# Adapter l'éducation aux arts numériques aux impacts de l'intelligence artificielle générative et pérenniser / regénérer les arts et la créativité numérique : retours d'expériences sur deux programme européens |

**Julia Hartnik**
IMPULSE,
(Allemagne)

RICCI

La Région
Grand Est

# IMPULSE

IMmersive digitisation: uPcycling cULtural
heritage towards new reviving StratEgies

**Journée professionnelle RICCI X Constellations:
pérenniser / regénérer les arts et la créativité numérique : retour
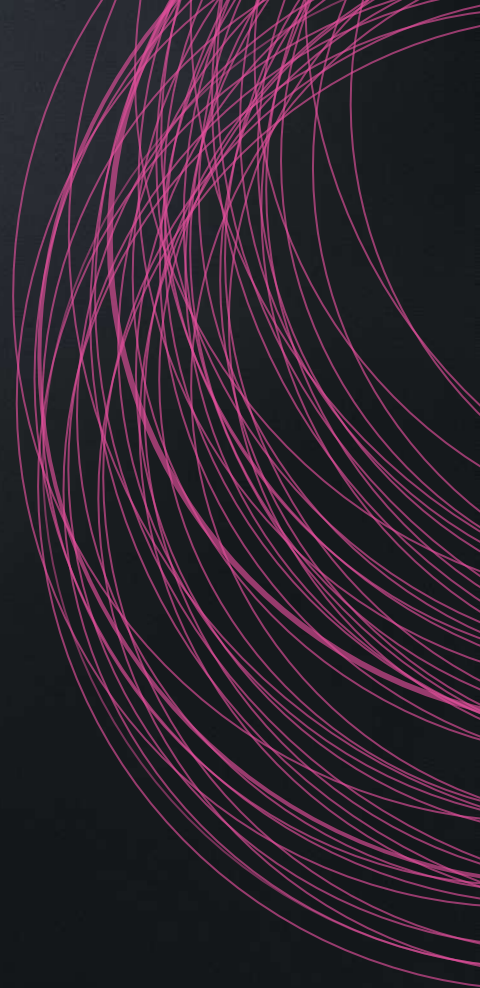d'expériences du projet européen IMPULSE**
**19 juin 2024**

Julia Hartnik
K8 Institut für strategische Ästhetik
Partenaire de projet IMPULSE

# IMPULSE

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heritage towards new reviving StratEgies

## What's the IMPULSE about?

digitization of European cultural heritage

European Collaborative Cloud for Cultural Heritage

METAVERSE / virtual worlds / MultiUsers Virtual Environments (MUVEs)

Funded by
the European Union

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Main objective:

**upcycling digitized cultural
heritage content by presenting
it in the METAVERSE**

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Project identification data:
Topic ID: HORIZON-CL2-2023-HERITAGE-01-03
Type of action: HORIZON-RIA HORIZON Research and Innovation
Actions

Basic assumptions of the European Commission project

**Re-visiting the digitization of cultural heritage: What, how and why?**

**Expected outcomes**

- Increased critical understanding of the potential, opportunities, barriers and risks of digitizing cultural heritage.
- Research and knowledge-based recommendations and/or method(s) on how the European cultural heritage sector can better manage digitization of their collections, including setting priorities, ensuring the correct context is reflected on the digital objects created and guaranteeing their long-term durability.
- Validated framework(s) that support the cultural heritage sector to make best use of their digital assets, in to reap the full benefits of the digital transition and avoid the pitfalls.
- Significant contributions to help European cultural heritage institutions become more digitally adept, capable of capitalizing fully on the opportunities of digital cultural heritage.

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**Overall goal**

The overall goal of IMPULSE is to develop ground-breaking, comprehensive solutions and methods for digitization processes and accessibility of digital cultural heritage collections, that will enable their innovative (re)use, solve challenges related to interoperability of platforms and facilitate availability of existing digitized cultural heritage content in novel contexts like the Metaverse, while creating innovative standardization procedures and adapting legal frameworks to contemporary transformations and creative processes in and for education, arts and CCSI.

