

News about the CreativeCH Project

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**CREATIVE COOPERATION IN
CULTURAL HERITAGE**
Newsletter N°4 - June 2013



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On the Footsteps of the Etruscans. Archaeological Itineraries in the Tuscany Countryside.

In order to promote two different areas of Tuscany with enormous touristic potential (the area of Maremma and the Etruscan area of Carmignano), and to attract more high-quality tourism, PIN Scrl will present two showcases through an innovative approach involving ancient music, food and other everyday aspects of life.

In the area of Maremma, a traveling exhibit will be organized over a period of three weekends during the Notti dell'Archeologia, and an ancient Etruscan cart, reconstructed specifically for the event, will be used to retrace one of the main commercial routes of ancient times.

In addition to that, the Etruscan area of Carmignano will be promoted with technological devices. The signs along the selected itineraries will be equipped with QR code, and an app for smartphones will be developed to support visitors during their visit to the Park.

[Read more](#)



INTERNATIONALISATION AND LOCALIZATION OF DIGITAL CULTURAL HERITAGE



The workshop on Internationalization and localization of digital cultural heritage was organized as a session of EVA Florence 2013, a conference on Electronic Imaging and the Visual Arts, in Florence Italy by the local partner PIN.

Mike Spearman of CMC Associates from Edinburgh UK opened the session with a presentation entitled Heritage & Creative Industries: Working together through new technologies. He was followed by **Daniel Pletinckx**, co-founder of Visual Dimension, a SME specializing in digital heritage from Oudenaarde in Belgium.

Maria Teresa Natale, coordinator of the APPasseggio project based in Rome, and representative of MIBAC-ICCU (Ministero per I Beni e le Attività Culturali – Istituto Centrale per il Catalogo Unico), presented the application developed by her association to promote “slow” cultural tourism and itineraries through the use of innovative technologies. Lastly, the conference organizers connected via Skype to **Jez Collins** from the Birmingham Centre for Media and Cultural Research, Birmingham School of Media Faculty of Performance, Media & English, who won the

CHIEF Award.

[Read more](#)

CARMIGNANO TB APP NOW AVAILABLE FOR DOWNLOAD FROM ITUNES!

Carmignano tb v1.1 is first app in our tourbook series, developed as an aid to promote our local showcase. It is available for download from the iTunes app store and is compatible with iPhone, iPod touch and iPad.



[Read more](#)

MNACTEC LAUNCHES EGAREC, A VIDEO CONTEST

Museu de la Ciència i de la Tècnica de Catalunya (mNACTEC) is launching **EGAREC**, a local video competition to produce videos on the most important touristic attractions of Terrassa.

Participants have a chance to create a short video (1 minute max.) captured with any device (smartphone, tablet, camera...) about these places of touristic interest and win attractive prizes:

First award: Flying in a hot air balloon,
 Second award: Flying in a wind tunnel,
 Special award (for schools): a school visit to mNACTEC,
 Audience award: Gopro Hero3 camera.

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INDUSTRIAL CULTURAL TOURISM

The fourth workshop promoted under the framework of the CreativeCH project, that was hosted by Museu de la Ciència i de la Tècnica de Catalunya (mNACTEC) on Friday 10th May 2013 in Terrassa.

The workshop took place during the Fira Modernista (Nouveau Fair), a colorful and interesting attraction where visitors had the opportunity to make a trip back in time and relive Terrassa 100 years ago.

According to the organisers, the workshop was a way to encourage reflection on

key aspects of cultural tourism, with an emphasis on industrial tourism. The agenda was designed to share information and to engage in facilitated discussions among attendees and expert speakers.

The conclusions achieved through the workshop and summed up by Carme Prats, who closed the session, are available on the project website.

[Read more](#)

NEXT WORKSHOP

Business models for creative cooperation.

October 2013.

The workshop will focus on the opportunities and challenges in the revitalization and communication of industrial heritage sites. Revitalization involves adapted new uses of such sites often in the form of facilities for cultural organisations (museums, galleries, etc.) or work spaces for creative industry businesses.

Venue and date to be announced soon.

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