like a museum and an illusory gallery illustrating the different genres and

themes of the painting of the sixteenth century. The technological need for such a museum is the introduction of an internal wi-fi network + Audio-Guide Devices using a beacon technology (contents yet available), moving from one room to another one. All that because before the interventions are available only indications of several rooms on physical installations at the ground that aren't able to communicate by themselves the explanations of paintings meanings and history. So the will of the Museum managers is to introduce technologies able to attract young generations more familiar with the use of multimedia devices making it possible also a better knowledge of the history of the places.

#### **d. Arts and Traditions Museum of Riccia**

(maximum 500 characters)

The Museum is located in the historical center of Riccia, the "Piano della Corte", a Renaissance architectural complex composed of the Torre Di Capua, the Church of Santa Maria delle Grazie, the ancient "Magazzino" and all the dwellings that once constituted the court of the Castle. At the highest point of the square is the "Magazzino", the grain store of the lords of the village, a historic building on two levels, that hosts the Museum of Popular Arts and Traditions of Riccia, where about 2.600 objects are exhibited. We deal with objects of common use that tell the habits and daily practices that have characterized the last two centuries of Riccia's inhabitants life. The tools, made with poor materials such as stone, wood, leather, terracotta.

The building has not wi-fi, no ADSL network and its structure is not suitable for wiring interventions. We have also to consider that the visits to the museums are managed by local volunteers and among them there is especially one person that knows everything about the articles of the museum. That is an added value but at the same time a weakness point for the cultural offer of the museum, in case of unavailability of that person to lead visits at the museum.

So the technological need for such a Museum is the introduction of a multimedia system able to accompany visitors during their tour in the museum, making it possible the knowledge about the characteristics of the main articles of the museum (not all of them, the number is very high) through beacon solutions linked to audio-video technological devices.

### **6.3 PP2 – Veneto Region sites**

#### **a. Museum of the Southern Lagoon in Chioggia**

In order to improve the accessibility to the Museum of the Southern Lagoon and to Chioggia cultural heritage in general it's necessary:

- 1) the realization of a digital audioguide app with a storytelling approach and the installation of beacons for indoor localization. The app must contain multilingual contents, freely editable by the museum staff through a CMS, and must be addressed to different target groups (locals, tourists, families, experts, disabled people, etc.) by promoting personalized itineraries

- 2) the implementation of a new museum website with multilingual contents, an optimization for mobile devices and the possibility to purchase tickets online and to gather visitors' reviews

### **b. Great Rivers Museum in Rovigo**

In order to improve the accessibility to the Museum of Great Rivers and to Rovigo cultural heritage in general it's necessary:

- 1) the realization of a digital audioguide app with a storytelling approach and the installation of beacons for indoor localization. The app must contain multilingual contents, freely editable by the museum staff through a CMS, and must be addressed to different target groups (locals, tourists, families, experts, disabled people, etc.) by promoting personalized itineraries
- 2) the implementation of a new museum website with multilingual contents, an optimization for mobile devices and the possibility to purchase tickets online and to gather visitors' reviews

## **6.4 PP3 – RERA**

### **a. Ethno Eco Village of Humac**

(maximum 500 characters)

The virtual walk through the village with a focus on the key sights and based on the impressions that someone gets when he for the first time comes to the village. The all four virtual walks of Ethno-eco-villages of Isola Hvar will be shown and available to experience it by virtual glasses at the other location, in the Old Town Museum. Next to the virtual walk, the visitor can experience the technique of dry stone wall construction and have fun building his own wall in a village by an educational and interactive application created in purpose of the promotion of the forbidden cultural heritage of this site.

### **b. Ethno Eco Village of Velo Grablje**

(maximum 500 characters)

The virtual walk through the village with a focus on the key sights and based on the impressions that someone gets when he for the first time comes to the village. The all four virtual walks of Ethno-eco-villages of Isola Hvar will be shown and available to experience it by virtual glasses at the other location, in the Old Town Museum. Next to the virtual walk, the visitor can experience the technique of dry stone wall construction and have fun building his own wall in a village by an educational and interactive application created in purpose of the promotion of the forbidden cultural heritage of this site.