**Duration**

36 months

**Researchers**

74 – total number

**Budget**

3 393 717,50 € – total

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**Consortium**

| |
|---|
| Uniwersytet Jagielloński - coordinator (Jagiellonian University) |
| Katholieke Universiteit Leuven (KU Leuven) |
| Universita di Bologna (University of Bologna) |
| L-Università ta' Malta (University of Malta) |
| Heritage Malta |
| Filmuniversität Babelsberg Konrad Wolf (Film University Babelsberg Konrad Wolf) |
| Ethnikó ke Kapodistriakó Panepistímio Athinón (National and Kapodistrian University of Athens) |
| Magna Żmien Foundation |
| Associazione Clust-ER Industrie Culturali e Creative (Clust-ER Create) |
| K8 Institut fuer strategische Aesthetik GGMBH |
| ExplodedView |

# Core Team

**IMPULSE**

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heritage towards new reviving StratEgies

Żaneta Kubic (JU)

Adnan Hadzisemilovic (UM)

Bruno Vandermeulen (KU Leuven)

Dimitris Charitos (NKUA)

Joanna Ślaga (JU)

Valentina Gianfrate (UNIBO)

Björn Stockleben (FBKW)

Anthony Cassar (HM)

Iouliani Theona (NKUA)

Andrew Pace (MZ)

Massimo Garuti (Clust-ER Create)

Giulia Grassini (Clust-ER Create)

Julia Hartnik (K8)

Marcin Klimek (ExplodedView)

Joanna Czpak (JU-support)

Łukasz Pieczonka (JU-support)

