IMPULSE: IMmersive digitisation: uPcycling cULtural heritage towards new reviving StratEgies

From Digitisation to Immersion: IMPULSE Revitalises European Cultural Heritage

The project *IMmersive digitisation: uPcycling cULtural heritage towards new reviving StratEgies* (**IMPULSE**) seeks to revitalise European cultural heritage by leveraging modern technologies. **IMPULSE focuses on the innovative fusion of digital technologies and the arts** to bring new forms and accessibility to historical artefacts and cultural content. Within the project, **various methodologies will be prototyped, enabling European cultural heritage to take shape in virtual worlds** and creating immersive and widely accessible experiences for the general public. Through pioneering research into digitisation methodologies, **the project supports education, the arts, and cultural and creative sectors**.

About the Project

IMmersive digitisation: uPcycling cULtural heritage towards new reviving StratEgies (IMPULSE) is a project funded by the Horizon Europe Framework Programme under the call HORIZON-CL2-2023-HERITAGE-01. The project is coordinated by Dr. Żaneta Żegleń (Jagiellonian University Museum).

IMPULSE is the first project coordinated by a Polish institution and the first at the Jagiellonian University to receive funding from the European Commission under the Cluster 2 Horizon Europe Framework Programme competition "Culture, Creativity and Inclusive Society," dedicated to research and innovation in European cultural heritage and the creative sectors.

Ten institutions from across Europe are part of the project consortium, coordinated by the Jagiellonian University: KU Leuven (Belgium), University of Bologna (Italy), University of Malta, Heritage Malta, Konrad Wolf Film University (Germany), National and Kapodistrian University of Athens (Greece), Magna Żmien Foundation (Malta), Associazione Clust-ER Industrie Culturali e Creative (Italy), K8 Institut Fuer Strategische Aesthetik GGMBH (Germany) as well as Explodedview sp. z o.o. (Poland).

More than 80 people are involved in the project's implementation, including 24 researchers from the Jagiellonian University's Faculty of Management and Social Communication, Faculty of Law and Administration, Faculty of International and Political Studies and Faculty of Philosophy.

Project Highlights

The primary goal of the IMPULSE team is to develop ground-breaking, comprehensive solutions and methods for digitisation processes and enhancing the accessibility of digital cultural heritage collections. These efforts aim to enable their innovative reuse, tackle challenges related to platform interoperability, and improve the availability of existing digitised content in new contexts such as virtual worlds.

Innovative standardisation procedures and guidelines will be developed to adapt legal frameworks to contemporary transformations and creative processes in education, the arts and creative industries. Through the use of immersive technologies (XR), the team aims to engage underrepresented communities. Additionally, IMPULSE seeks to integrate visual arts by implementing pilots and prototypes.

The project's collaborative approach involves establishing a Community of Practice (more information available here, registration via Microsoft Forms), hosting a hackathon and creating an acceleration and mentoring centre, bringing together stakeholders to build capacity for immersive digitisation.

Project Coordinator: Dr. Żaneta Żegleń (Jagiellonian University Museum)

Implementation Period: 01.02.2024 – 31.01.2027

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Meet the Team at your Faculty

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For more information about the project, please visit **www.euimpulse.eu** or follow **@euimpulse** on X, LinkedIn, and Instagram.