

IMPULSE

IMmersive digitisation: uPcycling cULTural heritage towards new reviving StratEgies

European Cultural Heritage in Virtual Worlds – why and how : introduction to the IMPULSE project

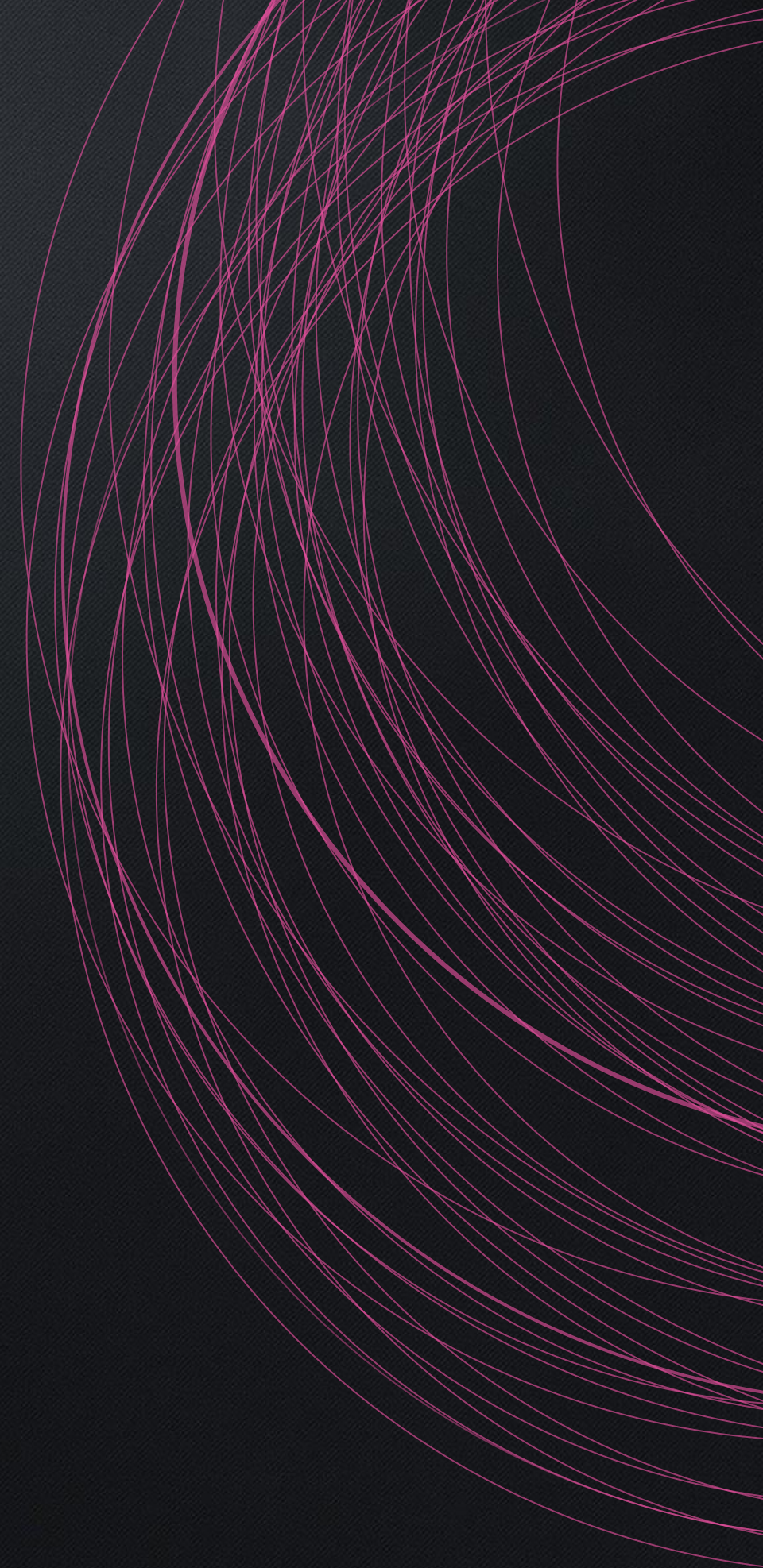
AI in Research and Application Seminar
6th June 2024

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Coordinator of IMPULSE project



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What's the IMPULSE about?

digitization of European cultural heritage

European Collaborative Cloud for Cultural Heritage

METaverse / virtual worlds / MultiUsers Virtual Environments (MUVES)



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Main objective:

upcycling digitized cultural heritage content by presenting it in the METaverse



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Project identification data:

Topic ID: HORIZON-CL2-2023-HERITAGE-01-03

Type of action: HORIZON-RIA HORIZON Research and Innovation Actions

Basic assumptions of the European Commission project

Re-visiting the digitization of cultural heritage: What, how and why?

