

SmartCulture is aiming to unlock the treasures of our Cultural Heritage for a wide audience by using inspiring new digital media.

The SmartCulture project wants to change and rethink the cultural digital experience in a way that supports the transformation of audiences into practitioners.

The SmartCulture consortium promotes the creation of engaging digital experiences for access to cultural resources by the cross fertilization between ICT enterprises, Creative and Cultural Industries and research stakeholders across 8 European regions.

## THAT'S WHY WE NEED YOU

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ideas and examples of the application of innovative digital media for presenting Cultural Heritage.

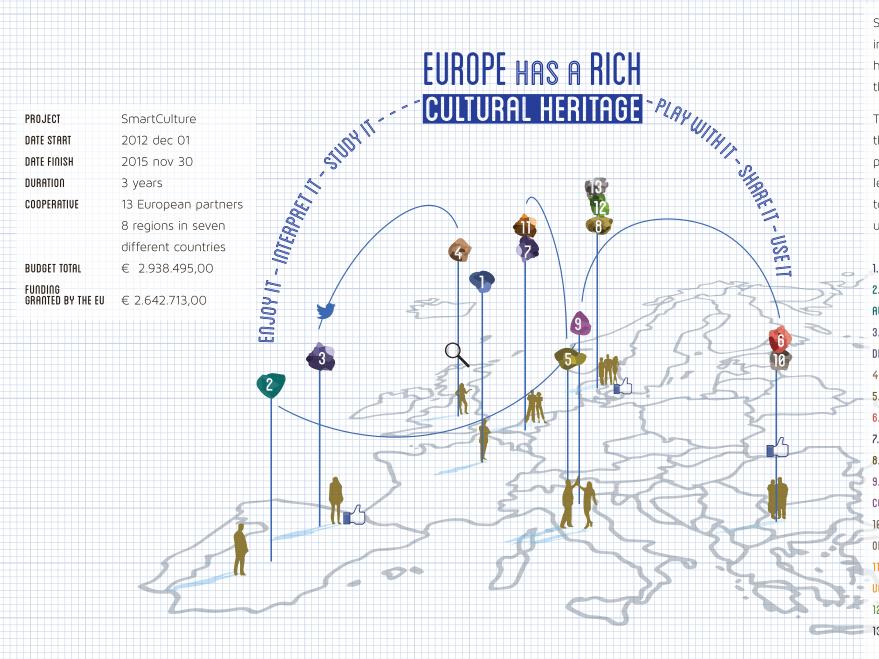
HOW TO UNLOCK CULTURAL HERITAGE WITH PIONEERING DIGITAL MEDIA

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SmartCulture project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement No 319987.



SmartCulture wants to actively involve the wider public in cultural heritage by interactively connecting them to cultural collections.

The 13 partners wish to stimulate the audience to go beyond the passive experience of cultural collections, to bring cultural heritage to life and to actively contribute to unlocking its treasures.

1. EURATECHNOLOGIES, LILLE France 2. ASOCIACION MADRID PLATAFORMA AUDIOVISUAL Spain 3. ASOCIACION CLUSTER DEL SECTOR AUDIOVISUAL DE EUSKADI Spain 4. THE UNIVERSITY OF BIRMINGHAM UK 5. COMUNE DI SIENA Italy 6. SOFIA DEVELOPMENT ASSOCIATION Bulgaria **7. GEMEENTE EINDHOVEN** The Netherlands 8. REGION MIDTJYLLAND Denmark 9. LIBERA UNIVERSITA DI LINGUE E COMUNICAZIONE IULM Italiy 10. SOFIISKI UNIVERSITET SVETI KLIMENT **OHRIDSKI** Bulgaria 11. CAPITAL D - DESIGN COOPERATIE BRAINPORT **UA** The Netherlands 12. AARHUS UNIVERSITET Denmark 13. RANDERS KOMMUNE Denmark