

IMPULSE

IMmersive digitisation: uPcycling cULTural heritage towards new reviving StratEgies

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

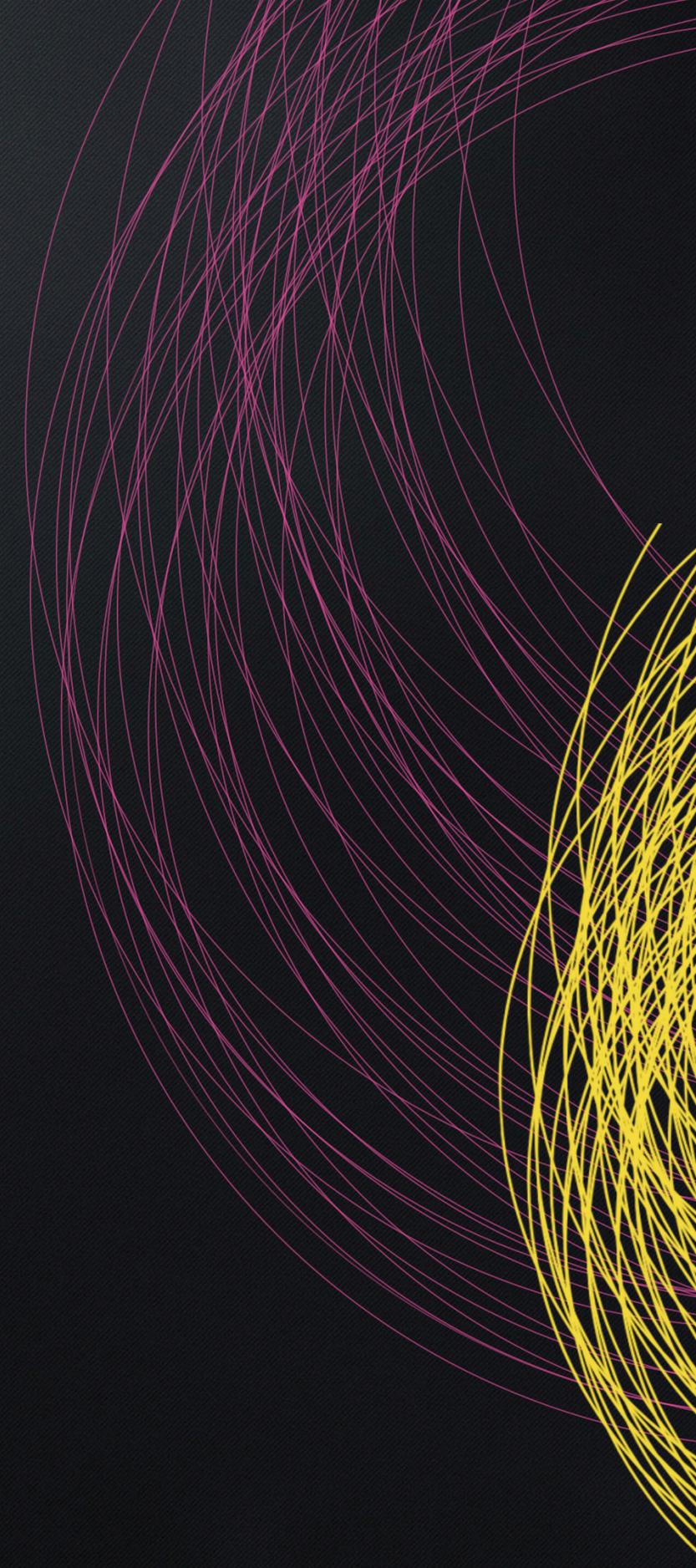
Żaneta Żegleń, Phd

Jagiellonian University
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)



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.



