Project Description

Responding to the priorities established by the Public Notice "Business makes Culture" and to the requirements that emerged during the analysis of the economic and cultural context, the project "Journey beyond Borders: Tradition and Technology" intends to enhance the territory of the Municipality of Poggio San Lorenzo, a stage of the Way of St. Francis and falling in the systems of enhancement of regional cultural heritage, the Paths of Spirituality (*i Cammini della Spiritualità*).

The purpose is to unite three areas that until now in the province of Rieti have always walked separately: cultural heritage, business and new technologies.

The union will be implemented with the design and testing of an **innovative model of "cultural enhancement and responsible local development"**, which through the development of immersive experiences and the production of augmented content (textual and audiovisual) will rediscover and revive the territory and its identity and accelerate the development and internationalization of the same.

The model will be articulated in two areas: the valorization of the territory and the responsible local development. Specifically, the area of **valorization of the territory** will be articulated in eight different "**paths of knowledge**": cultural-historical, sociological, religious, agronomic, enogastronomic, naturalistic, faunistic, international. The recipients will be able to use this part of the model through the website, the app and the virtual and augmented reality devices, they will be able to know different contents of the place they are visiting and at the same time leave their comments and perceptions. It will thus be possible through stories and narrations to leave evidence of a history, a culture, a heritage that must be handed down.

The area of **responsible local development** will be made up of **organizational modules** that will allow local businesses to rethink themselves and work in the right way with a view to continuous improvement both within the structure itself and externally towards the entire local community. It is about providing entrepreneurs and owners/managers of cultural places with a system of rules that will allow them to make productive choices, to access funding opportunities, to draw up a sustainable business plan and to adopt a marketing strategy to make themselves known among internal and external stakeholders.

To develop this innovative model, the Eko Group will involve **consultants as well as national and international organizations** that will contribute to finding ideas and information and make them accessible to all, to writing the texts of multimedia content that will be used through the website, app, platform, virtual and augmented reality tools, to translating the content into the language and help build networks as well as national and international collaborations.

Highly innovative technological infrastructures will be used that present different degrees of immersiveness and involvement, and well suited to convey content of a different nature: cultural, entertaining, informative, popular:

▪ Two **Virtual Reality experiences**, one on the historical excursus of the country from Roman times to today, and the other on the evolution of the production of extra virgin olive oil. Wearing the visor, the recipients will have the feeling of being immersed "in the places of culture" that they are seeing, thus having a privileged point of view and an important physical involvement. For the type of experiences proposed, the device used will be the Oculus Go, standalone visor that provides an excellent level of performance and ease of use and management. Without the need to connect it to a PC or a smartphone, the Oculus Go will

simply be worn and activated with a very intuitive user interaction even for the first use thanks to the controller;

- Two **Augmented Reality experiences**, one will take place within the premises provided by the Municipality and will concern the history of the village of Poggio San Lorenzo (for example, how life in the village took place, what were the ancient crafts). Thanks to this technology it will be possible to superimpose digital elements on the real physical space, thus activating audio/video experiences and visualizing 3D elements modeled and animated on purpose. This technology will allow the fruition by more users at a time and will adapt to the interaction also in key gamification. The devices used will be tablets and smartphones of the latest generation;

- The **website** will be the hardware structure, fundamental and decisive in the development of this project, accessible by everyone through the Internet and containing illustrative information about the project (objectives, activities, learning environments). It will be developed on LAMP platform, that is Linux operating system, Apache web server, MySQL relational database and Php programming language. From the various pages of the site it will be possible to verify the conformity to the accessibility standards (XHTML 1.0 Transitional and W3C);

- The **management platform** will be an asynchronous platform that will be accessed through registration and authentication by the administrator of the system (in fact only registered users can access it). It will be a virtual place where users can use and experiment with models, reflect, exchange ideas and rethink. All users, especially young people, entrepreneurs and managers/owners of cultural places will be able to get involved, update and enrich their skills, thus creating communities of practice aimed at creating innovative ideas to deepen and develop. The complete content management is made possible by the system administration, precisely by the CMS (content management system), through which it is possible to affect the duration and intensity of the stay on the network, the structure of the page, etc.; the CMS will be the set of tools necessary to manage and monitor the entire system (updating of content, data control, response to FAQ, interaction with users). It can be accessed through a reserved area only by those qualified and recognized as "administrators", i.e. those responsible for the IT management of the service.

