



innovative ideas for the cultural  
and creative sectors in europe

FINANCE  
CULTURE

MAKE  
CULTURE

ACCESS  
CULTURE

SPREAD  
CULTURE

More information at  
[www.at-diversity.eu](http://www.at-diversity.eu)

## @diversity

innovative ideas for the cultural and creative sectors in europe

**@diversity** is a Pilot Project initiated by the European Parliament and entrusted to Directorate General Education and Culture of the European Commission for its implementation. It aims to encourage the development of innovative approaches to producing, disseminating, accessing and financing cultural and creative content in Europe.

The Award Ceremony successfully closes the **@diversity - European Idea Competition** and will honour the authors of 12 innovative and not yet existing ideas for the cultural and creative sectors making innovative use of information technologies. The idea will be awarded in the categories Make Culture, Access Culture, Spread Culture and Young Culture.

Hannah CONWAY | Moderator



UK Composer and Music Educational Specialist, Hannah Conway will present the **@diversity** Award Ceremony. Hannah has been creating bespoke educational projects and performances for opera houses, chamber ensembles and orchestras internationally for the past fifteen years. She has been sought as a guest artist in seventeen countries and is engaged frequently to lead professional development for artists as a respected expert in contemporary arts educational practice, audience engagement and creative music projects.

## @DIVERSITY

INNOVATIVE IDEAS FOR THE CULTURAL AND CREATIVE SECTORS IN EUROPE

### WHAT IS THE AIM OF THE @DIVERSITY INITIATIVE?

**@diversity** is seeking the most outstanding ideas in Europe in order to identify competitive business models which could shape the future of the cultural industry and which are based on the innovative use of the latest information and communication technologies. In order to achieve this ambitious goal, the **@diversity - European Idea Competition** was launched on the 21st of May 2013 for a 3-month period and successfully collected 263 ideas and inspired over 660 professionals, institutions and individuals from all EU Member States to join.

In order to give as much visibility as possible to the ideas, the 50 nominees of the Competition - selected by an online independent jury - were presented for 1 month on the project's website ([www.at-diversity.eu](http://www.at-diversity.eu)) and on social media networks. On the 30th September 2013 the final jury meeting with 16 high-level experts took place in Brussels and the 12 winning ideas were selected.

The 12 winning ideas of the **@diversity Idea Competition** are going to be announced on the **4th of November at the European Culture Forum 2013**. The Award Ceremony will include two separate sessions:

12.00 - 12.45 | Announcement of Winners with European Commissioner Androulla Vassiliou and Doris Pack, Member of European Parliament.

17.00 - 17.45 | Info Flash Session with presentations of the ideas

All winning ideas will have the unique opportunity to receive tailor-made professional coaching on legal issues, business modeling, technology, access to finance, marketing and networking. This very interactive online coaching experience will be complemented by an on-site workshop in Berlin where the idea teams will be prepared to pitch their presentations in front of stakeholders or investors of their own choice. Each team will have the chance to present their idea at 2 events which will be selected by the teams, together with their coaches. The aim is to attract financing and customers for the idea and transform it into a sustainable project, product or service that enriches Europe's cultural landscape and strengthens its cultural and creative sectors for the future.

At the end of this Pilot Project, **@diversity** will organise a Final Seminar in late September 2014 to share the experiences, trends and lessons learned over the course of the project with interested professionals from all cultural and creative sectors.

**Stay tuned and subscribe to our newsletter at: [www.at-diversity.eu/newsletter](http://www.at-diversity.eu/newsletter)**

Tim JONES

## ReWalk Europe

MAKE CULTURE



ReWalk Europe will connect the artistic walking practice to cultural tourism economies by bringing together walking artists and audiences via digital tools. Audiences will enjoy an alternative way of visiting an EU city by experiencing walking tours created by artists.

United Kingdom | [www.rewalkeurope.com](http://www.rewalkeurope.com)

Paolo MAZZANTI

## SMartART

MAKE CULTURE



SmartART is an innovative method which enables museums and other cultural spaces to provide information for their audiences by retrieving information directly from an image and not a code. Content detection is performed by using software available for camera equipped smartphones and the image taken is saved directly on the user's phone.

Italy | <http://ci.micc.unifi.it/labd/2013/11/smartart/>

Zbigniew WOLNY

## SonicPaintings

MAKE CULTURE



SonicPaintings brings to life stories contained in paintings by creating interactive soundscapes, according to the position of the spectator in front of the exhibit. SonicPaintings broadens the way traditional art can be perceived through the use of new multi-sensory technologies in a museum setting.