### **c. Ethno Eco Village of Malo Grablje**

(maximum 500 characters)

The virtual walk through the village with a focus on the key sights and based on the impressions that someone gets when he for the first time comes to the village. The all four virtual walks of Ethno-eco-villages of Isola Hvar will be shown and available to experience it by virtual glasses at the other location, in the Old Town Museum. Next to the virtual walk, the visitor can experience the technique of dry stone wall construction and have fun building his own wall in a village by an educational and interactive application created in purpose of the promotion of the forbidden cultural heritage of this site.

#### **d. Ethno Eco Village of Rudine**

(maximum 500 characters)

The virtual walk through the village with a focus on the key sights and based on the impressions that someone gets when he for the first time comes to the village. The all four virtual walks of Ethno-eco-villages of Isola Hvar will be shown and available to experience it by virtual glasses at the other location, in the Old Town Museum. Next to the virtual walk, the visitor can experience the technique of dry stone wall construction and have fun building his own wall in a village by an educational and interactive application created in purpose of the promotion of the forbidden cultural heritage of this site.

### **6.5 PP3 – NHMR**

#### **a. National History Museum of Rijeka - main site**

(maximum 500 characters)

Through the evaluation process and the JCC result guidelines it was chosen the holographic technology as the best option for presenting and transferring all interpretative tasks that was planned with intervention in Natural History Museum Rijeka. Hologram of cave bear is the best option to upgrade existing permanent exhibition.

#### **b. National History Museum of Rijeka - Kaštel Zrinskih**

(maximum 500 characters)

Through the evaluation process and the JCC result guidelines it was chosen the augmented reality technology as the best option for presenting and transferring all interpretative tasks that was planned with intervention in Museum.



## 7. The INNOCULTOUR ACTION PLAN FOR INNOVATION THROUGH ICT SOLUTIONS

From the analysis activities carried out by the project partners in collaboration with the museums involved in the intervention a diversified reality emerged, which required the planning of interventions with different equipment and technologies in each of the sites, interventions however linked by a common factor: favoring the accessibility to the contents of the museum offer by the target groups of the project, with particular attention to the new generations.

So the INNOCULTOUR Action Plan thought in the frame of WP4 activities has been organized in 4 Sub-section, according to the territories in which the interventions have been realized.

In the following chapters the details about the 4 sections of the Joint Action Plan.

### 7.1 LP Delta 2000 interventions

#### a. Brief description of intervention planned (*maximum 1.000 characters*)

Considering the best practices emerged, the results of participatory workshops and ideas emerged and presented through the Joint Call Competition, the proposals that emerge are the following:

*\* Interventions realized in all sites involved*

- installation of Beacon in the involved sites, as Mesola Museum, MUSA and Cervia Visitor Center
- possibility for the visitors to use visors to see directly the 3D promotional video clip of Po Delta area with 3D technologies in all sites involved as Mesola Museum, MUSA and Cervia Visitor Center

*\* Interventions in specific sites*

- audio guides that could play an important role in the museum to attract new and more visitors in Mesola Museum
- holograms or similar technologies 3D in Mesola Museum
- App game for young people, to attract young and students in the museum and as an exemple of how use the technologies as tools to knowledge and to learn for the young people in MUSA Cervia

#### b. Key info about Thematic Equipment to be purchased and technologies do be adopted (*maximum 1.500 characters*)

With reference to the Beacons, Beacons are small, wireless transmitters that use low-energy Bluetooth technology to send signals to other smart devices nearby. It will be connected by an App with information about museums and site involved (text info, photos, images, etc)

The audio guides will be tools to make an autonomous guided visits in the museum.

The visors 3D will be use by sites / museum involved for an immersive tour in the Po Delta area through an immersive video realized by DELTA 2000 (WP 5.)

