



Apheleia Ἀφέλεια

Humanities International Association
for Cultural Integrated
Landscape Management

DIGITAL STORYTELLING AS INTERPRETATION TOOL OF CULTURAL HERITAGE

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IMAGINATION AND CULTURAL LANDSCAPES INNOVATION

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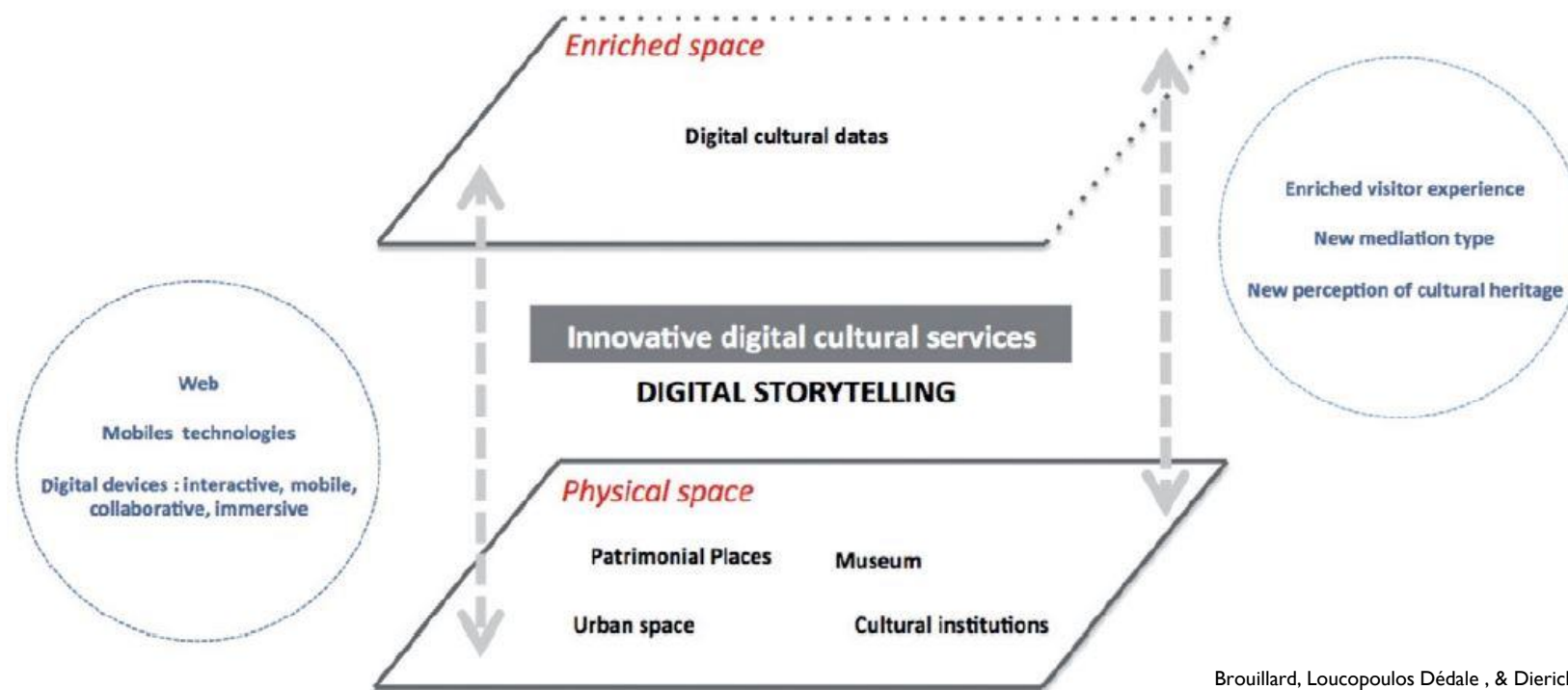
“WE WANT STORIES. WE LOVE STORIES. STORIES KEEP US ALIVE”

JOE LAMBERT

- **Stories** are essential to many museums, exhibitions, different types of guided tours, used as a dissemination strategy of integrated cultural heritage, for enrichment and promotion of the cultural knowledge
- They can be determined by important **events in life, emotionally charged** and **personally** meaningful, honor the **memory** of specific people and places, revolved around a main **character** or subject
- Rapid development of **interactive digital media** which expands the ways of telling the stories
- Storytelling is **co-creative** and **interactive**, a medium that allows the **sharing** of information with an audience

DIFFERENT WAY TO SHARE EXPERIENCE

- Stories can be recorded and disseminated through a **multitude of immersive techniques** combined with visual and spoken communication, supported by **various types of multimedia**
- Digital technology has offered the opportunity to bring **experiences** to a wider audience
- Experiences are interactive, engaging and educational / **mobile, multimedia and immersive**



TECHNOLOGY ENHANCED TOURISM EXPERIENCE

- Integrated understanding of experiences by combining the elements of **experiences, co-creation and technology**
- Technology becomes the key element and essence of an innovative contemporary tourism experience
- Contemporary tourists are prone to experiencing, interactivity, personalization and engagement, in **buying the stories** behind the product



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LIMITS AND MAIN CHALLENGES?