Expected outcomes

- Increased critical understanding of the potential, opportunities, barriers and risks of digitizing cultural heritage.
- Research and knowledge-based recommendations and/or method(s) on how the European cultural heritage sector can better manage digitization of their collections, including setting priorities, ensuring the correct context is reflected on the digital objects created and guaranteeing their long-term durability.
- Validated framework(s) that support the cultural heritage sector to make best use of their digital assets, in to reap the full benefits of the digital transition and avoid the pitfalls.
- Significant contributions to help European cultural heritage institutions become more digitally adept, capable of capitalizing fully on the opportunities of digital cultural heritage.



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Overall goal

The overall goal of IMPULSE is to develop ground-breaking, comprehensive solutions and methods for digitization processes and accessibility of digital cultural heritage collections, that will enable their innovative (re)use, solve challenges related to interoperability of platforms and facilitate availability of existing digitized cultural heritage content in novel contexts like the Metaverse, while creating innovative standardization procedures and adapting legal frameworks to contemporary transformations and creative processes in and for education, arts and CCSI.

Duration

36 months

Researchers

74 – total number

Budget

3 393 717,50 € – total



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Consortium

Uniwersytet Jagielloński - coordinator (Jagiellonian University)
Katholieke Universiteit Leuven (KU Leuven)
Università di Bologna (University of Bologna)
L-Università ta' Malta (University of Malta)
Heritage Malta
Filmuniversität Babelsberg Konrad Wolf (Film University Babelsberg Konrad Wolf)
Ethnikó ke Kapodistriakó Panepistímio Athinón (National and Kapodistrian University of Athens)
Magna Żmien Foundation
Associazione Clust-ER Industrie Culturali e Creative (Clust-ER Create)
K8 Institut fuer strategische Aesthetik GGMBH
ExplodedView



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Core Team



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Julia Hartnik (K8)



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Łukasz Pieczonka (JU-support)



