

Digital technologies and cultural heritage: engaging audiences in creative and innovative interactions

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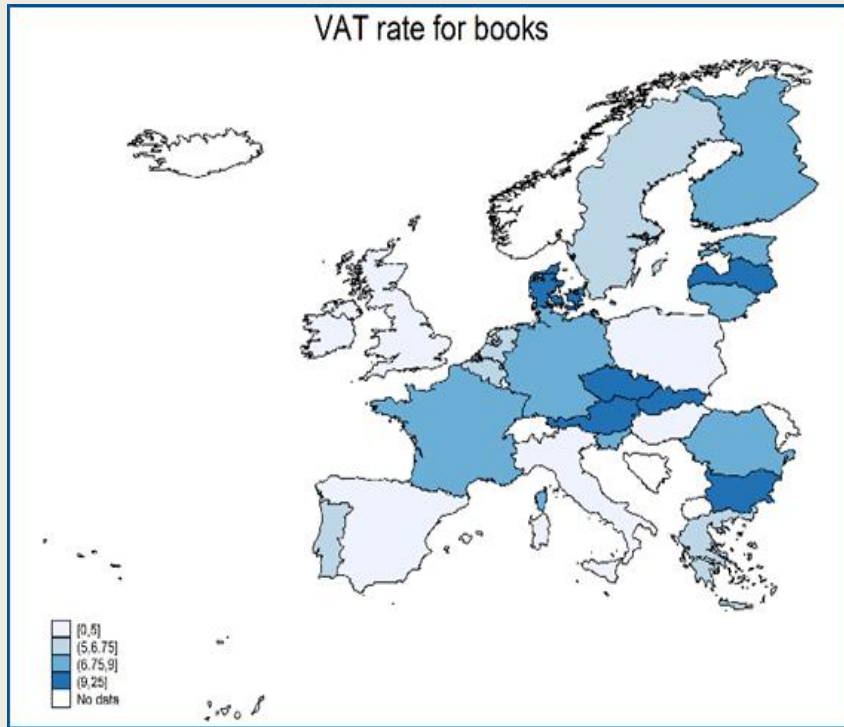


Participation: co-designing, creating and producing

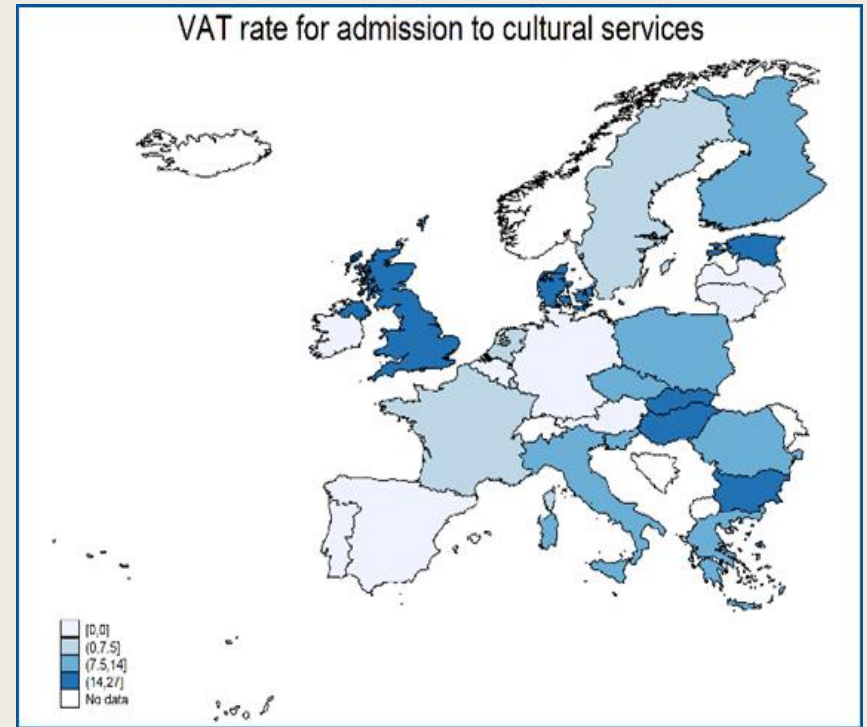


Incentives, Disincentives

VAT rate for books



VAT rate for admission to cultural services



Authenticity

fake

or

real ?



