



Artcast4D Project - Horizon Europe
www.artcast4d.eu

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101061163. This communication reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.



Artcast 4D: Unleashing creativity!

Advances in **immersive technologies** represent an important driver for the “experience economy,” enhancing breadth, depth and intensity of artistic performances or the visitors’ experience at arts and cultural institutions, ultimately contributing to the competitive advantage to the EU industry.

Yet, advanced immersive solutions are usually neither readily available nor broadly accessible, as they require specific developments hardly supported by institutions, confined into laboratories, limited in the immersive experience they offer to the users.



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There is a need to create a global framework for Cultural Creativity, by designing and developing efficient, cost-effective software and hardware (projectors, computers, cameras, and detectors), multi-user, multi-site, multi-platform non-invasive immersive and interactive users' experiences.

A relevant step forward can be due to the exploitation of large interactive virtual reality theatres in public spaces, where citizens can experience both media companies' products and creatives' artefacts.

In such public spaces citizens can interact with the application even in connection with other citizens located in public spaces pertaining different countries and cultures.

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Artcast 4D: Unleashing creativity!

Artcast4D: Unleashing creativity! is a Research and Innovation Action, funded by the European Commission under the **Horizon Europe funding Programme**, that aims to design, develop, and test a global framework for Cultural Creative Industries in Europe for producing efficient, cost-effective software and hardware, multi-user, multi-site, multi-platform non-invasive immersive and interactive users' experiences.

Artcast4D aims to approach culture as an emotionally engaging “**communicative experience**” in public spaces, to test its potential on 4 different pilots and 4 different scenarios. Pilots will showcase the potential of immersive experiences to boost CCI as a driver of innovation and competitiveness using impact assessment and measurement techniques.

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Objectives

The interactive immersive production field is heterogeneous and made up of several organisations, companies and independents that work with a variety of software and hardware solutions, for the most part in museums and curatorial cultural contexts.

Objective 1: is to produce a global framework for European Cultural Creative Industries for designing and developing efficient, cost-effective, multi-site, multi-platform non-invasive immersive and interactive users' experiences designed as global social sculptures (Artcast4D).

Objective 2: aim at providing advanced understanding and global business solutions on Artcast4D setups to enhance both bottom-line performance and social impact of small and medium-sized cultural heritage sites and arts centres. Thanks to the high versatility and the easy tuning of the envisioned platform, a time-sharing approach enabling multiple communication experiences within a day will be promoted (e.g. with educational contents in the morning, scientific or cultural grounds in the afternoon, artistic propositions at night).

Objective 3: to set a reference open innovation environment with a robust commercialisation plan that largely supports the adoption, deployment and upscaling of immersive and interactive technologies by the creative communities throughout Europe.

Objective 4: to technically and financially promote the implementation of the technology outside the cultural institutions – in the heart of the city or in more remote places – for educational, informational, entertaining, or marketing purposes, bringing together creative actors and industrial partners with civil society and public stakeholders.

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Pilot implementations

Pilot 1: Citizens Engagement (Issy-les-Moulineaux, France) Initial workshops with citizens will be within the context of Issy's unique museum, the Museum of Playing Cards, with a very rich historical and contemporary collection of this particular cultural heritage. A number of workshops with youth (ages 15 to 18) and adults will take place in the Museum itself with the theme of going from past to present and co-conceive arty games with creatives on the different topics of the museum. Further workshops will be held in the new media arts centre in the "Coeur de Ville". The goal is to collectively imagine and define a given interactive 2D/3D environment with artists.

Pilot 2: Art in Public Spaces (Hounslow, UK) The pilot is designed to test and demonstrate the capabilities & creative potential of Artcast4D by commissioning artists/designers to use the technology in producing their own new creative works. Over a 2-year period, WATER will curate 5 separate commissions which demonstrate different potential uses of the technology. The presentations of these new commissions will, in some cases, be event-based; others will be installations which can be presented over several months and seen by thousands of people. The creatives commissioned will be from Europe and the UK.

