

Report on Installations

WP 4 . IMPROVEMENT OF ACCESSIBILITY TO CULTURAL HERITAGE SITES

State of the document	Project Partner	Date of the document
final version	PI RERA S.D. (PP3)	30.09.2019.

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For each Ethno eco-village, is prepared a scenario that will produce a virtual walkthrough in each village. By VR glasses the visitor (tourist) could 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 will be chosen its own specific sight presenting the culture and way of living, architecture, gastronomy and agriculture, or cultural and natural heritage and shown in the virtual walk.....	6
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1. Table with the sites of intervention

Site X, Y, Z & XY

Name of the Museum	STARI GRAD MUSEUM
Location	21460 Stari Grad isola Hvar
Address	Braće Biankini 4, 21460 Stari Grad isola Hvar
e-mail	muzej.staroga.grada@st.t-com.hr
Website	https://msg.hr/en
Contact Person	Aldo Čavić, Director Veronika Gamulin, Curator Andrea Devlahović, Curator

2. Description of the status “quo ante”

2.1 Site X, Y, Z & XY

a. Description of the site *(maximum 2.000 characters)*

The cultural, historical, gastronomy and natural resources of these hidden hinterland area villages of the Island of Hvar and its valuable cultural heritage could be connected to the coastal touristic destinations where the majority of tourism happens throughout the year, to revitalize this sites too. At the moment there is no organized excursions or information about these sites and tourists visiting and exploring these hidden destinations are left on their own. The beauty of this destination (site) is in differences and specifics of each of one of these villages and all of that in a small and restricted area such is one island. The village of Humac is a little stone village where the habitants have been occupied with cattle and wine-growing for thousands of years, and in around 1950 they started growing lavender. In the last centuries, people didn't live in Humac but spent time in Humac during major agrarian works. The village of Velo Grablje represents an exceptionally well-preserved traditional architectural and environmental unit, surrounded by particularly valuable cultivated landscapes, and as such is registered in the Register of Cultural Property of the Republic of Croatia. The village of Male Rudine with autochthones residents and the deserted village of Malo Grablje are samples of true life in a historical Island of Hvar and the last well-kept secret from tourists for sure.

b. Use of technology before the project's interventions *(maximum 1.500 characters)*

For now on, there was no use of technology of any kind

c. The innovative solutions to be adopted joined with Museum's managers and their link to the best practices identified in the frame of the INNOCULTOUR project's activities
(maximum 1.500 characters)

For each Ethno eco-village, is prepared a scenario that will produce a virtual walkthrough in each village. By VR glasses the visitor (tourist) could 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 will be chosen its own specific sight presenting the culture and way of living, architecture, gastronomy and agriculture, or cultural and natural heritage and 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 the interactive application to get this cultural heritage closer to the museum visitors and tourists to get them interested in our special and intriguingly heritage.

The virtual walkthrough and the educational-interactive application will be implemented in the model of the drystone wall posted in the Museum of Stari Grad. The model will project also the slideshow regarding the villages and photos of drystone walls and the photos of the Starogradsko polje too.

Based on the best practices research the storytelling approach is chosen as an obligatory element of the installation as well as interactive moment with users of the installation.

3. Description of the interventions and Technical Sheets

3.1 Site X, Y, Z & XY

a. Description of intervention realized (maximum 1/2 page)

Thanks to this multimedia every visitor of the Museum of Stari Grad can take a virtual walk through one of the Ethno eco villages and then decide to visit them and see all that beauty in live. Standing there in the Museum, at the same time the visitors can listen and learn about great history, forgotten tradition and how the habitants used to live depending on their own work and production.

Beside the way of living and forgotten tradition, through an interactive game by using a VR glasses, can learn how to construct your own dry stone wall and at the same time learn

something about this traditional way of constructing, of dry-stone masonry techniques as an important part of Hvar cultural heritages.



The multimedia and related equipment are consisting of:

- Hvar drywall totem
- Totem Contents
- LCD TV
- PC Computer
- HTC Vive VR Glasses and 2x Pico VR glasses

b. Audience Targeted (*maximum 1/2 page*)

In general, the Younger travellers, precisely Millennials. The Millennials (25-45 years of age) are one of the most numerous generations in history, outnumbering even the generation of Baby

Boomers. At the moment, they form almost one third of the world's population, are the greatest working generation ever, and one of the most influential generations when it comes to consumer power. The commencement of this generation was marked by the development of digital technologies, hence Millennials are most often identified as digital natives, i.e. people who were familiar with computers, the Internet and mobile devices from their early age. Millennials use technology to communicate with a global audience as part of their travel experience. They are most engaged in social media, where they find inspiration for traveling in most cases and also shared their own experiences.

c. Technical Sheet describing technology implemented and equipment installed

<p>Used technology</p>	<p>Multimedia and related equipment consisting of: specially constructed drywall totem (in wood), Totem Contents (360 shots of an eco-ethno village for use in virtual reality and normal photos and videos)</p> <ul style="list-style-type: none"> • LCD TV • PC Computer • HTC Vive VR Glasses <p>2x Pico VR glasses</p>
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d. Photo Gallery







