



Project
funded by the
EUROPEAN UNION



International
Augmented Med

Italy * Egypt * Jordan * Lebanon * Palestine * Spain * Tunisia

Multimedia and interactive technologies for the promotion of cultural and natural heritage

"I AM" NEWSLETTER

First issue, May 2013

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❖ 1 - THE PROJECT

The I AM (International Augmented Med) project is a European-Mediterranean cooperation project that is being funded by the European Union's ENPI CBC Mediterranean Sea Basin programme 2007-2013 as a "Strategic Project". It will last 3 years, from October 2012 to October 2015, is led by the City of Alghero in Italy and involves 13 partners in 7 countries around the Mediterranean.





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The project aims to bring experts in IT and tourism together in a cooperation network to develop innovative services for the enhancement of natural and cultural heritage sites by using Augmented Reality (AR) and interactive multimedia techniques.

To establish the cooperation network and encourage the continuation of its activities the following main actions will be developed:

- A pilot project in each participating country (pilot AR applications for seven selected heritage sites);
- The development of a network of AR experts and their on-line community and promotion of this network to heritage site stakeholders;
- A training workshop in each participating country (on AR technologies for heritage site enhancement);
- An annual festival showing the pilots and similar applications to be held 4 of the participating countries.



Funding programme ENPI CBC Med

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia.

(www.enpicbmed.eu).





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What is ... **A**ugmented **R**eality ?

Augmented Reality means overlaying virtual, digital elements on reality. It refers to the innovative multimedia techniques which make reality interact with digital constructions and reconstructions, thus modifying, enhancing and enriching the perceived world. It includes interactive projections, lighting techniques, virtual architecture and communication and audiovisual instruments. Its applications are numerous, ranging from overlapping virtual components onto reality (geo-localisation and referencing, logical and physical mapping) to simulation of virtual reality elements (simulating time-space interactions) and artistic applications through performances, video projections and installations.



A “world” of augmented reality possibilities: ongoing project activities

All project partners have initiated and are continuing their preparations for their pilot projects. The pilots consist in the application of a variety of multimedia techniques in the field of Augmented Reality to different types of touristic attractions, including advanced interactive techniques. Project partners will be using

- Videomapping (2D and 3D projections combined with sound and lighting effects) on cultural heritage sites, monuments and historic buildings;
- Interactive videoinstallations at sites or related to sites (responding to voice and movement of viewer);
- Mobile applications (allowing a viewer to point a mobile phone camera at a site and display information or other virtual elements);
- 3D modelling and virtual reconstructions of archeological sites, buildings and exhibits (to be viewed through AR goggles or in 3D animation films);
- Augmented Reality books (3D pop-ups from pages viewed through webcam).





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❖ 2 - PROJECT EVENTS

The project started with a kick-off meeting held on 21st November 2012. A public Opening Conference was organised on 22nd November. The press conference held on the occasion of this Opening Conference can be viewed on: <http://www.youtube.com/watch?v=XZZ5YDdT05E> .



The project partnership at the opening conference in November 2012 (Alghero, Italy).

SAVE THE DATE

First workshop: 3-6 June, Egypt – Alexandria (AR technologies: videomapping)

First festival: summer 2013, Jbeil – Lebanon (AR technologies: various)

The first training workshop is being hosted by the Library of Alexandria in Egypt and will be dedicated to architectural videomapping technologies.



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Spanish and Italian experts will be teaching various software and practical videomapping issues between 3 and 6 June, to local Egyptian participants as well as a number of members of the Partnership. Egyptian, Palestinian, Italian and Spanish partners will be using these technologies in their pilot projects.



The first I AM festival will take place in Jbeil, Lebanon this summer. It will be held in the same period as the existing Byblos International Festival organised annually by the city (<http://www.byblosfestival.org>) and precise dates are to be announced. A call for projects will be issued by the city to support a number of AR contributions developed specifically for the festival.



Images of Jbeil



❖ 3 - FOCUS ON ... the pilot sites

In each of the following 6-monthly newsletter issues during the project we will focus on one or two of the seven participating regions or cities, giving you more details about their pilot projects, from a technical and touristic viewpoint. We may also be issuing special editions to provide you with more information on these regions when they are about to host project events such as workshops and festivals.