With reference to the App Game, the proposal is the realization of a new attractive and innovative technologies: also in relation to the proposal that was ranked first in the joint call competition, it proposes to: - create a gaming application Game app where through the use of Beacons, QR CODE, Tag NFC the

visitor of the museum / visitor will be able to go through different levels of play that will allow him to discover the different evolutions of the territory of Cervia over time up to the present day, facing quizzes, thematic challenges, tests of skill and management; for example he will have to find the materials, combine them in the right way, carefully manage the finances and make the right choices to reach the required objectives, gradually learning new knowledge that will help him in this journey of discovery. The game must therefore be aimed at offering the visitor valuable content on the exhibited works and on the stories that revolve around them and generally aimed at the discovery of the elements linked to the territory of Cervia and to salt

**c. Key info about the target groups to which the interventions are addressed (*maximum 500 characters*)**

Target groups to which the interventions are addressed are young people from 25-45 years of age and will serve as the initial driving force to reach other age segments, including vulnerable groups (people with disabilities, elderly, unemployed, etc.).

Students of elementary and medium schools to increase their interest in the culture and in particular to attract them to visit the museum.

**d. Link to the best practices and Joint Competition ideas identified in WP3 (maximum 1.500 characters)**

Link with Joint Competition ideas:

- “Archigiochiamo il museo” of Andrea Micheletti, who proposed the realisation of an App game where the player will start from the age of bronze and will try to evolve going up between the different historical periods.

- Some ideas from “Virtual symbolic revival of Cave Bear “ as show elements of the past displayed in the present

- Proposal of Claudia Pescosolido to use ologram or similar technologies .

With reference to the best practiese very useful the several exemple where the beacons technologies is been applied with success in museums, as in the cases of Casa Natale Verdi, Hidden Museum App, some ideas also from Canova experience.

**e. Timetable of interventions implementation**

Purchase of the Equipment	By March 31st 2019
Setting the equipment with contents	By 7th September 2019.
Technical Training to Museum Operators	By 7th September 2019



## 7.2 PP1 Molise Region interventions

### a. Brief description of intervention planned (maximum 1.000 characters)

#### **Etno-antropologic Museum of Campolieto**

Introduction of innovative and attractive multimedia solutions able to make it possible a better knowledge of articles present in the museum through audio-video technological devices and also a virtual experience about a Pyrotecnic fires, and all that through the use of beacon technology and Virtual 3-D devices.

#### **MuFeG (Wheat Festival Museum) of Jelsi**

Introduction of technological devices able to accompany visitors during their tour in the Museum, Virtual 3D Devices able to show the construction process of exposed articles, a Multimedia Access Point at the entrance of the Museum able to inform visitors and promote Museum's activities.

#### **Di Capua Castle Museum of Gambatesa**

Introduction of an internal wi-fi network + Audio-Guide Devices using a beacon technology (contents yet available), moving from one room to another one, and introduction of technologies able to attract young generations more familiar with the use of multimedia devices making it possible also a better knowledge of the history of the places.

#### **Museum of the Arts and Popular Traditions of Riccia**

Introduction of a multimedia system able to accompany visitors during their tour in the museum, making it possible the knowledge about the characteristics of the main articles of the museum through beacon solutions linked to audio-video technological devises.

### b. Key info about Thematic Equipment to be purchased and technologies do be adopted

*(maximum 1.500 characters)*

#### **Etno-antropologic Museum of Campolieto**

- n° 2 wi-fi signal amplifiers. TP-Link RE450 Wireless WiFi Repeater, Wifi Extender, Access Point, Dual Band 1750Mbps Speed, Gigabit Port, boosting Wi-Fi coverage, Compatible with all wifi router modems, TP-Link Case
- n° 1 medium-sized holographic display case including infrared sensor and screen for the creation of multimedia contents (an animation lasting 5 minutes) to be inserted in the holographic showcase through game engine software;
- n° 5 Tablet 4 G with connection to the mobile and fixed network equipped with a system such as audio guides and simultaneous translators;
- n° 3 Augmented reality viewers Gear VR with Controller, Black [Italian Version];
- n° 3 compatible smartphones for the use of the 3 augmented reality viewers Gear VR with Controller, Black [Italian Version].
- n° 6 Beacon

### **MuFeG (Wheat Festival Museum) of Jelsi**

- No. 14 Tablet 4 G with connection to the mobile and fixed network equipped with a system such as audio guides and simultaneous translators
- n ° 1 touchless entry point 50 "complete with base and support
- n ° 1 3D Wi Fi Hologram Projector