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

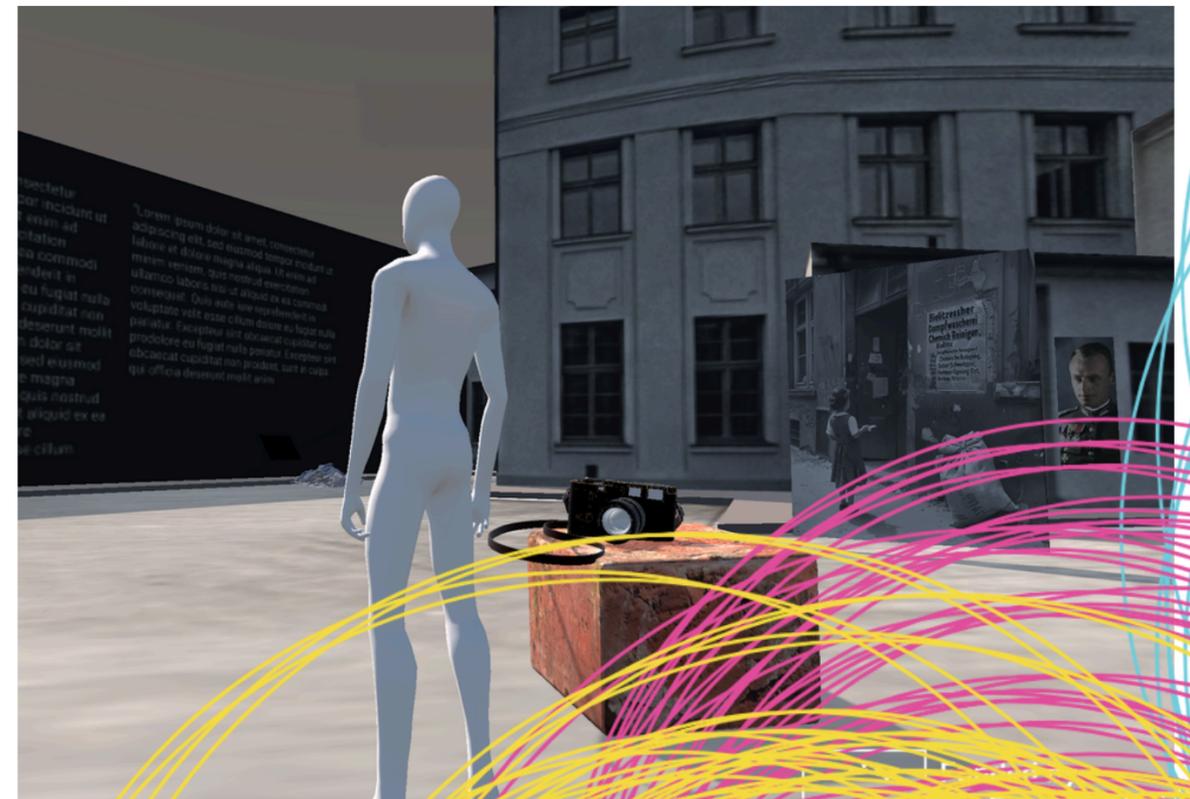
36 months

Researchers

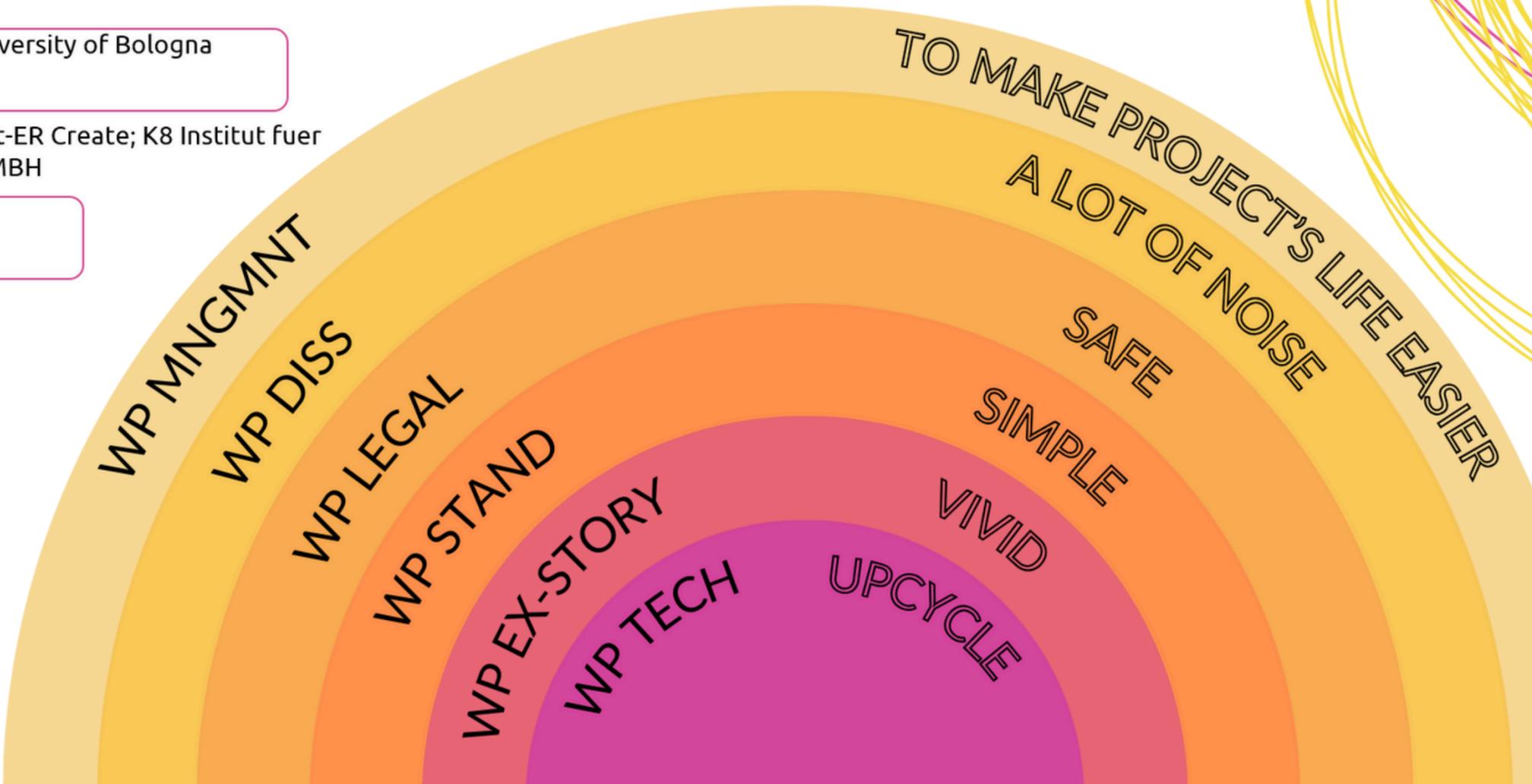
87 – total number

Budget

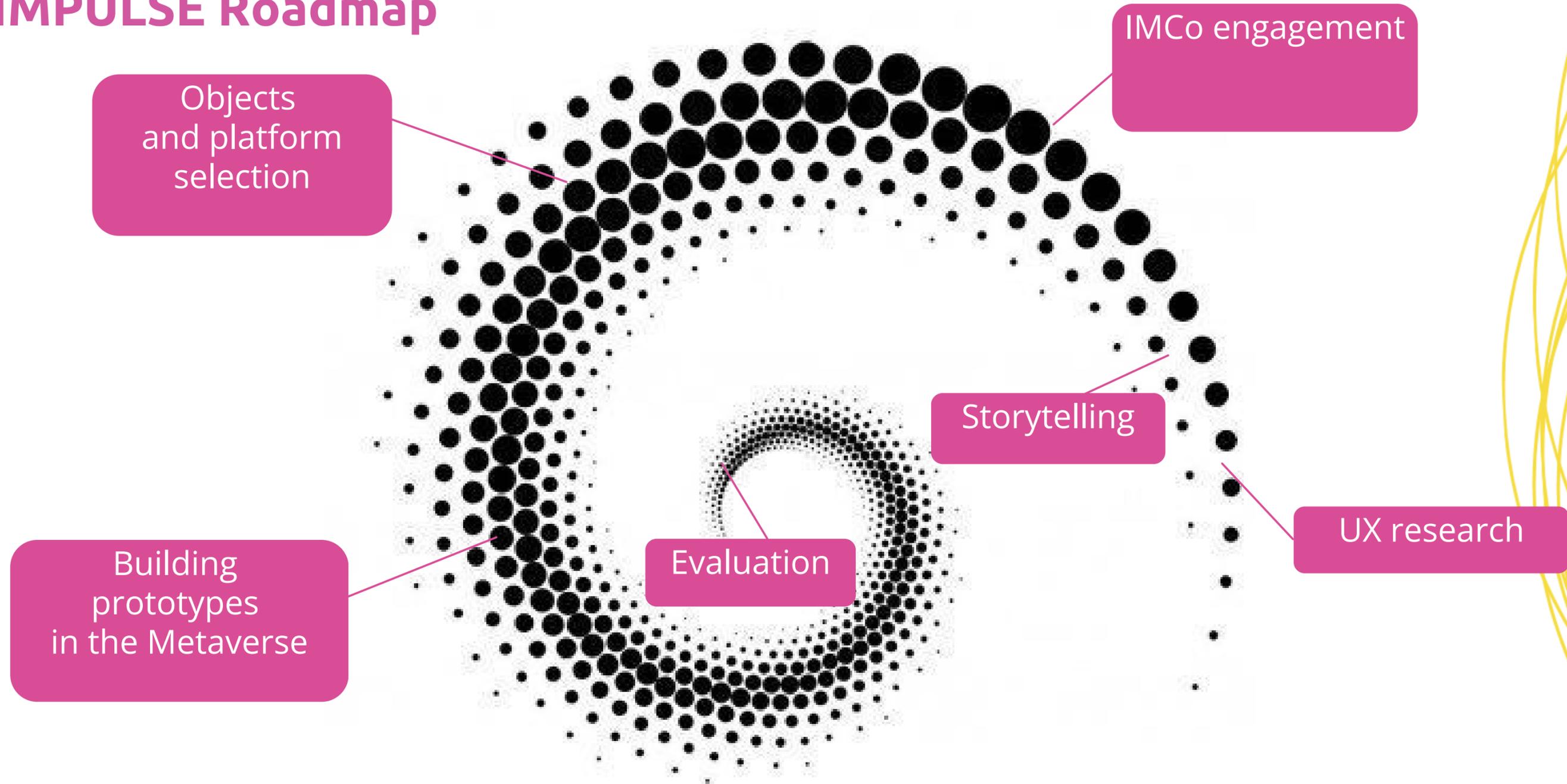
3 393 717,50 € – total



WP	Title	Partners
1	Extended storytelling towards vivid users experience (EX-STORY)	L-Università ta' Malta; Heritage Malta; Magna Žmien Foundation; Jagiellonian University
2	Immersive technologies for digital cultural heritage upcycle (TECH)	National and Kapodistrian University of Athens; ExplodedView; Film University Babelsberg Konrad Wolf
3	Standards simplification (STAND)	KU Leuven, Jagiellonian University
4	Legal safety (LEGAL)	Jagiellonian University; University of Bologna
5	Dissemination, communication and mentoring (DISS)	University of Bologna; Clust-ER Create; K8 Institut fuer strategische Aesthetik GGMBH
6	Project management (MNGMNT)	Jagiellonian University



