

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 612789



RICHS

Renewal, Innovation and Change: Heritage and European Society

Grant agreement: 612789
SSH.2013.5.2-2



RICHS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Official Media Partner

DIGITAL MEETS **CULTURE** .net

www.digitalmeetsculture.net

WHAT



RICHES is a research project about change: the change that digital technologies are bringing to our society

decentring culture and Cultural Heritage (CH) away from institutional structures and towards the individual

offering to the EU citizens a great opportunity
to use their CH as a driver for social development and economic growth



RICHES

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net

WHO



Riches draws together 10 partners from 6 EU countries and Turkey:

Coventry University (UK)

City of Rostock (DE)

National Museum Of Ethnography, Leiden (NL)

Waag Society (NL)

University of Exeter (UK)

Promoter Srl (IT)

I2cat Foundation (ES)

University of Southern Denmark (DK)

Prussian Cultural Heritage Foundation (DE)

Ministry of Culture and Tourism (TR)



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net

QUESTIONS TO BE ANSWERED



RICHES wants to answer the following questions:

1. How can CH institutions renew and remake themselves?
2. How can EU citizens play a co-creative role in their CH?
3. How can new technologies represent and promote CH?
4. How can CH become closer to its audiences?
5. How can CH be a force in the new EU economy?



RICHES

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net

OBJECTIVES (1)



1. to develop the **conceptual framework** of its research;
2. to investigate the **context of change** in which CH is preserved, made and transmitted;
3. to identify the **directions to be taken** to maximize the impact of CH on social development;



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE

www.digitalmeetsculture.net

OBJECTIVES (2)



4. to devise **instruments and methodologies for knowledge transfer**, exploiting the potential of CH through digital technologies for the EU economic growth;
5. to tell **stories related to Mediated and Unmediated CH**, through concrete case studies;
6. to produce **evidence-based policy recommendations** and **best practice guidelines**.



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net

RESEARCH FOCUS (1)



RICHES research will explore how development and growth in Europe can be stimulated by digital technologies.

A wide range of focus is taken into account for the investigation:

- ❑ IPR issues, arising from the move from analogue to digital media;
- ❑ context of change in which CH is held, preserved, curated and accessed;
- ❑ mediated and unmediated heritage;
- ❑ context of change in which performance-based CH is made;



RICHES

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net

RESEARCH FOCUS (2)



- ❑ transformation of physical spaces, places and territories;
- ❑ traditional skills transferred into innovative production methods for the creative industry;
- ❑ digital CH practices for identity and belonging;
- ❑ co-creation and living heritage for social cohesion;
- ❑ structures for community and territorial cohesion;
- ❑ CH and places;



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE

www.digitalmeetsculture.net

RESEARCH FOCUS (3)



- ❑ economics of culture and fiscal issues;
- ❑ innovation and experimentation in the Digital Economy;
- ❑ museums and libraries adopting digitization and digital services;
- ❑ digital exhibitions;
- ❑ virtual performances;
- ❑ Public-Private-Partnership.



RICHERS
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net
www.digitalmeetsculture.net

EXPECTED IMPACTS (1)



- 1. Social Impact:** digital technologies will challenge the “democratic deficit” existing between producers/curators and consumers/users of CH;
- 2. Economic Impact:** the models of skill and technology-transfer developed by RICHES, will influence the production methods in the sectors of fashion and product design and will have wider applicability to many other sectors;
- 3. Cultural Impact:** through digital technologies, performance-based CH will stimulate innovative interactions with cultural audiences, offering models to be re-used for other CH domains;



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net

EXPECTED IMPACTS (2)



- 4. Educational Impact:** through the co-creation work undertaken by the partners, RICHES will influence educational processes offering novel learning opportunities and new resources for teachers and learners;
- 5. Technological Impact:** RICHES will identify the real requirements of the CH sector, creating the conditions for a truly user-driven technological research.



RICHES

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net

TARGET USERS



The RICHES outcomes are targeted towards:

- ❑ cultural ministries of member states within and beyond the project;
- ❑ regional, national and state authorities, EU Institutions;
- ❑ CH organisations;
- ❑ AHSS experts and researchers;
- ❑ public administrations;
- ❑ SMEs working in the digital cultural economy;
- ❑ industrial associations and organisations dealing with creative industries;
- ❑ general public and citizen-scientists.



RICHES

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net



NEXT EVENTS

RICHES was kicked-off in Brussels, on 9-10 December 2013.

Planned events and meetings are:

- ❑ «Conceptual Framework» workshop in **Barcelona**, May 2014;
- ❑ 3 co-creation sessions in **the Netherlands**, Autumn 2014;
- ❑ International conference in **Pisa**, December 2014;
- ❑ «Context of change» workshop in **Ankara**, May 2015;
- ❑ Policy seminar in **Rostock**, September 2015;
- ❑ «Role of CH in social and economic development» workshop in **Berlin**, November 2015;
- ❑ Policy seminar in **Brussels**, February 2016;
- ❑ International conference in **Coventry**, May 2016.



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net



Follow us on:

www.riches-project.eu

www.digitalmeetsculture.net

Contact us at:

info@riches-project.eu

RICHES on Twitter:

#richesEU

RICHES on Youtube:

www.youtube.com/richesEU



RICHERS

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

Grant agreement n. 612789

Official Media Partner

DIGITAL MEETS CULTURE .net

www.digitalmeetsculture.net