Emotive Virtual cultural Experiences through personalized storytelling

Fact Sheet

Project Information

EMOTIVE
Grant agreement ID: 727188

Funded under
H2020-EU.3.6.3.1.

Overall budget
€ 2 646 447.50

EU contribution
€ 2 643 447.50

Coordinated by
EXUS SOFTWARE LTD
United Kingdom

Start date
1 November 2016

End date
31 October 2019

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RESULTS PACK
How digital technologies can play a vital role for the preservation of Europe’s cultural heritage

Objective

Storytelling applies to nearly everything we do. Everybody uses stories, from educators to marketers and from politicians to journalists to inform, persuade,
entertain, motivate or inspire. In the cultural heritage sector, however, narrative tends to be used narrowly, as a method to communicate to the public the findings and research conducted by the domain experts of a cultural site or collection.

The principal objective of the EMOTIVE project is to research, design, develop and evaluate methods and tools that can support the cultural and creative industries in creating Virtual Museums which draw on the power of 'emotive storytelling'. This means storytelling that can engage visitors, trigger their emotions, connect them to other people around the world, and enhance their understanding, imagination and, ultimately, their experience of cultural sites and content. EMOTIVE will do this by providing the means to authors of cultural products to create high-quality, interactive, personalized digital stories.

The EMOTIVE project targets two main groups of users:
1. Authors: members of the cultural and creative industries in charge of creating interactive cultural experiences (i.e., interactive stories) and making them available to the visitors.
2. Visitors: people experiencing the cultural site through a “World” created with the EMOTIVE Authoring System. They join in the available experiences when entering the site or when remotely connecting to the site’s Virtual Museum.

The project results will be evaluated and validated in major cultural sites in Europe through an extensive network of cultural organizations and creative industries that have expressed their interest to the project.

Programme(s)

Topic(s)

Call for proposal

H2020-SC6-CULT-COOP-2016

Funding Scheme

RIA - Research and Innovation action

Coordinator

EXUS SOFTWARE LTD

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Old Broad Street 25 Tower 42
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Activity type
Private for-profit entities
(excluding Higher or Secondary Education Establishments)

EU contribution
€ 489 625
Participants (7)

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