### **Di Capua Castle Museum of Gambatesa**

WI-FI DATA SYSTEM. The Devices generate a multimedia and multilingual guide, creating a wi-fi network (intranet). Compatible with all devices equipped with wi-fi like smartphones, tablets and notebooks; - Show all format types: text - images - audio - video; Hardware and software: graphics personalized up to n. 50 pages Informative - up to 50 multimedia audio and video contents installation of n. 4 additional devices using powerline technology

### **Museum of the Arts and Popular Traditions of Riccia**

- n ° 1 medium-sized holographic display case including infrared sensor and screen display of multimedia contents (an animation lasting 5 minutes) to be inserted in the holographic showcase through game engine software
- n ° 8 Tablet 4 G with connection to the mobile and fixed network with a system such as audio guides and simultaneous translators
- n ° 12 Beacon

### **c. Key info about the target groups to which the interventions are addressed (*maximum 500 characters*)**

Target groups to which the interventions are addressed are young people from 25-45 years of age, students of elementary and medium schools and in general people involved in school and training systems as students or teachers, to increase their interest in the culture and in the heritage assets represented by the concerned museums to attract them to visit the museum, Tourist and cultural operators leading visits in the concerned museums in order to facilitate their planning in museums visits and their carrying out. The interventions are also directed to citizens of the four communities in order to allow a better museum experience. Target of intervention are also public authorities of the local communities and regional ones, in order to demonstrate them the positive effects coming from that digitalization initiative and so making it possible its extension to other places in the region having same characteristics.

### **d. Link to the best practices and Joint Competition ideas identified in WP3 (*maximum 1.500 characters*)**

The interventions to be realized in the 4 Museums are inspired to several ideas submitted in the frame of the WP3 Joint Call Competition Competition:

- “Virtual symbolic revival of the Cave Bear”, as regards the multimedia system to be implemented in order to make it possible digitalization application to museums contents, and so a computer system with a powerful graphics and a number of video outputs, audio system, mobile application with an intervention in which both computer system and mobile devices have to be connected to a Wi-Fi internal network;
- the Proposal of Claudia Pescosolido as regards the 3D viewers for the virtual reality that bring visitors into the world of fireworks to be implemented in Campolieto Museums and the use of Tablets as Audio-Video Guide tools for visits in the museums;
- the proposal made by LORENZO RAMACCIATO, ANTONELLO DORE, ROBERTO ACCIARO – ar3d Società a Responsabilità Limitata Semplificata, as regards the possibility to identify in each museum some Point Of Interests from which start to tell about history of places, available through technological devises and then the idea to build a computer architecture in which there is an "ON SITE" fruition through which the museum makes available, besides the essential information on the museum exhibition, the contents that allow the visitors to have an emotional experience, as regards intervention thought for Gambatesa and Riccia Museums;
- the AQUA srl idea, as regards the suggestion to introduce 3D Projections installations and a Touch screen Information Video to be put at the entrance of the Museum, as regards the intervention thought for MUFEG of Jelsi.

**e. Timetable of interventions implementation**

Purchase of the Equipment	By March 31 <sup>st</sup> 2019
Setting the equipment with contents	By September 6 <sup>th</sup> 2019
Technical Training to Museum Operators	

**7.3 PP2 Veneto Region interventions**

**a. Brief description of intervention planned (maximum 1.000 characters)**

According with the aim of giving more value to the museums through the storytelling and using digital devices to enhance the contents displayed through a multimedia narration, the planned intervention consists of two actions:

- 1) the realization of videos, aimed to specific targets, that can tell the peculiar aspects of the two museums
- 2) the implementation of a multimedia mobile application that, interacting with the surrounding space through beacon technology, allows to discover the various contents of the museums always through a narrative logic.

**b. Key info about Thematic Equipment to be purchased and technologies do be adopted**  
(*maximum 1.500 characters*)

As regards the equipment, two integrated multimedia systems will be purchased to create an indoor geolocation within the two museums. In particular:

- n. 20 tablets or similar with iOS or Android operative system; Wi-Fi, Bluetooth, LTE connectivity
- n. 2 multiple charging stations
- at least n. 20 beacon: Full iBeacon & Eddystone Support; Bluetooth / NFC technologies
- n. 2 PCs for remote control

As for the technologies adopted, two kinds of software will be developed:

- one mobile app that will work with the beacons and will allow visitors to visit the museum receiving information on their own smartphones or on tablets provided by the museums about what they are viewing
- one CMS - content management system - for the museum operators so that they can independently manage the contents that users will see on the app.

