

## The first ROCK Roadshow: Technical tests of transmission!

The European ROCK project - Regeneration and Optimization of Cultural Heritage in Creative and Knowledge cities - funded by the European Commission under the Horizon 2020 program and coordinated by the Municipality of Bologna has organized its first Roadshow that will be hold in Bologna the 30th of May.

Key concepts will be: active participation, cultural heritage, digital potential.



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**ROCK**  
Cultural Heritage  
leading urban futures

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019120

ROCK Bologna  
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30 maggio

Museo Civico  
Medievale  
Sala lapidario

ROCK Roadshow

Partecipazione attiva  
Patrimonio Culturale  
Potenzialità digitali

15:00-18:30

The [ROCK project](#) is an important laboratory for sharing good practices and experimenting with innovative solutions for the enhancement of the cultural heritage and for the sustainable future of cities.

The event's goal is to introduce the innovative tools and solutions provided by the project for the enhancement of the cultural heritage and for the sustainable future of cities.

On this regard, one of the main topics will be the presentation of the [innovatorsinculturalheritage.eu](#) platform as well as a rich repertoire of innovations for the management of urban innovation based on the enhancement of cultural Heritage. Participants will be invited to test the applications and products personally.

The programme is organized in 4 sections:

- 1. The ROCK project: innovation and participation.** A brief introduction of the ROCK project
- 2. Participation in Cultural Heritage: tools in comparison.** Presentation of the main applications ( Cultural and Creative Cities Monitor, Cultural Gems, WunderBo) and how they work.
- 3. Seeing is believing**  
Experiential moment of Cultural Gems and WunderBo through the involvement of facilitators and experts, aimed at testing and collecting feedback and suggestions from the participants.

#### 4. Conclusions

Future activities of ROCK and upcoming stages of the Roadshow (Lisbon and Skopje, in the Republic of Macedonia)

Further informations:

[Programme](#)

Facebook events

[Website](#)

[Registration](#)