- Technological solutions might be too much expensive
- Availability across many different devices and operating systems – quality issue
- Tourist experience may never be fully replicable in virtual reality
- Acceptance of VR substitute and the perception of the authenticity



DIGITAL IMAGERY AND CULTURAL HERITAGE

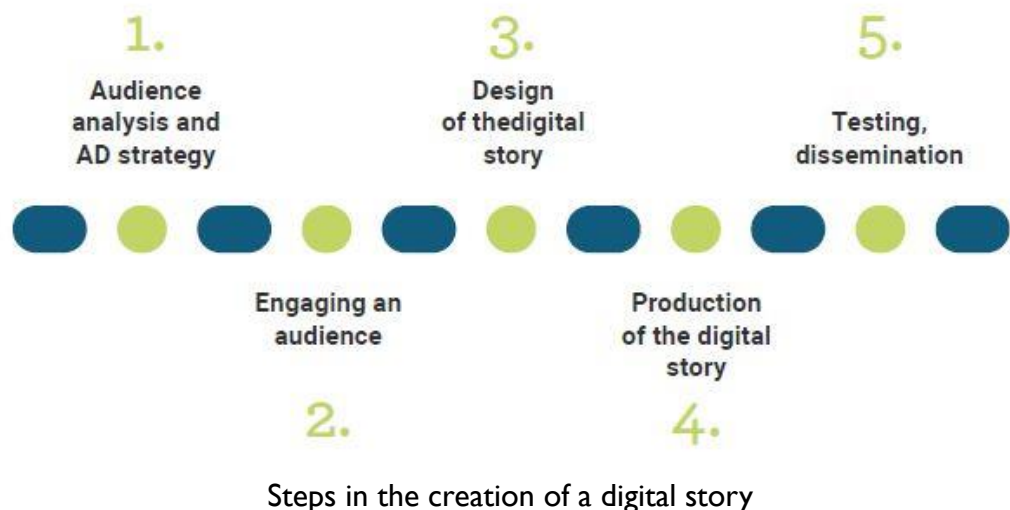
- Storytelling-driven projects have been developed around **augmented and virtual reality systems**, carried out in museum exhibitions and on cultural heritage sites with an aim to transmit the history of a place
- Opportunity to redesign heritage mediation :
 - **attract** the public and establish a link with the future visitor
 - provide the necessary elements to the visit preparation
 - strengthen relationships with continuous exchanges, collect opinions and feedback
 - enable the visitor **to immerse** himself/herself in contents
 - **personalize** the visit making it participatory and playful - to enrich and extend it
 - explain, complete, and make understandable a topic
 - EU funding support



©<https://www.thedreamx.com/tourism>

DISTORY– DIGITAL STORIES OF SMALL HISTORIC TOWNS

- Project's aim is to improve the **digital attractiveness of cultural heritage** and to promote interaction with new digital audience in small historic towns, by using the ICTs potential and “digital Story” concept in heritage interpretation
- Three small historic towns: Radovljica in Slovenia, Fermo in Italy and Topola in Serbia
- Familiarization of museum workers with the **potential of digital technologies** as means of **communication with the public**
- Collaboration with **local community** that can contribute to the interpretation of the local heritage by **sharing their stories**, opinions and experience

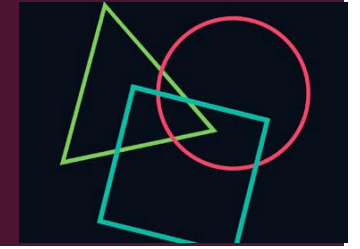


Character - led story



- Radovljica - storyteller is Anton Tomaž Linhart, Slovenian dramatist and the father of Slovenian theatre
- Fermo's 17th century cultural atmosphere is narrated by the Queen Christina of Sweden
- Topola - King Peter I, from Karadjordjevic dynasty

MOBILE APP AND COLLABORATIVE WEB PLATFORM



- Map with “hotspots”, walk to discover its hidden layers of the town
- Additional multimedia content: general information, images, quizzes, 2D or 3D reconstructions of historical figures, creation of app for iOS and Android devices
- AR layer, 360° view of the Old Town houses in Radovljica, Virtual reality tour of the Fermo museum
- Collaborative web platform is produced presenting personal stories through short video interviews <https://distory.io/>
- Digital storytelling approach in the interpretation of the cultural heritage of three historic small towns has shown effectiveness in the relation with the audience





THANK YOU FOR YOUR ATTENTION

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