Craft skills in
new, digital
contexts



Communities

Identity,
Belonging

Celebrating
diversity

Dangers of
tribalism



virtual performances



Mandela27

[Click here to explore the Mandela27 Cultural Timeline](#)

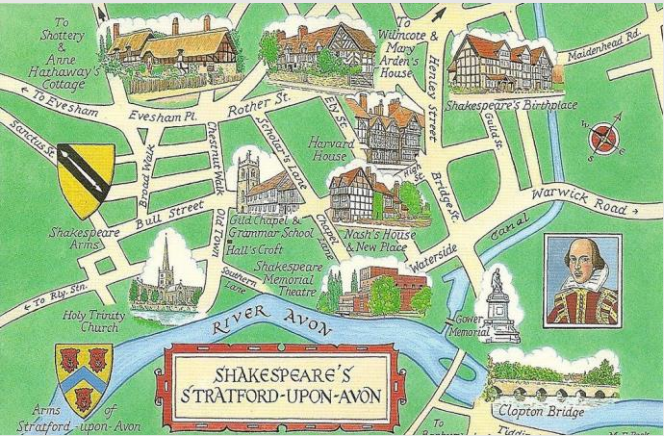
The screenshot shows the 'Mandela27' interface. At the top left, it says 'Mandela 27'. Below that is a 'FAVOURITES' section with a message: 'You have no favourites! Favourite an item by clicking the heart icon.' There is a 'SEARCH' input field. The main content area features a satellite view of Cape Town University, a world map with orange location pins, and a horizontal timeline of events. The visible events are: 'MALTA ACHIEVES INDEPENDENCE FROM UK' (1964), 'DAY OF AFFIRMATION SPEECH' (1968), 'ROBERT F. KENNEDY GIVES DAY OF AFFIRMATION SPEECH' (1968), and 'VIENNESE ACTIONISM GÜNTHER BRUS OTTO MUEHL' (1968). Each event has a small image and a brief description.



Lanchester Interactive Archive



Shakespeare Birthplace Trust Virtual Reality and Augmented Reality



REACH

Re-designing access to CH for a wider participation in preservation, (re)use and management of European culture

A 'social platform' for CH

www.reach-culture.eu

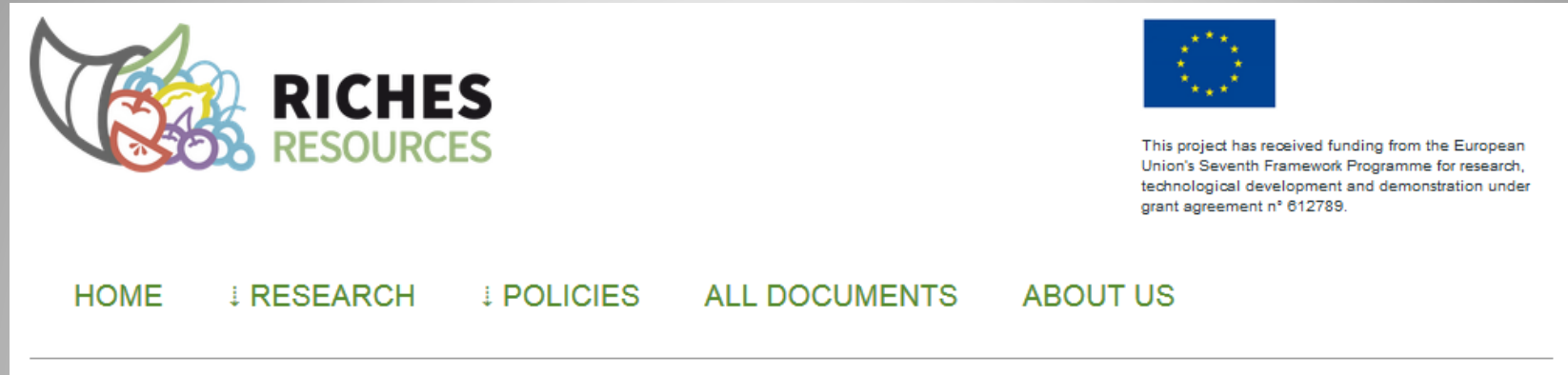
framework for Resilience

- **theoretically informed, methodologically rigorous, practically oriented**
- **network:** Partners/Associate Partners, individual organisations and projects participating in activities, with common research, cultural and policy interests
- **online portal:** tools for cooperative work, digital library of public resources, set of open data available for sharing and re-use
- **participatory models:** aimed at civic society - especially public bodies and authorities at all levels - inspiring a resilient, European CH

REACH Pilots

- small town's heritage
- institutional heritage
- rural heritage
- minority heritage

The RICHES Resources Website: resources.riches-project.eu



□ Research Resources

- Data and statistics
- Interactive showcase
- Co-creation guidelines
- Research deliverables
- The RICHES taxonomy
- Virtual performances

□ Policy Resources

- European, National and International CH policies
- Networking activities
- Policy Briefs
- Policy Seminars

□ DOCUMENT archive



Nov 2016 , Nov 2016



Taxonomy

LIVING HERITAGE

‘Living heritage’ is the dynamic side of Cultural Heritage: heritage which is continuously transformed, interpreted, shaped and transmitted from generation to generation. It also represents the participatory, co-creative dimension of Cultural Heritage, and is characterised by its transient, non-stationary, and hard-to-grasp qualities.