Italy – Archeological site at villages of San Imbenia and Flumenelongu in the Regional Natural Park of Porto Conto on the island of Sardinia, including the Protected Marine Area of Capo Caccia-Isola Piana. Videoprojections, 3D reconstructions and AR installations and interactive media will develop a virtual itinerary based on the relationship between sea and land and the different phases of the Phoenician era. Also an interactive exhibition of various AR techniques applied to natural and cultural heritage will be prepared in Italy (held in Genoa).

Spain – Greco-Roman archaeological site at Empuries in Catalonia. An application for mobile phones on the contents of the archaeological site of Empuríes will be developed and combined with videomapping applications on cultural and natural environment of Empuríes.

Egypt: The building of the Library of Alexandria, reconstructed in 1999, and a modern monument representing tangible and intangible heritage will be the location of a videomapping performance. The tangible and intangible heritage aspects will be reflected in the contents of the 3D video projection performance developed for its facades.

Jordan: Dar-es-Saraya, a historical building that is currently serving as a museum, in the Irbid region. A 3D model of the historic building and Augmented Reality products of a number of selected exhibits of the museum.

Lebanon: Jebeil old city. As Unesco world heritage recognized to be highly important but not very visible to the visitor as so little remains. A 3D archaeological reconstruction model will be developed to assist in visualisation and understanding (indoor and outdoor).

Palestine: El Khadr (Saint George Church), a Greek-Orthodox church in the town of Al Taybeh. Videoprojection performances will be prepared for the facade of the monument and/or adjacent walls. The contents may be historical, cultural, artistic, with large visual impact. Architectural and scenographic enhancements may be achieved also through interactive lighting (evening or night viewing) and sound effects. A pilot similar to the one in Egypt but on smaller scale. In addition the possibilities for an AR book related to the site are being studied.



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Tunisia: Development of a virtual museum, showing the visitor through the landscapes of the Cap Bon region (citrus production, wine growing, forests). Besides the online virtual museum, interactive installations will be located on the territory, containing for example animations, films, and "augmented reality" interaction with webcam.

For more information:

If you would like to know more about the project, its activities or events, please contact one of the following people, choosing the language in which you wish to receive the information:

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Follow us on Facebook:

<https://www.facebook.com/pages/IAM-European-Mediterranean-Project/385080928234318>

The Project Partnership consists of:

Lead Partner: Municipality of Alghero, Italy

PP1: University of Genoa, Italy

PP2: Government of Catalonia, Ministry of Culture, Spain

PP3: i2Cat Foundation, Spain

PP4: KonicLab, Spain

PP5: Library of Alexandria, Egypt

PP6: Municipality of Jbeil, Lebanon

PP7: American University of Beirut, Lebanon

PP8: Department of Antiquities, Jordan

PP9: Jordan University of Science and Technologies, Jordan

PP10: Municipality of Al Taybeh, Palestine

PP11: RIWAQ Centre for Architectural Conservation, Palestine

PP12: Regional Commisariat for Tourism of Nabeul-Hammamet, Tunisia

PP13: Association for Geographic Research and Studies, Tunisia

Disclaimer: The contents of this document are the sole responsibility of the IAM partners and can under no circumstances be regarded as reflecting the position of the European Union or of the ENPI CBC MED Programme's management structures.





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ITALY



COMUNE DI ALGHERO



UNIVERSITÀ DEGLI STUDI DI GENOVA

SPAIN



Generalitat de Catalunya
Departament de Cultura



EGYPT



BIBLIOTHECA ALEXANDRINA
مكتبة الإسكندرية



BIBLIOTHECA ALEXANDRINA

JORDAN



Department of Antiquities of Jordan



المركز الوطني للأرشفة الوثائقية

LEBANON



المركز الوطني للأرشفة الوثائقية



1863
AUB
American University of Beirut
الجامعة الأميركية في بيروت

PALESTINE



بلدية الطيبة



RIWAQ رواق

TUNISIA



OFFICE NATIONAL DU TOURISME TUNISIEN



جمعية البحوث والدراسات الجغرافية
A.R.E.G.