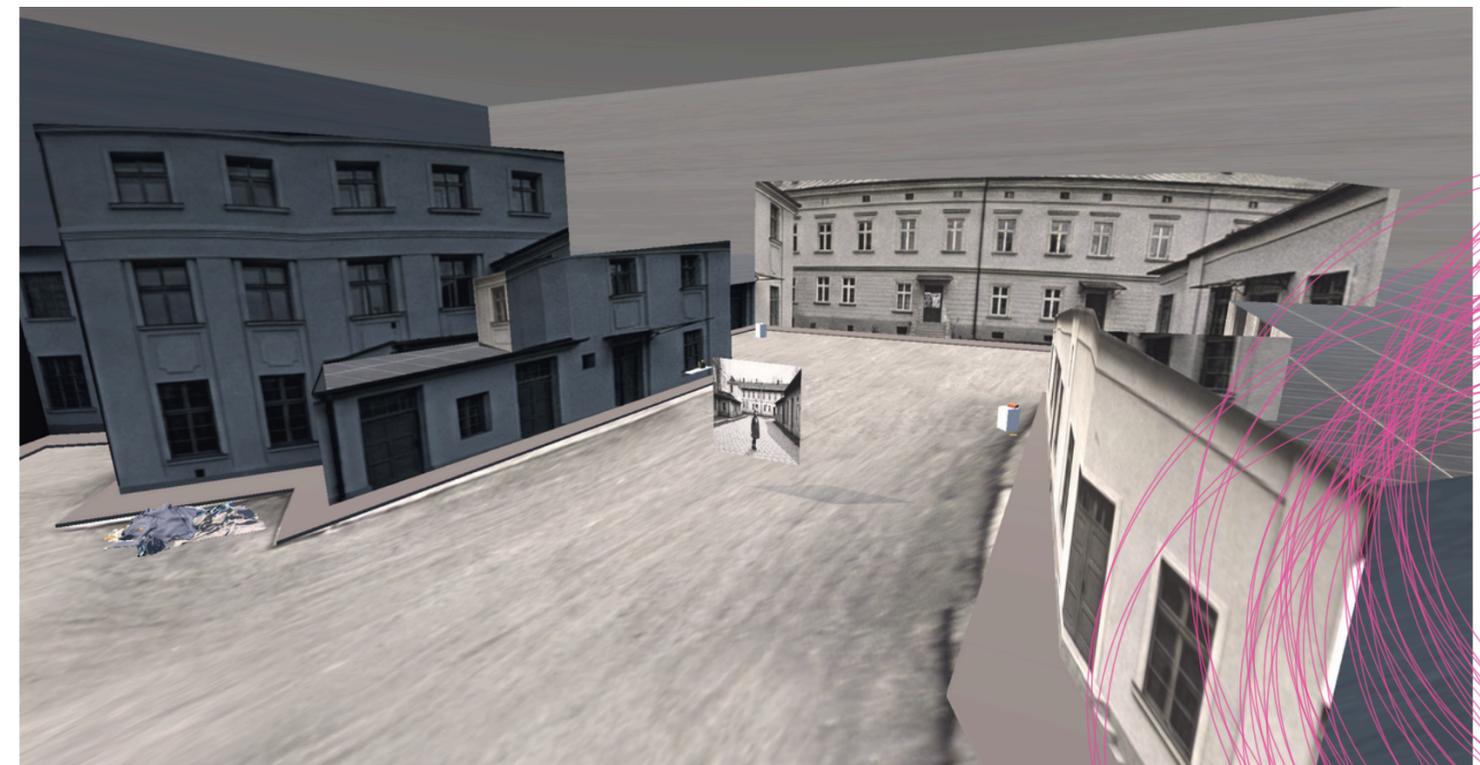
The IMPULSE Roadmap



Broader context

- Digitization of European cultural heritage as a key 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

to



The IMPULSE Community of Practice (IMCo)

IMCo is a place of knowledge and exchange to experiment and learn together with a community of experts and practitioners around digital cultural heritage and immersive technologies. By registering for the IMCo, you will get access to:

- An international community of 100+ people working on the topics of cultural heritage, immersive technologies, digitization practices & more
- A dedicated Discord Server with channels and digital spaces to share events, studies documents and materials related to the IMPULSE topics
- Invitations and access to IMPULSE hybrid events and online micro-events dedicated to various topics including the IMPULSE virtual world prototype



REGISTER HERE TO
JOIN THE IMCo!



Thank you for your attention!

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UNIVERSITÀ DI BOLOGNA



L-Università
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EXPLODEDVIEW

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W KRAKOWIE



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EXPLODEDVIEW



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