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## Workpackages

**WP1**: merging storytelling about cultural heritage
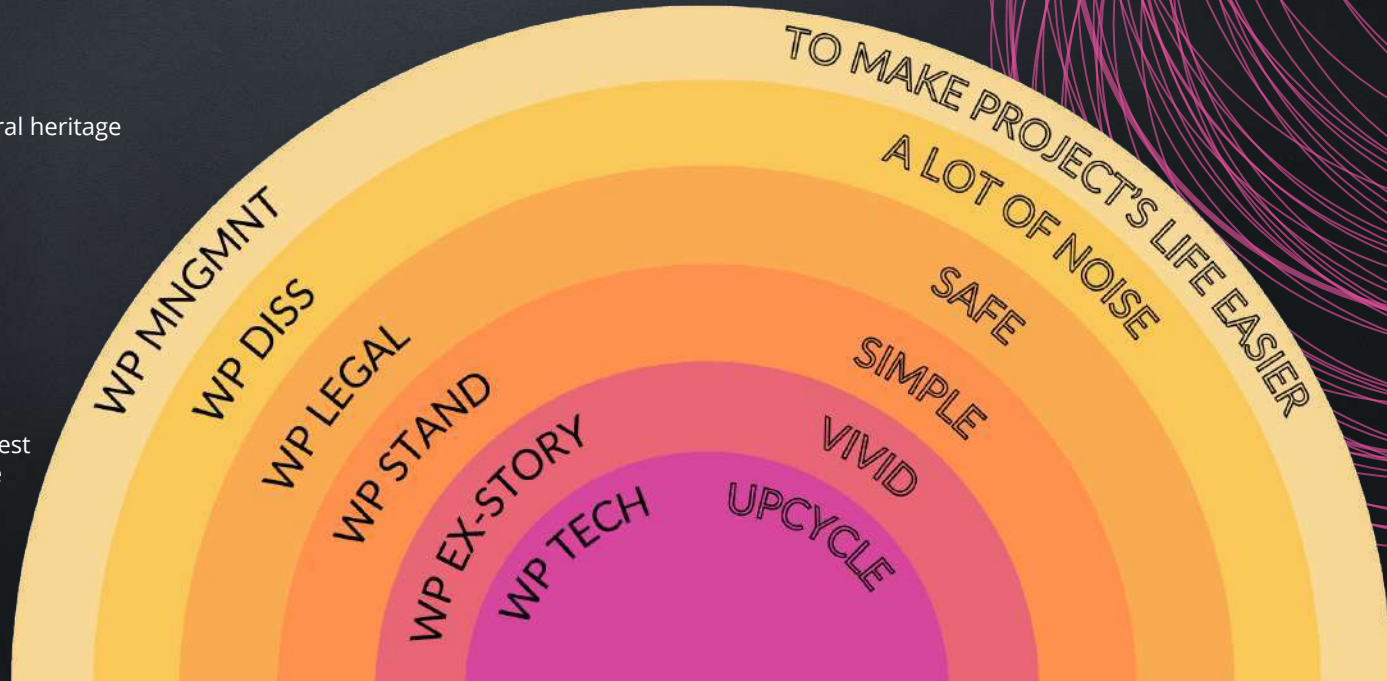with audience expectations

**WP2**: building prototypes –
cultural heritage in virtual worlds

**WP3**: investigating into standards
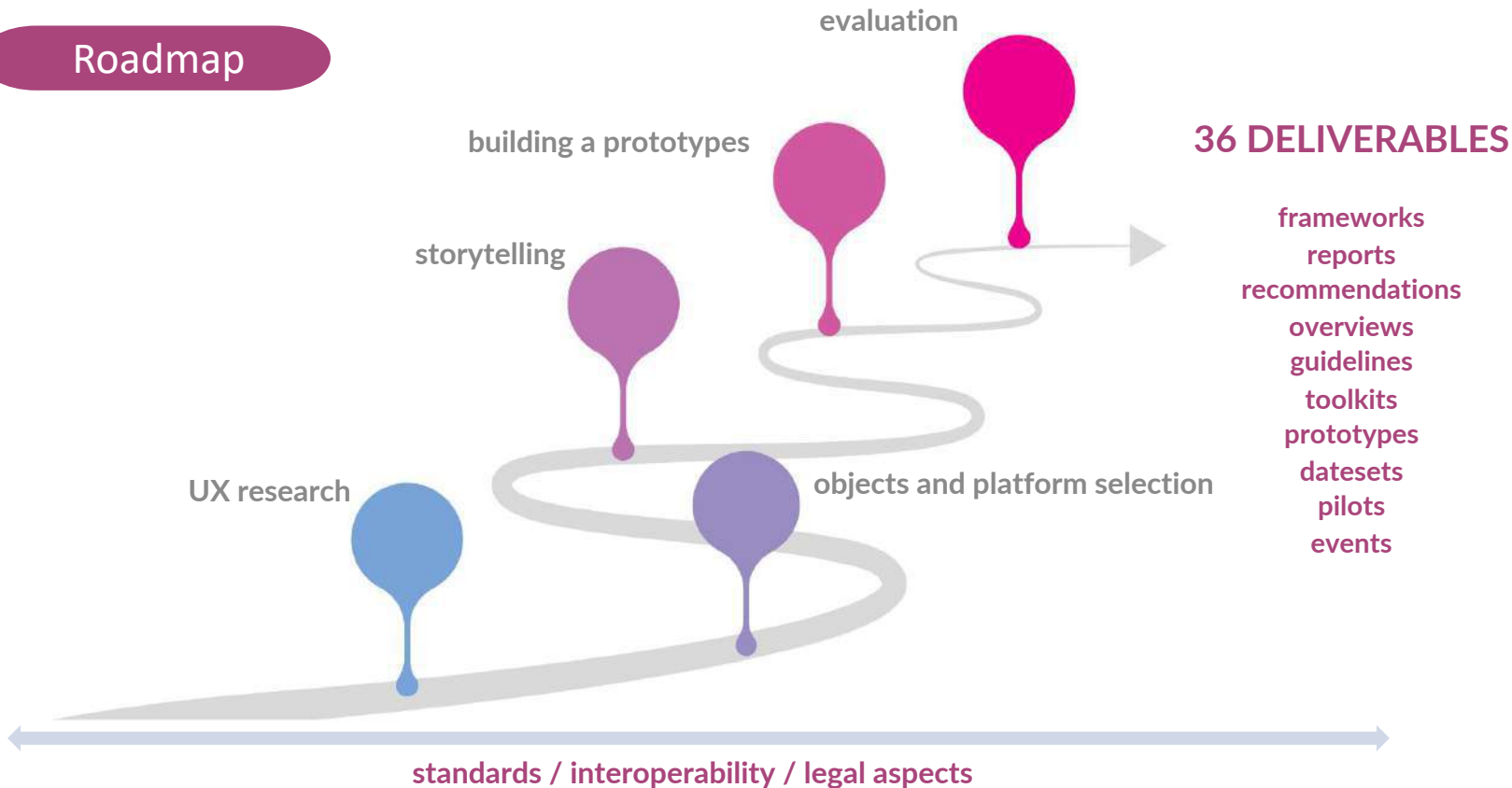and interoperability issues

**WP4**: involving legal aspects

**WP5**: creating of a community of interest
and a mentoring hub for a sustainable
impact of the project

**WP6**: keeping all issues together



TO MAKE PROJECT'S LIFE EASIER
A LOT OF NOISE
SAFE
SIMPLE
VIVID
UPCYCLE

WP MNGMNT
WP DISS
WP LEGAL
WP STAND
WP EX-STORY
WP TECH

Roadmap

evaluation

building a prototypes

storytelling

UX research

objects and platform selection

standards / interoperability / legal aspects

**36 DELIVERABLES**

frameworks
reports
recommendations
overviews
guidelines
toolkits
prototypes
datesets
pilots
events

IMPULSE

# IMPULSE

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## Broader context

- Digitisation of European cultural heritage as a key to enriching metaverse platforms

- European Collaborative Cloud for Cultural Heritage

- A shift in the paradigm of thinking about culture and cultural heritage in Europe

- Future of the higher education – European universities in virtual worlds

- European public virtual world

Funded by
the European Union

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# We are setting-up
# IMPULSE Community of Practice!

*Interested in entering the metaverse*