**c. Key info about the target groups to which the interventions are addressed** (*maximum 1.500 characters*)

Thanks to the interventions foreseen the two museums will first be visitable by tourists of other languages than Italian. At the moment the museums offer their contents almost exclusively in Italian and the staff also speak only Italian. Thanks to these improvements, museum contents will be enhanced and many foreign tourists who each year visit the area involved by the project, especially during the summer, could be interested. Secondly, the improvements will also allow Italian tourists and citizens of the two cities to have a better museum experience.

**d. Link to the best practices and Joint Competition ideas identified in WP3** (*maximum 1.500 characters*)

In Veneto, technology applied to the fruition of museum exhibits is still underdeveloped. Anyway, we got an inspiration for our interventions on the selected sites from these two examples:

- the Augmented Reality System used by the Legnago Civic Museum - Archaeological Environmental Center: pointing the target with the tablet, which does not let you imagine beforehand what you are going to visualize, a question appears regarding the exhibited objects; other targets provide the answer or the interpretations, which are choices, discoveries or thoughts
- the app AmuseApp Sensi developed by the Province of Belluno together with the Municipalities of Alano di Piave, Cesiomaggiore, Mel and the Montana Alpago Union: an app which transforms the smartphone of the visitor in a multimedia audio guide that leads the visitor and expands the informations concerning works and antiques exhibited

As for the inputs from the Joint Call Competition, we took some hints from the first prize winner, "Archigiochiamo il museo" designed by Meeple srl of Rovigo, a project to enhance the Museum of the

Great Rivers of Rovigo through an App of game that starts from the Bronze Age and gets to the Renaissance confirming the importance given not only to infos but also to game as an effective tool for conveying museum related contents.

**e. Timetable of interventions implementation**

Purchase of the Equipment	By March 31st 2019
Setting the equipment with contents	End of July 2019
Technical Training to Museum Operators	Beginning of September 2019

**7.4 PP3 RERA interventions**

**a. Brief description of intervention planned (maximum 1.000 characters)**

The installation will be a model of the dry-stone wall with interactive panels and with installed interactive application in it so that museum visitors can learn about this cultural heritage (the technique of dry stone-wall construction). Next to that, they can take the virtual walk through Ethno eco-villages implemented in the Model (installation) too. The installation will be posted in Museum of Stari Grad at the Island of Hvar.

For each one of the Ethno eco-villages, is prepared a scenario that will produce a virtual walkthrough and the visitor (tourist) will be able to choose a virtual walk either just through one village in particular or choose to take a walk through all four. For each of these villages, its own specific sight presenting the culture and way of living, architecture, gastronomy and agriculture, or cultural and natural heritage will be shown in the virtual walk. The common cultural heritage of these villages is the drystone-wall and the technique of drystone-wall construction, so it will be designed and created the educational and interactive application to get this cultural heritage closer to the museum visitors and tourists and get them interested in this intriguing heritage.

**b. Key info about Thematic Equipment to be purchased and technologies do be adopted (maximum 1.500 characters)**

In general, the contracted equipment consists of 2 pairs of VR glasses and an interactive model of drystone-wall with the TV

**c. Key info about the target groups to which the interventions are addressed (maximum 1.500 characters)**

This intervention is targeting the general public and local and regional public authorities. During the workshops organized by our team for the see into the best practices and to the research of experience in

our topic, and in preparation and production phase of the intervention, we contacted also the SMEs and local agencies too.

**d. Link to the best practices and Joint Competition ideas identified in WP3 (maximum 1.500 characters)**

Our installation is linked with one of the winning proposals (Virtual symbolic revival of the Cave Bear). We use similar technology and our installation and idea are based on common activity plan and Technical innovations used in the project. The installation will be posted in Museum of Stari Grad and that installation will be a model of the dry-stone wall with interactive panels and with installed interactive application in it so that museum visitors can listen and learn about this cultural heritage (the technique of dry stone-wall construction). The virtual walkthrough of all of four Ethno eco-villages will be also implemented in the Model (installation) and the visitors will be able to experience that by VR glasses.

