PROJECT PARTNERS

COMUNE DI BEVAGNA

INVASIONI**DIGITALI**

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DIGINV

Digital Invasions
for the promotion of cultural heritage

WWW.DIGITALINVASIONS.EU

DIGITAL INVASIONS EVENTS

23th March 2019	Larnaka, Cyprus
25th July 2019	Szeged & Csongràd, Hungary
15th November 2019	Valletta, Malta
April 2020	Rijeka, Croatia
June 2020	Bevagna, Italy

ABOUT DIGINV

The aim of the DIGINV project is to valorize Cultural Heritage by engaging citizens and cultural institutions in using technology as a catalyst.
As a result, citizens will be enabled to experience culture in a new way.

The project scales up the "digital invasion" methodology, which was developed in Italy by project partner Invasioni Digitali.

The methodology improves the digital and communication skills of cultural operators, helping them in becoming promoters of the engagement of citizens in the valorization of cultural heritage.
It also focuses on the improvement of the digital skills of citizens involved by using new technologies to promote and valorize a cultural point of interest.

ACTIVITIES

1) Training activities addressed to cultural operators that will focus on the acquisition of digital, communicative and managerial skills. In this way they will become promoters of the involvement of citizens in the enhancement of local cultural heritage, and on new techniques of audience development through the use of digital technologies.

2) Experimentation of the Digital Invasions in each project country: trained operators will work on the involvement of citizens in the promotion of local cultural heritage. Citizens will be called to "invade" the most significant places in their cities, from a historical/artistic/cultural point of view: armed with smartphones, cameras and video cameras, they will share the experience to make their local cultural heritage known through the web. Citizens will participate in an "urban game", useful to provide a different and collective vision of the cultural assets, giving them new life through the new communication technologies.

PROJECT OUTPUT

The main project output will be a final video tutorial that will collect the experiences of the training and the experimentation of digital invasions. The video tutorial will be made available to all the organizations potentially interested in experimenting with the methodology in their areas.

EXPECTED RESULTS

On one hand, the digital invasions will allow participants to learn the fundamental concepts in the field of digital communication, reducing the lack of digital skills.

Digital invasions will apply the principles of the digitalization of production systems, digital storytelling and web-marketing, to promote cultural heritage in order to make it more accessible and competitive at local and international level, enhancing the tangible and intangible cultural heritage itself and the participants' development in a completely new way.

And on the other hand, the cultural operators and partner organizations will have new tools for community involvement in promoting cultural heritage, as well as the consolidation of the dialogue with the local authorities. This dialogue, will boost a common line of action at European for the involvement of citizens in the promotion of cultural heritage.