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Workpackages

WP1: merging storytelling about cultural heritage with audience expectations

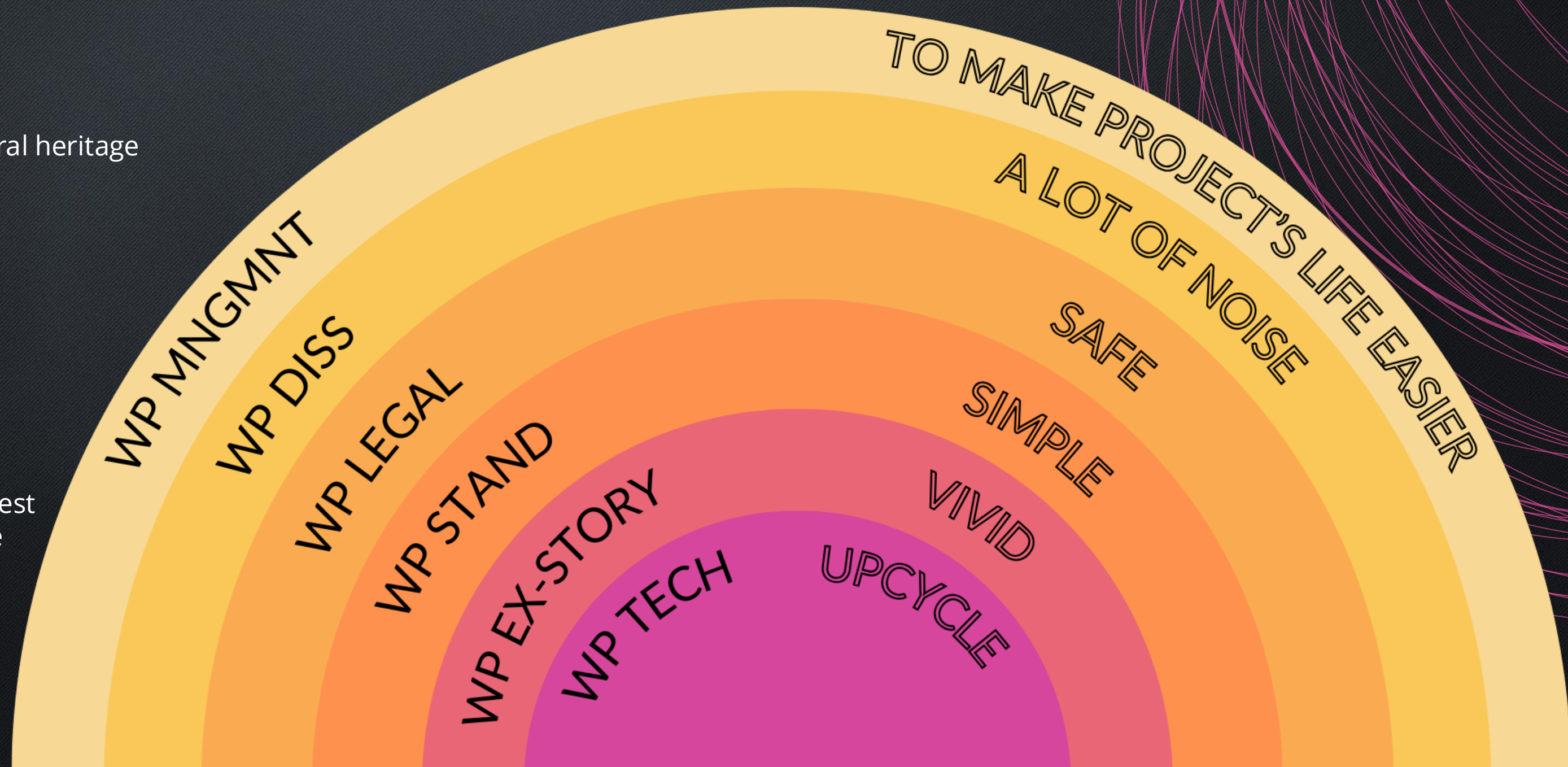
WP2: building prototypes – cultural heritage in virtual worlds