*and shaping the future of how we engage with cultural heritage?*

IMCo is **a place of knowledge exchange**
to experiment and learn together, starting by the
project's prototypes.

Set in three channels, it is a **European**
**community** working on **immersive experiences**
for **digitised cultural heritage**.

**For whom?**

**FIRST ROUND**
IMPULSE partners and
connected networks

**SECOND ROUND**
IMCo will open-up to
cultural and creative
individuals and
organizations

**FIRST ROUND**
**PRE-REGISTRATION**

## EDUCATION

**Explore** and **reflect** on
immersive didactic
processes and
experiences.

## CREATION

**Expand** digitised heritage
through artistic
performance and
speculative narratives.

## CONNECTION

**Delve into** different digital
asset integration protocols
to co-design aggregating
APIs.

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# Thank you
# for your attention!

**jh@k8.design**

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UNIWERSYTET JAGIELLOŃSKI W KRAKOWIE

KU LEUVEN

ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

L-Università ta' Malta

Heritage Malta

FILMUNIVERSITÄT
BABELSBERG
KONRAD WOLF

HELLENIC REPUBLIC
National and Kapodistrian
University of Athens

MAGNA ZMIEN

CLUST-ER CREATE
CULTURA E CREATIVITÀ

K8

EXPLODEDVIEW

# Adapter l'éducation aux arts numériques aux impacts de l'intelligence artificielle générative et pérenniser / regénérer les arts et la créativité numérique : retours d'expériences sur deux programme européens |