- The **app** will allow, after the log in, to use, in Italian and English, the augmentative, informative and popular contents of the cultural heritage of the Municipality of Poggio San Lorenzo. During the ICT phase, the structure will be designed, but it must indispensably contain sections in which users will deepen certain issues and find food for thought, virtual spaces for sharing and exchange of views, pages will be returned to the recipients textual and audiovisual contributions aimed at deepening the culture and entrepreneurship of the places identified, the tools that will connect all users.

RECIPIENTS:

The "travelers" who will benefit from the products developed with this project, even after the end of the same, can be distinguished in the following different categories:

a. Tourists, Italian citizens living abroad and pilgrims, who will be offered the opportunity to discover the territory in the most innovative and captivating way;

b. The residents, young and old, who will be sensitized to contribute to the responsible local development and will benefit from an improvement in the quality of their lives in socio-cultural terms and will contribute to safeguard the cultural value through techniques and interventions for knowledge such as storytelling, film languages;

c. The private local infrastructures (tourist, agricultural, cultural, receptive, …) that will adopt the model, especially the area of responsible local development, undertaking a path of internal rethinking aimed at improving as organization and increasing the local economy;

d. National and international public and private structures, investors and policy makers, called upon to bring capital and resources to the area (such as Foundations, Research Centers, Local Authorities, Agencies for the enhancement of the territory, Superintendencies, German Chamber of Commerce, Italian Institutes abroad ...).

GOALS:

The general goals of the project are:
- To promote in time (present and future) and space (local, national and international) the rediscovery of the local cultural heritage through the creation of an innovative model called to enhance and defend the peculiarities of Made in Italy;
- Implement a virtuous process of sharing know-how, management and marketing aimed at developing business and enhance local realities to become territorial excellence at national and international level, thanks to the adoption of the model of responsible local development.

The specific goals are:
- To develop immersive knowledge and communication methods:
  o Computer simulation of a real-world situation with which the human individual can interact, sometimes by means of interfaces such as goggles and helmets on which the scene is represented and sounds are reproduced:
    1. The user will be able to immerse himself in the reconstruction of ancient environments, observe the stratification that has taken place over the years of buildings and walls, retracing the history of Poggio San Lorenzo from a privileged point of view. He will be able to witness the historical changes that have taken place up to the present day, and finally see the village as it is today.
    Ancient Salt Road (Pelasgian period - 500 years BC), Walls built in the second century AD, Stage of the Way of St. Francis (1200), Orsini Castle (1498), Poggio San Lorenzo today.
    2. This experience will focus instead on the methods of harvesting and processing of olive oil from Roman times to the present day. A journey through history to experience one of the most fascinating activities.
    Harvesting in Roman times, Transport in medieval times, Pressing in 1900 (steam), Conservation in the present day.
  o Enhancing the local reality with new content, blurring the boundaries between real and digital;

- Design the model of cultural enhancement and local development in order to:
  o Highlight the following dimensions of local heritage: cultural-historical, sociological, religious, agronomic, enogastronomic, naturalistic and faunistic;
  o Define an organizational model that through a control and a remodeling of the mission, objectives, programs of local companies allows to start actions of internal improvement, optimization of resources and processes that allow to increase the potential impact on businesses, improve national and international networks, establish collaborative relationships with stakeholders. The purpose is characterized by the desire to deepen the knowledge of their respective realities, stimulate the enhancement and accessibility of the area and raise the number of workplaces of young people increasingly professionalized, hired to deal with the documental and technological management of the new model of enhancement and use, and to disseminate the knowledge gained.