

PRESS RELEASE

Inspiring conference takes SmartCulture to the next level

20 June 2014, Lille

How do we access culture? How do we ensure that culture is at the heart of everyday experiences for all? How does the use of innovative digital technology meet these needs while also addressing the current challenges society faces such as health and well being or economic development?

In order to address these questions a team of 13 European partners are investigating, developing and supporting the links between economy, heritage, technology, research, industry, policy and civil society in a project that has just held it's mid-term conference.

The European project *SmartCulture*, aims to foster these cross-sectoral and interregional collaborations and spark the creation of innovative digital applications aimed at actively involving the wide public in cultural resources. A conference on 11 June in Brussels brought together a wide variety of key-figures in the digital cultural field from various European regions to discuss their experiences and visions for a smartculture future.

Acknowledging the economic and social needs of citizens' active involvement in the every-day cultural life, the SmartCulture project, stimulates the creation and use of new technologies to enable, on the one hand, the cultural heritage organisations to unlock their collections to a wide public, and on the other hand to enrich Cultural Heritage from people's own capital and participation.

The project does this by encouraging collaborations between sectors (policy, business, culture, research) and regions. Digital technologies will enable these relationships to not only provide an opportunity to open up the hidden social and economic potential of heritage and cultural collections, but will also impact on the quality life of culturally diverse citizens.

This cross fertilization will lead to new opportunities and good practices models through innovative digital access to cultural resources and digital cultural mediation.

At the *SmartCulture* Conference on 11 June cultural and ICT professionals, businesses, researchers and public officials from across Europe shared and discussed visions, experiences and opportunities with regards to smart applications for cultural collections. The conference presented the research and analyses conducted in the SmartCulture project to date and offered networking opportunities for stakeholders from the different sectors and regions, aspiring promoting the creation of new collaborations and concepts.

SmartCulture is a 3-year project is focused on developing sustainable access and participation in cultural heritage through new technologies in a wide and diverse range of methods, application and processes. Funded by the European Union's Seventh Framework Programme for Research and Technological Development – Capacities, *SmartCulture* was approved by the European Commission under the theme Regions of Knowledge and launched in December 2012. Addressed to transnational cooperation between regional research-driven clusters, this program aims at bringing together the



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SMART CULTURE

knowledge and resources of 13 EU partners. They are drawn from 8 different EU countries and a diverse range of organizations such as universities, research centers, regional authorities and SMEs forming 8 regional triple helix clusters.

Partners are:

- EuraTechnologies (EUP) (project coordinator)
- Asociación Madrid Plataforma Audiovisual (MAC)
- Asociación Cluster del Sector Audiovisual de Euskadi – (EIKEN)
- The University of Birmingham (UoB)
- Comune di Siena (SIENA)
- Sofia Development Association (SDA)
- Gemeente Eindhoven (Eindhoven)
- Region Midtjylland (MIDT)
- Libera Università di Lingue e Comunicazione IULM (IULM)
- Sofiiski Universitet Sveti Kliment Ohridski (SU-NIS)
- Design Cooperatie Brainport UA (DCB)
- Aarhus Universitet (UoA)
- Randers Kommune (MMEx)

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