**Sónia Alves**
Cyanotypes
(Allemagne)

**Soenke Zehle**
Cyanotypes
(Allemagne)

# CYANOTYPES

# Notre nature créative

## Recherche sur les compétences futures en période de transition

HBK**SAAR K8**

Sónia Alves
sa@k8.design

Soenke Zehle
s.zehle@hbksaar.de

**RICCI (3e édition)**
**19.06.2024**

## 5 objectifs de CYANOTYPES

**mettre en relation** + de 50 partenaires du secteur créatif
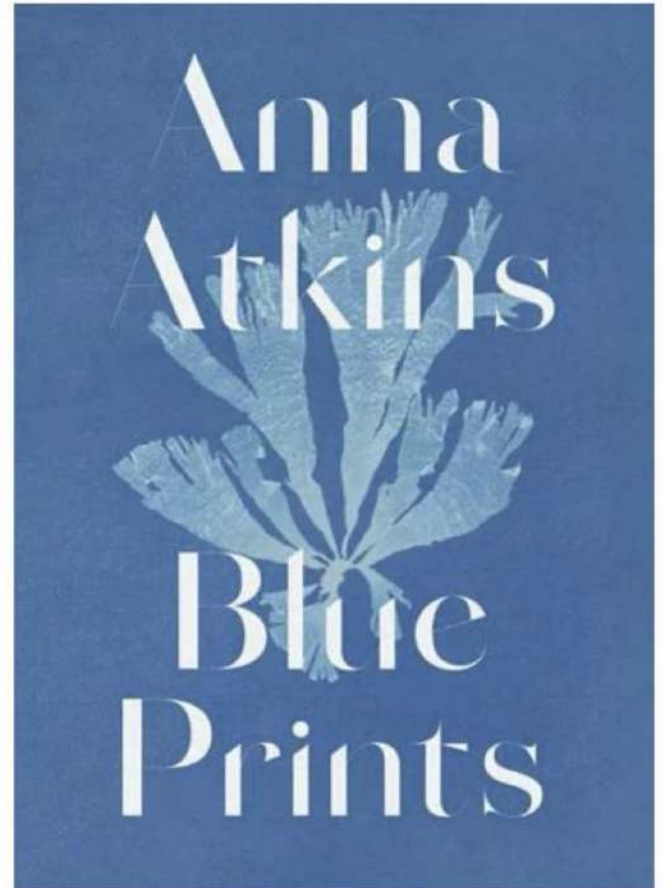
**explorer** l'avenir de la formation des créatifs·ves

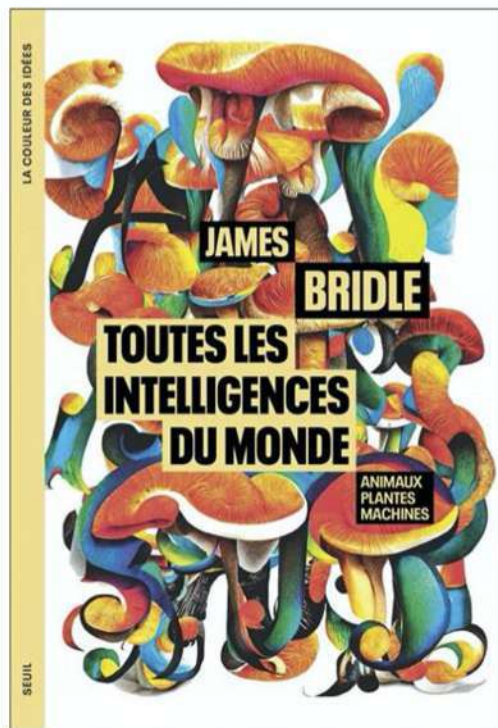**recontextualiser** la formation aux 'deep tech' (IA)

**prototyper** des programmes d'études interdisciplinaires

**recadrer** la conversation sur les compétences ("triple loop")

**www.cyanotypes.website**

# Écologies de la technologie



LA COULEUR DES IDÉES

JAMES
BRIDLE

TOUTES LES
INTELLIGENCES
DU MONDE

ANIMAUX
PLANTES
MACHINES

SEUIL

"**Toutes nos discussions** sur d'autres formes potentielles d'intelligence, d'autres intelligences que nous avons rencontrées dans le monde, ou des intelligences que nous avons imaginées, **étaient encadrées par la façon dont nous nous comprenions nous-mêmes et notre propre pensée**. J'ai été frappé de constater que **cela limitait considérablement notre réflexion sur l'intelligence au sens large** - et pas seulement sur l'intelligence, mais sur toutes les relations que nous entretenons dans le monde et qui sont si souvent médiatisées par notre propre intelligence. D'une part, cela a limité notre capacité à reconnaître l'intelligence d'autres êtres - et je pense que nous y reviendrons - mais cela a également profondément façonné notre histoire de la technologie, et en particulier de l'IA."