WP3: investigating into standards and interoperability issues

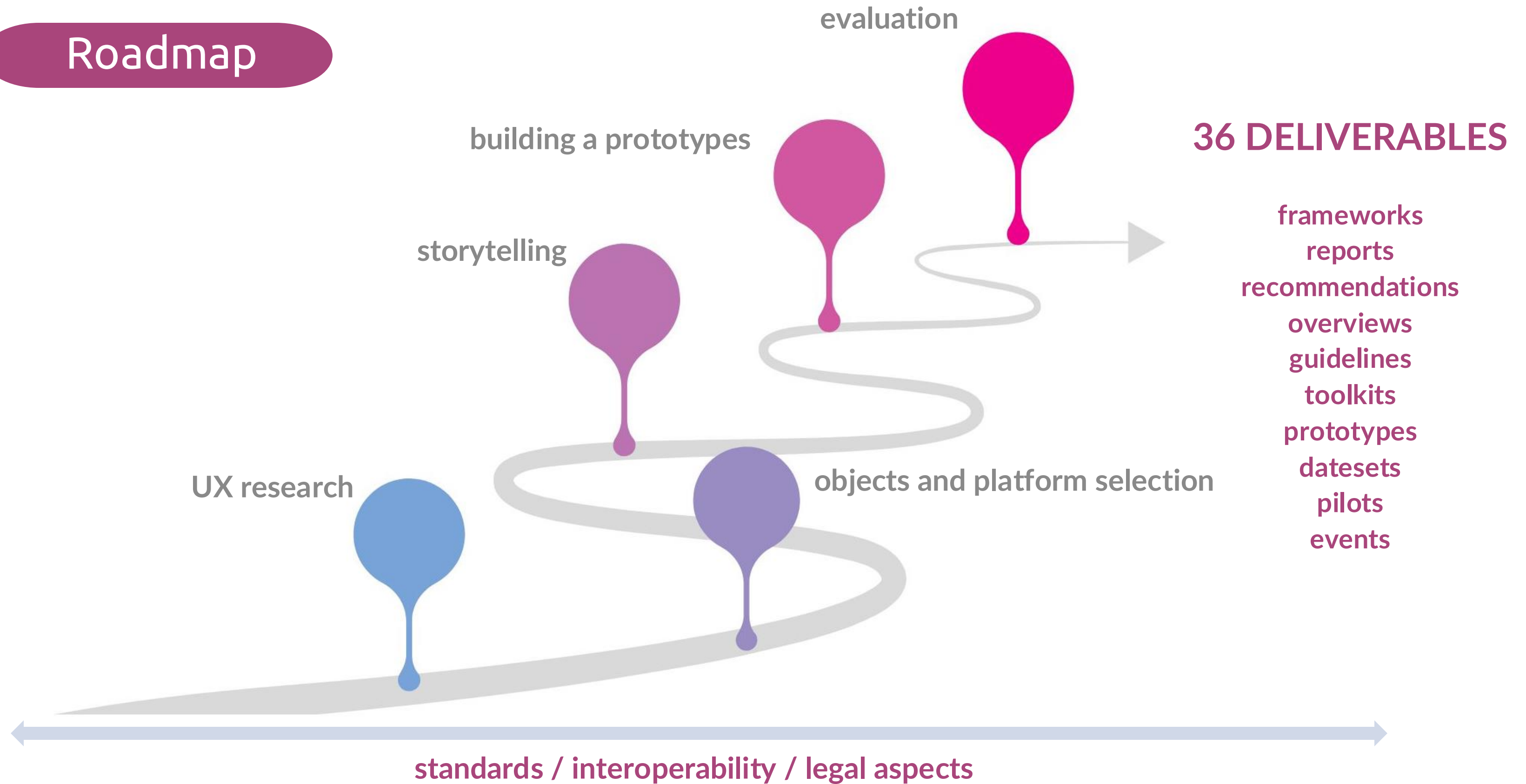
WP4: involving legal aspects

WP5: creating of a community of interest and a mentoring hub for a sustainable impact of the project

WP6: keeping all issues together



Roadmap



Broader context

- Digitisation of European cultural heritage as a key to enriching metaverse platforms
- European Collaborative Cloud for Cultural Heritage
- A shift in the paradigm of thinking about culture and cultural heritage in Europe
- Future of the higher education – European universities in virtual worlds
- European public virtual world

We are setting-up IMPULSE Community of Practice!

*Interested in entering the metaverse
and shaping the future of how we engage with cultural heritage?*

IMCo is **a place of knowledge exchange**
to experiment and learn together, starting by the
project's prototypes.

Set in three channels, it is a **European community**
working on **immersive experiences** for **digitised
cultural heritage**.

EDUCATION

Explore and reflect on
immersive didactic
processes and experiences.



CREATION

Expand digitised heritage
through artistic performance
and speculative narratives.

CONNECTION

Delve into different digital
asset integration protocols
to co-design aggregating APIs.

For whom?

-  **FIRST ROUND**
IMPULSE partners and
connected networks
-  **SECOND ROUND**
IMCo will open-up to
cultural and creative
individuals and
organizations



**FIRST ROUND
PRE-REGISTRATION**

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**Thank you
for your attention!**

