

What is TAG CLOUD?



TAG CLOUD is a European project co-funded by the 7th Framework Programme of the European Commission. It

is a three years project started in February 2013. The project aims at **generating lifelong engagement with cultural heritage** through personalization, augmented reality and storytelling technologies based in the cloud. TAG CLOUD aims at **increasing the active participation of general public** in cultural events and experiences, by inviting them to become active participants or their cultural experiences; by contributing with new content and opinions, as well as sharing information with other people and heritage institutions, before, during and after the visit.

TAG CLOUD Partners



www.tagcloudproject.eu

facebook.com/TagCloudProject

[@TagCloudProject](https://twitter.com/TagCloudProject)

What is COOLTURA by TAG CLOUD?



COOLTURA is the digital solution developed by the TAG CLOUD project. **The COOLTURA Platform** enables management of digital content and Apps. **The COOLTURA App** aims at enhancing the visitor experience with cultural heritage:

- Cooltura provides personalised recommendations according to your likes and interests,
- Cooltura allows you to interact with culture on site using QR-codes, NFC tags or Bluetooth technologies,
- Cooltura supports sharing experiences through social media.

THE COOLTURA APP WILL BE LAUNCHED during THE ALHAMBRA VISIT at DIGITAL HERITAGE 2015!

DOWNLOAD IT:



iOS



Android



TAG CLOUD INTERNATIONAL WORKSHOP

Engaging and governing in the Cultural Heritage services

In the framework of the Digital Heritage International Congress 2015

September 29th, 2015

From 10:00h to 13:30h.

Venue: Sala Gutenberg

Science Park Museum. Granada.

Come & Join us at the TAG CLOUD International Workshop!

The TAG CLOUD international workshop brings together researchers and practitioners working on various aspects of cultural heritage. The workshop will provide multidisciplinary perspectives exploring the potential of state of the art technologies that aim at enhancing your cultural experience.

Other EC Projects Participating



meSch is a 4-year EU funded project with the goal of co-designing novel platforms for the creation of tangible exhibits at heritage sites: curators will be able to offer visitors new interactive experiences by means of material interaction with smart objects.
www.mesch-project.eu



LoCloud is a Best Practice Network co-funded under the CIP ICT-PSP programme of the European Commission which will enrich the Europeana content by adding over 4 million digitised items from European cultural institutions. LoCloud is supporting small and medium-sized institutions in making their content and metadata available to Europeana, using cloud computing Technologies. www.locloud.eu



The "Initial Training Network for Digital Cultural Heritage: Projecting our Past to the Future"

It is the first and one of the largest Marie Curie fellowship projects in the area of the e-documentation / e-preservation and CH protection funded by the European Union under the FP7 PEOPLE research framework. It is a 4-year project. www.itn-dch.org

AGENDA

10:00 - Welcome and Opening Session

- Dr. María Fernanda Cabrera-Umpierrez, TAG CLOUD Project Coordinator (UPM)
- Mr. Reynaldo Fernández Manzano, Director of the Patronato de la Alhambra y el Generalife.
- Dr. Eurydice Georganteli, University of Birmingham: Urban Heritage in Southeastern Europe - Challenges and Opportunities in the Digital Era.
- Eng. Silvia de los Ríos Pérez, UPM: COOLTURA by TAG CLOUD.

11:00 – 11:30 Coffee Break

11:30 - SESSION 1: Challenges for user experiences and new technologies in Cultural Heritage

Chair: M.Sc. Arun Prakash (Fraunhofer Fokus)

- Dr. Daniela Petrelli, Sheffield Hallam University: The challenges of MeSch Project.
- Dr. Jacqueline Floch, SINTEF ICT: Storytelling in the COOLTURA platform.
- Mr. Matthew Luke Vincent, Universidad de Murcia: ITN-DCH Project/ Project Mosul- Crowdsourcing.

12:15 - SESSION 2: Challenges implementing cloud technologies

Chair: Dr. Luke Speller (BMT Group)

- Dr. Holly Wright, University of York: LoCloud project findings.
- Dr. Stefano Bortoli, Technical Director of the OKKAM S.R.L.: Personalization in COOLTURA.
- Mr. Arun Prakash/Santosh Kumar Rajaguru, Fraunhofer FOKUS: Open Data Harvesters for Digital Cultural Data Management.

13:00 - SESSION 3: Cultural services & governance (Round Table)

- Moderator: Eng. Maria Eugenia Beltran (INMARK)
- Participants: Dr. Luke Speller (BMT Group); Mr. Jochen Meis (GeoMobile), Mr. Matthew Vincent (Universidad de Murcia), Dr. Eurydice Georganteli (Univ. of Birmingham)

SPEAKERS



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