James Bridle
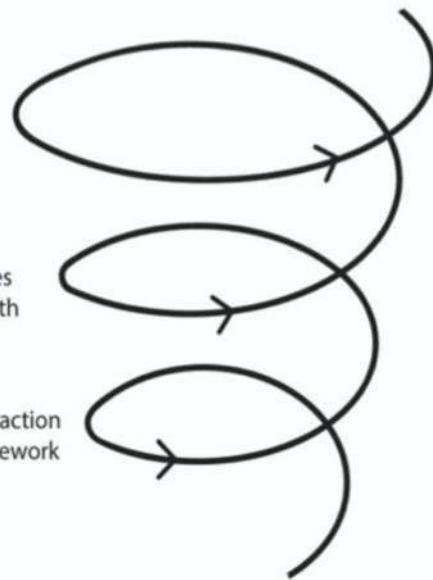
C Y A
N O T
Y P E
S

# Écosystèmes éducatifs

"Les compétences

futures sont créées

dans des **écosystèmes**

qui ont la capacité de

se renouveler."

SITRA.FI

**Third loop**
Rethinking
how to think

**Second loop**
Creating new categories
and models to think with

**First loop**
Adapting thought and action
within an existing framework

creative
agency
circle
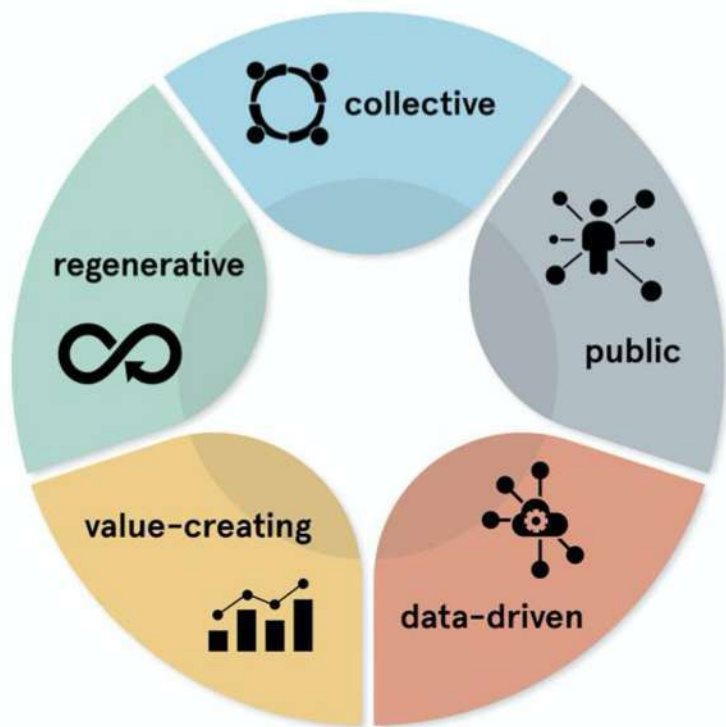
**Le cercle de l'agentivité créative :**

une méthode pour

**identifier + imaginer**

votre niveau de

compétences futures

en tant qu'individu

ou en tant qu'institution

actif/ve dans

un **écosystème de compétences**

CYA
NOT
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HBK **K8**

# capacité collective d'agir

**imaginer / mettre en œuvre** de nouvelles formes de coopération

**dépasser** les constellations d'acteurs et les frontières organisationnelles existantes

**jouer** de nouveaux rôles, assumer de nouvelles responsabilités, façonner des processus collectifs d'idéation, de prise de décision et de participation

**encourager** des approches "plus qu'humaines" (James Bridle) dans la conception des processus et des systèmes