**Collaborative Digitization
of Natural and Cultural Heritage**

*Sharing solutions
for better regional policies*

think culture

A platform for accessing experiences

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Interreg Europe

European Union | European Regional Development Fund

A very short introduction of my organisation

- Located at the Western Part of Greece
- **6** sites (Patras, Nafpaktos, Messolongi, Aigio, Pirgos, Amaliada) (**1**st HEI in geographical coverage)
- **19** Departments (**5**th HEI in # of departments)
  - Faculty of Technological Applications with 4 Department (Electrical, Mechanical, Civil Engineering and Computer and Informatics Engineering)
  - Faculty of Management & Economy with 6 Departments (2 Business Administration, Management of Tourism Enterprises, 2 Accounting and Finance Departments, Department of Informatics and Mass Media, Communication of Cultural and Hospitality Units)
  - Faculty of Agricultural Technology, Food & Nutrition Technology with 3 Departments (Agricultural Technology, Fisheries & Aquaculture Technology, Mechanical and Water Resources Engineering
  - Faculty of Health & Caring Professions with 5 Departments (Optics & Optometry, Physical Therapy, Social Work, Nursing, Speech and Language Therapy)

- >**20.000** students (**2**nd Technological University on student population)
  - A real regional case of HEI if you view the map of Greece

thinkCulture – Platform for accessing Experiences

thinkCulture is a platform for improving the "**experience**" of a (or potential) visitor in the field of cultural and natural heritage.

Helps visitor to organize his visit

- before (time of preparation) or

- after (capturing experience)

like a typical touristic guide but it also aims to improve the "NO Visit Experience"!
Helps operators

- to replace old clunky audio guides with smart phones, by using apps as personal guides

- to unlock a world beyond the four walls of the cultural institute (museum, archaeological site, natural beauty site, caves etc)

thinkCulture – Whose idea is it?

Water Wizz, East Wareham, in Massachusetts

thinkCulture – What is the problem?

There are places that probably you will never be able to be there. Why?

- They are <u>too expensive </u>(I am thinking of the previous water parks, or similar)

- You are <u>not allowed </u>to visit (women in Mount Athos churches)

- They might be <u>dangerous</u> (because you are afraid to travel to Iraq, or Israel)

- They are <u>not open to public </u>for security reasons (excavations)

- They are <u>not accessible </u>due to weather conditions (igloo?) , physical isolation or other situations (Chernobyl?)

- They might <u>not</u> be <u>accessible</u> to me as a person (because I am too old to travel or unable to travel e.g. people on wheelchairs or other disabilities in non-friendly-to disabled points of interest, eg caves?)

"NO Visit Experience"!

thinkCulture – Diversification

thinkCulture is **NOT aiming to be** another touristic guide with wikipedia based content, with audio guides and multimedia material

thinkCulture – Starts with a 360o Representation of…everything –Create the visual world

thinkCulture – then digitize POIs and organize them in paths (physical or knowledge)
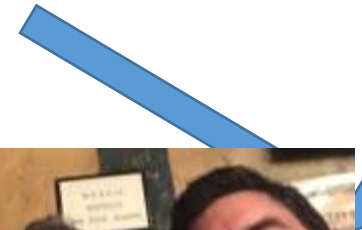
thinkCulture –"Tools" available

- interactive exploration in areas or routes **(360' Spherical)** (you will need a demo to see what this means)

- digital representation of exhibits, with multiple representations (still images, animation, videos) and different perspectives

- predefined thematic paths (physical paths or groups of items)

- list of exhibits (and their description) and identification of their location in the physical space

- General information about the area enriched with multimedia content.

So what? We have seen them before

- The whole digitization process is adapted to the "world wide economic crisis"

  - That means that it is cost effective (for low budgeted POIs)

    - A 360 camera used (we bought one for 300 euros)

    - A DSLR camera used (this might be expensive)

      - But an alternative can be used

    - And a team of happy photo shooters

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thinkCulture – Diversification

Technological Ideas included in the Business Plan

- ✓ interactive exploration in areas or routes **(360' Spherical)**,

- ✓ digital representation of exhibits by using **Augmented Reality** technologies (not in the demo),

- • educational games for children to improve sector knowledge and participatory activity **(Gamification)**,

- • recording and exploitation student's experience in specially designed educational environment **(Culture Outside the Classroom)**

thinkCulture – Pricing Policy Mode

This is a tough question; we have applied to Orange Grove Initiative and NBG Business Seeds to give us mentoring and potential pivot opportunities

It might be based on a **triple pricing policy model**; we are able to propose alternative ways of charging:

- Free?

- Channel distribution based on app-stores, travel agencies, license tourist guides, cultural organization funds?

- Based on platform charging for new routes, functionalities, innovations?

thinkCulture – A demo based on the "The Garden of Heroes" in the Holly City of Messolongi

The **Garden of Heroes** is placed at the entrance of the Holly City of **Messolongi.** It is dedicated to all the political and military figures that have their place along the long history of this town. The largest part of this garden is dedicated to the fighters of the Greek War of Independence, who fought for the freedom of **Messolongi**.

- 20 spherical photos in high definition

- 230 shooting photos for exhibits / stops

- Documentation of every exhibit

- Editing and Creating Thematic Routes

- Publish the content through administration platform

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thinkCulture – "Heroes of Messolongi Garden"

"…VIDEO…" /"…DEMO…"

"…no more endless visits to cultural institutions, no more endless and boring touring hours in monuments and archaeological sites…"

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