Pilot 3: Innovation in Art and Experience (Valencia, Spain) Being one of six main sites of IVC, Espai LaGranja is a resource and meditation centre for dance and movement arts that is dedicated to supporting and exploring new ways of cultural creation, experimentation, and disruption, as well as to training professionals in the field. By prioritizing the integration of arts and technologies in the work agenda, Espai LaGranja will introduce Artcast4D as an innovative technological solution to the local dance arts community and test how this solution can support artistic innovation in contemporary dance and improve viewing experience of citizens, therefore creating more market opportunities for local contemporary dancing groups and artists.

Pilot 4: Wisdom Tourism (Athens, Greece) The Pilot is pioneering a new museological methodology, internationally: Interactive Immersive Wisdom. It will pose eternal Moral Dilemmas, presented to viewers immersively using the IdeoVisual© methodology for displaying abstractions (values and ideas), where the viewers will be invited to vote, interactively, on the dilemmas. The Immersive Wisdom exhibit will be set outdoors, Artcast4D technology, by Aristotle's monumental 2400-year-old Peripatetic School in Athens.

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Artcast 4D: Unleashing creativity! - Team

Artcast4D: Unleashing creativity! Artcast4D has been funded by under Grant Agreement 101061163. The Consortium is coordinated by Politecnico di Milano and brings together 10 domain-skilled partners from 7 European Countries, merging research, technological, creative and cultural background.

- POLITECNICO DI MILANO (IT)
- FONDAZIONE POLITECNICO DI MILANO (IT)
- EXUS (GR)
- MD LITE (FR)
- THE BATTLEGROUND (BE)
- UNIVERSITE PARIS-SANCLAY (FR)
- CERTH (GR)
- CULTURALINK (SP)
- SOCIETE D'ECONOMIE MIXTE ISSY-MEDIA (FR)
- WATERMANS* (UK)
- IFAAR* (CH)