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JAGIELLOŃSKI
W KRAKOWIE

KU LEUVEN



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



L-Università
ta' Malta



Heritage
Malta



FILMUNIVERSITÄT
BABELSBERG
KONRAD WOLF



HELLENIC REPUBLIC
National and Kapodistrian
University of Athens



MAGNA
ZMIEN



CLUST-ER
CREATE
CULTURA E CREATIVITÀ

K8



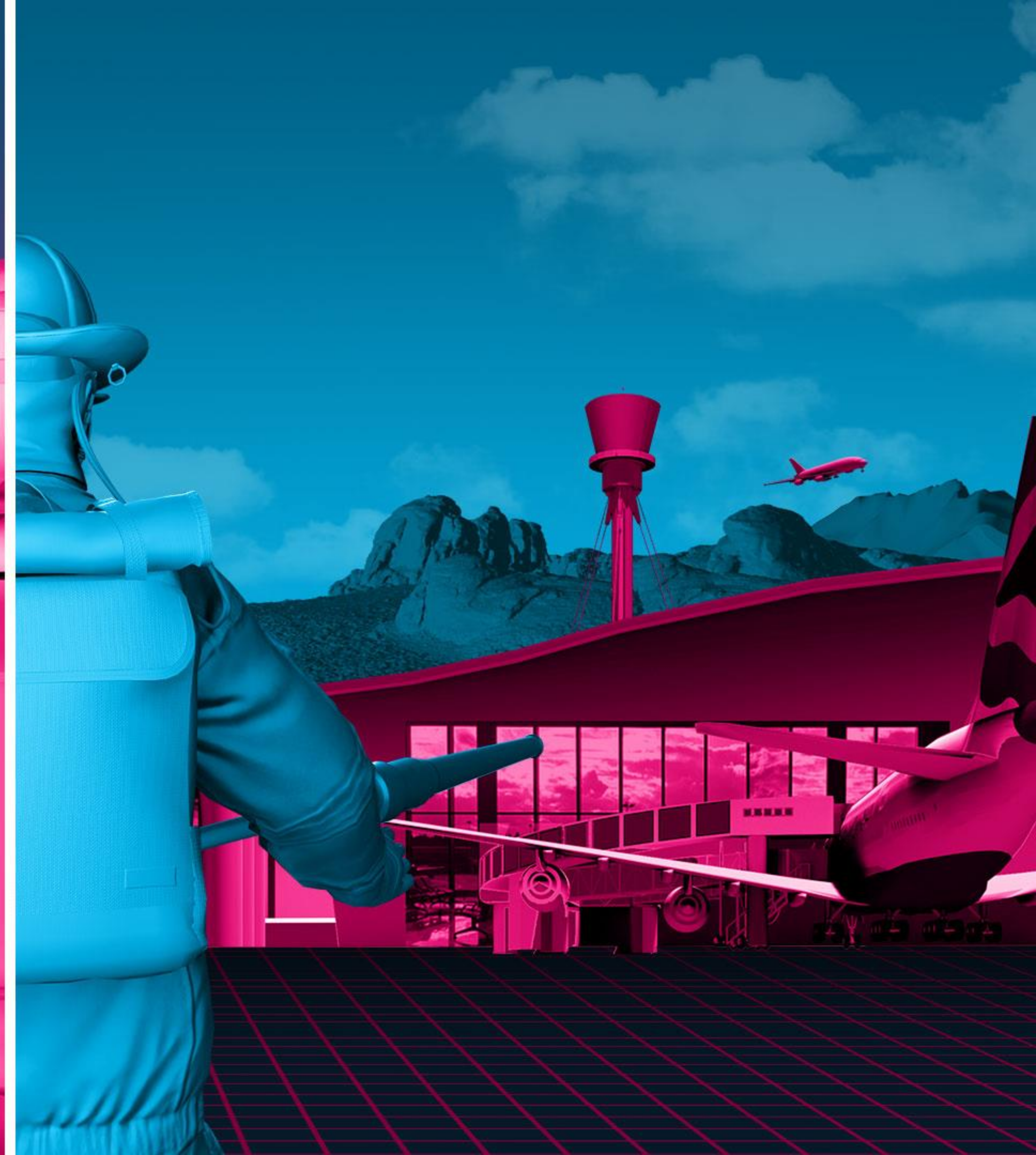
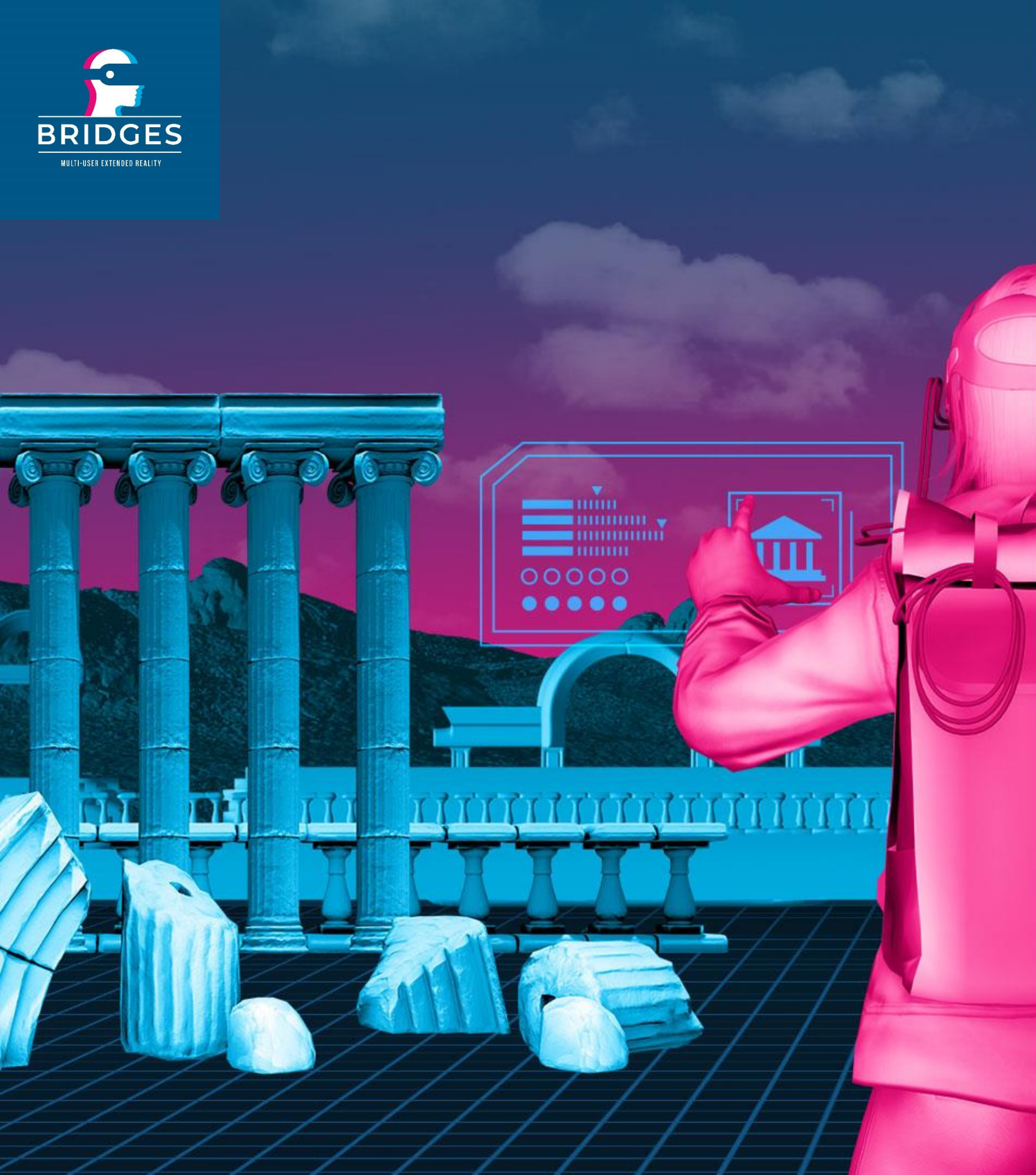
EXPLODEDVIEW




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A photograph of two individuals wearing VR headsets, set against a blue background. The person in the foreground is wearing a black VR headset and looking towards the right. The person in the background is also wearing a VR headset and looking towards the right. The text is overlaid in the center of the image.

**PRESENTING
CULTURAL HERITAGE
IN MULTI-USER VEs**



The image features two individuals wearing VR headsets, positioned in a blue-toned environment. The person on the left is wearing a dark VR headset and a light blue button-down shirt. The person on the right is wearing a white VR headset and a white t-shirt. The background is a solid blue color with some faint, abstract white line patterns in the corners. The text is centered over the image in a bold, white, sans-serif font with a slight glow effect.

PRESENTING CULTURAL CONTENT IN THE METAVERSE