**e. Timetable of interventions implementation**

Purchase of the Equipment	By March 31st 2019
Setting the equipment with contents	By the end of the August 2019 – in late, new date is 13/09/2019
Technical Training to Museum Operators	13th September 2019

**7.5 PP4 NHMR interventions**

**a. Brief description of intervention planned (maximum 1.000 characters)**

Natural History Museum Rijeka will use hologram of cave bear and augmented reality of Olm in their interventions. Interpretation goals for cave bear intervention were emotional and educative. The aim is to surprise and impress visitors with the size and physical strength of the cave bear, to expose them and emphasize the fragile balance in which the survival of certain species is ensured in nature, encouraging feelings of engagement and regret that the cave bear as a species is irretrievably lost, to awaken the sense of responsibility for the survival of other living beings. The aim of olm theme is to surprise and impress visitors with the information due to all kind of adaptations of the olm to the unfavorable underground conditions, encouraging visitor awareness to fragility and vulnerability of the olm and habitat it live in, to awaken the sense of responsibility for olm survival. Visitors have to be interested in more information about cave animals, extinction and conservation of biodiversity, visiting the Museum and participating in the Museum's educational programs, all through the use of new IT technologies.



**b. Key info about Thematic Equipment to be purchased and technologies do be adopted**  
*(maximum 1.500 characters)*

For hologram installation, NHMR needs: Ultra high-bay installation projector, Brightness of at least 3000 ANSI lumens, Laser and LED Hybrid technology without filter replacement, and service life of the projector at least 20000 hours. Image resolution at a minimum of 1280x800 pixels (WXGA) (1 piece); computer with a minimum clock speed of 2.9 GHz (2 core), a minimum of 8GB of RAM, an SSD disk capacity of at least 256 GB (1 piece); Professional graphics card with minimum 2GB operating memory Windows operating system or equivalent (1 piece); Projection film for backlighting 72 "of acrylic thickness 3 mm (1 piece); Transparent projection foil thickness up to 10mm ca 150x200 (1 piece); Audio system, active speakers for computer, power min 30 W (1 pc); Sensor of person movement (1 pc); Wireless keyboard with touch pad for mouse emulation (1 pc) and holographic performance management software.

For Olm installation, tablet and software for animation of Olm

**c. Key info about the target groups to which the interventions are addressed** *(maximum 1.500 characters)*

Interventions are intended primarily for Innocultour target group - young and curious visitors who want to experience something new and different during their visits. Also, interventions are addressed to local population so they can be surprised and impressed with the size and physical strength of the cave bear, an animal that once lived in caves around the county of Primorje and Gorski kotar. Rijeka have a lot of one-day tourists (cruising) per year so those interventions are opportunity to spread visitors experience around the world and realize new, potential visitors. Targets are also children with families and organized school groups, everyone opened for new technologies.

**d. Link to the best practices and Joint Competition ideas identified in WP3** *(maximum 1.500 characters)*

Installation of Hologram of cave bear is closely linked to the third awarded Joint Call idea of Goran Radić, "Virtual Symbolic Revival of the Cave Bear". Augmented reality is inspired by best practices: Museum MUSE – Science Museum, Fortress of Culture Šibenik and Environmental Archaeological Center of Legnago.

**e. Timetable of interventions implementation**

Purchase of the Equipment	By March 31st 2019
Setting the equipment with contents	By September 15th 2019
Technical Training to Museum Operators	By September 15th 2019

## 8. KPI – Key Performance Indicators related to Action Plan Implementation

<b>Activity</b>	<b>KPI</b>	<b>Target</b>
<i>Technological Needs Monitoring</i>	<i>N° of interventions planned</i>	<b>8</b>
<i>Networking with MUSEUMs in which interventions are planned</i>	<i>N° of agreements with organization managing the sites to be achieved</i>	<b>12 (*)</b>
<i>Introduction of innovative technologies in the museum offer</i>	<i>N° of Technical interventions to be realized</i>	<b>14</b>
<i>Increase in the skills and technological knowledge of museum operators</i>	<i>N° of operators to be trained</i>	<b>28</b>

**(\*) NHMR is the owner of the sites in which interventions will be realized**