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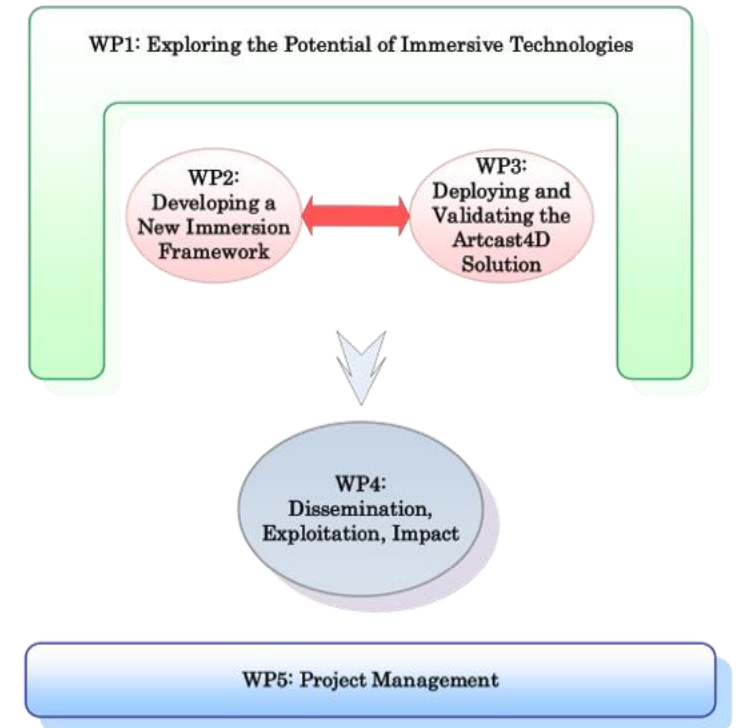
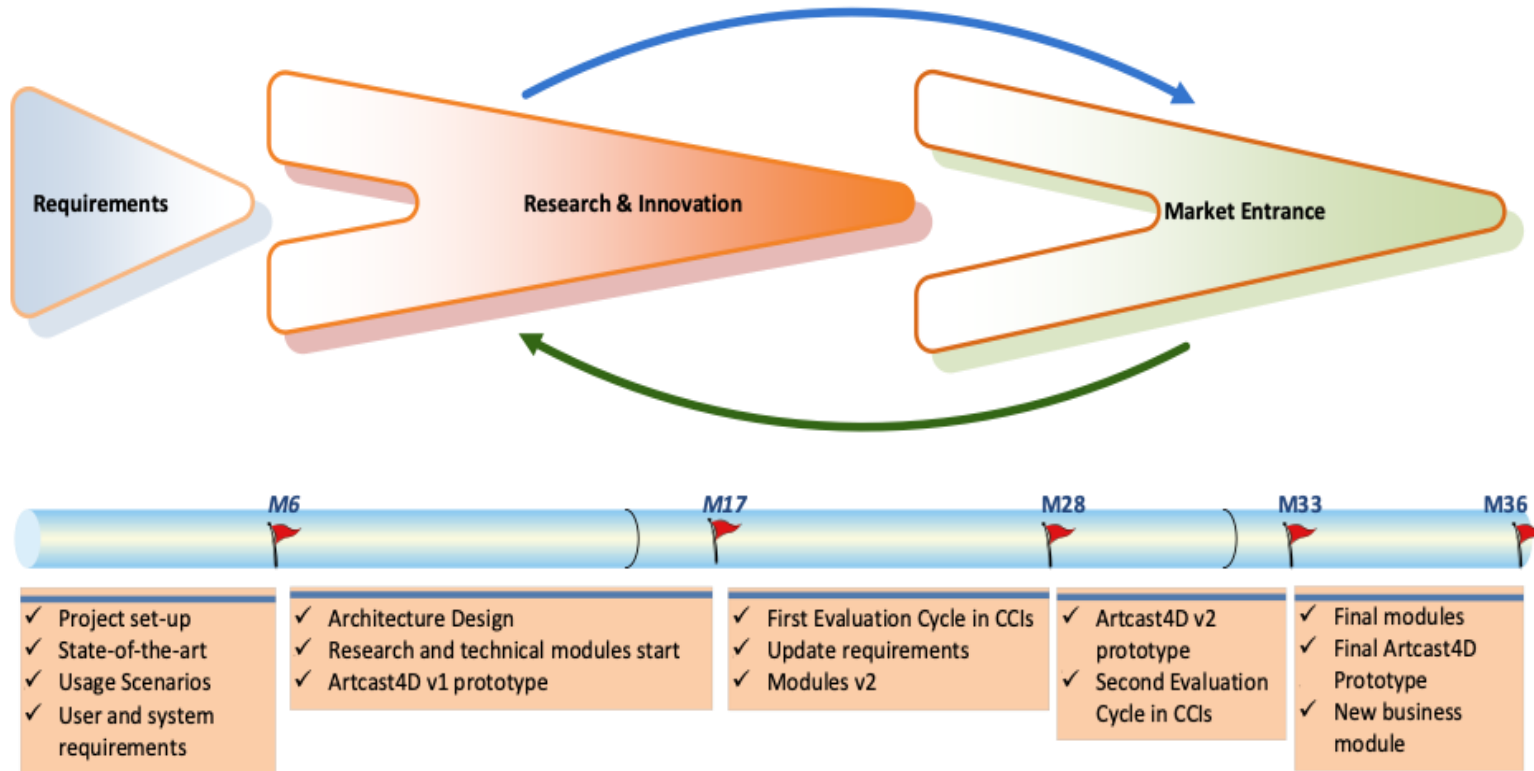
Quick overview on the key activities

WP	Work Package Title	Lead Name
1	Exploring the Potential of Immersive Technologies	UPS
2	Developing a New Immersion Framework	MDL
3	Deploying and Validating the New Technology	CERTH
4	Outreach, Exploitation, Impact	TBG
5	Project Management	POLIMI

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The development process



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