This concept is often assimilated to that of ‘intangible heritage’ or ‘living culture’, referring to cultural practices, representations, knowledge, and skills transmitted intergenerationally inside a cultural system. Though these terms are often used interchangeably, ‘living heritage’ is used to convey and stress the role of living generations in engaging with, defining, interpreting, changing, and co-creating the heritage transmitted from past generations.

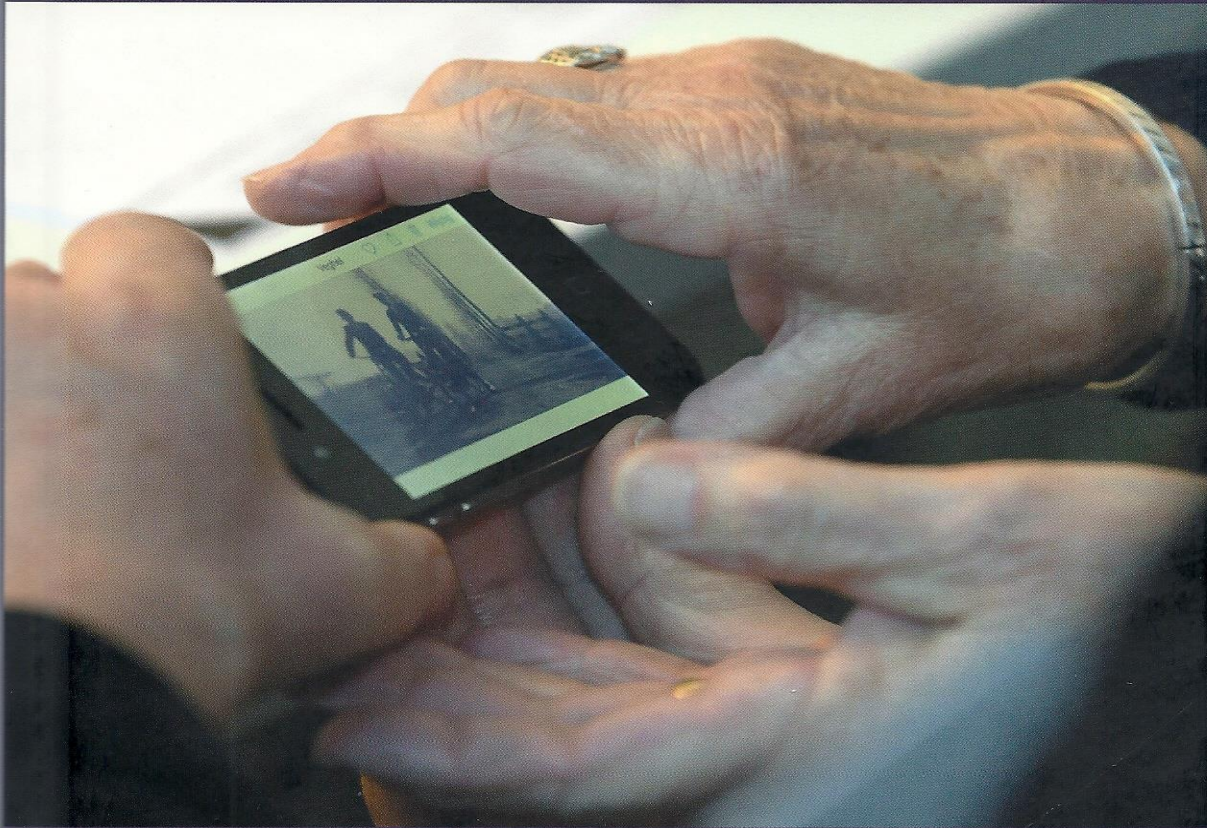
Karol Jan Borowiecki · Neil Forbes
Antonella Fresa *Editors*

Cultural Heritage in a Changing World



Cultural Heritage Communities

Technologies and Challenges



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Thanks!

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