

## CrossCult

Stimulating a change in the way European citizens grasp history thanks to the contribution of innovative ICT technologies



## INSPIRATION

Grasping History from a global perspective, taking different existing viewpoints on the same subject into account, rather than from a single perspective (your region, your city or your country) is a real challenge when it comes to helping citizens better understand their own history. The cross-checking of information in time and space, whether between nations, eras, or collections from one or more cultural heritage institutions (museums, historic buildings etc.), is therefore very important in order to be able to tackle and analyze points of view. This issue is addressed in the CrossCult project, coordinated by LIST and funded by the Horizon 2020 programme of the European Commission, where it won a call for projects dedicated to the theme of cultural heritage and European identities.

## INNOVATION

By combining numerous innovative technologies developed in the project consortium, involving LIST's expertise in terms of smart customized guidance and crowd management and computing, cultural data can be stored, cross-checked and analyzed. These will make it possible to interconnect previously collected information and develop appropriate mobile edutainment applications for tourists to whom customized and contextualized experiences will be offered. These solutions will be tested through 4 identified pilots that will take place in highly touristic places, such as the National Gallery in London (UK), the Archaeological Museum of Tripolis or the ancient theatre of Epidaurus (Greece), and directly outdoors in two European cities (Luxembourg and Malta). They could be used and placed on the market by private companies through a dedicated platform.

The solutions will be developed and deployed by involving all stakeholders (museums, financial authorities, researchers and visitors of touristic sites) on the basis of a living lab model. This innovative model, proven and used by LIST as part of its research work, gathers all players that are affected by the same problem to find solutions that are appropriate and validated by all parties.

## IMPACT

At the end of the CrossCult project, LIST and its partners aim to:

- implement an open technological platform allowing the creation of customized individual or group interactive experiences, dedicated to the field of culture and cultural heritage.
- sustain the living lab developed within the project so that all the results, innovations and technologies developed throughout the project can last beyond the close of the project.

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### Partners

University of Luxembourg (LU) , University of Vigo (ES) , University of Peloponnese (GR) , University College London (UK) , Institute of Digital Games, University of Malta (MT) , National Center for Scientific Research - CNRS (FR) , Technological Educational Institute of Athens (GR) , The National Gallery (UK) , GVAM Guías Interactivas (ES) , University of Padova (IT)

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