Netherlands | [www.sonicpaintings.com](http://www.sonicpaintings.com)

Dean RHODES-BRANDON

## Narrated Film Downloads

YOUNG CULTURE



Narrated Film Downloads will make it easier for visually impaired people to enjoy films and will increase return on investment for film distributors. It also aspires to become a mainstream product - not just a product for blind people; a 'narrated film' or 'audio film', rather than 'audio description for visually impaired'.

United Kingdom | [www.yourlocalcinema.com](http://www.yourlocalcinema.com)

Alexandros  
MICHALAKOPOULOS



## Deaf Magazine

ACCESS CULTURE

Deaf Magazine is a life-style and society magazine about the culture of German sign language, linking analogue and digital media and connecting the written word directly with sign language. By combining written language and sign language with visual content, the communication barriers can be lowered by building a bridge between the cultures.

Germany | [www.deafmagazine.de](http://www.deafmagazine.de)

Nikolaos MANIATIS



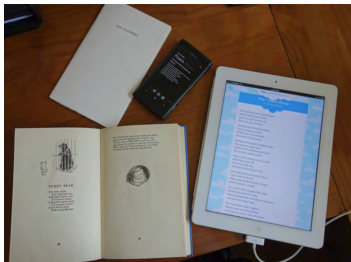
## museofabber.com

ACCESS CULTURE

museofabber.com - Access to printable museum collections will expand the capacity of museums to provide access to museum source materials globally, by creating a web platform which will facilitate the management of 3d digital files and the distribution of 3d printed authentic replicas of museum artefacts.

Greece | [www.museotechniki.com](http://www.museotechniki.com)

Neal HOSKINS



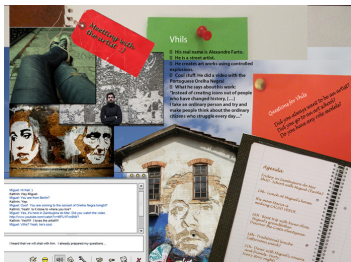
## PoetryCloud

ACCESS CULTURE

Poetrycloud is a literary 'instagram' which will redefine the concept of an anthology in the age of the touchscreen, using new digital tools to explore access to European children's poetry favourites across generations.

United Kingdom | [www.wingedchariot.com](http://www.wingedchariot.com)

Mariana SANTILLAN



## Travelling Hospitals

ACCESS CULTURE

Travelling Hospitals will (virtually) get hospitalised children out of their clinical confines and will take them to various European countries to see cultural exhibitions, meet cultural workers and discover other countries/cultures.

France

Matjaz KOTNIK

## StoryGuides

SPREAD CULTURE



StoryGuides - Europe through Legends are inter-active story-book apps and augmented reality tour guide apps for European cities and their diverse cultural heritage. Story Guides takes a legend from a city and converts it to playful augmented reality tour guide app, based on stories, historical facts about the city, interesting anecdotes and geographical sites.

Slovenia | [www.zalozba-kms.si](http://www.zalozba-kms.si)

Luta Valentina MORCIANO

## HE/DE

SPREAD CULTURE



HE/DE la guía a la ciudad amueblada is a multimedia guide challenging its users to create culture out of pieces of furniture that are abandoned every day in the streets of Spanish cities. The app guides the citizens to discover abandoned pieces of furniture and invites them to participate in workshops and trainings that will help them develop their creativity.

Spain | [www.lutavalentina.com](http://www.lutavalentina.com)

Achim Michael HASENBERG

## WIKI RAIL

SPREAD CULTURE



WIKI RAIL is the world's first interactive audiovisual guide for rail travellers. Pre-edited information about the busiest EU rail routes will be retrieved in real time & location and will be presented in film, audio-photographic media or augmented reality. Monuments, localities, historical events, passed on a journey can be saved from anonymity and experienced while travelling by train.

Germany | [www.filmband.de](http://www.filmband.de)

Zarja VINTAR

## YUGO

SPREAD CULTURE



Yugo is an app/widget which proposes to its users one cultural event per day, based on smart usage of user's personal profile and her/his current location. The app can make these suggestions thanks to a personal profile based on a novel combination of existing data and techniques currently scattered among different Web services.

Slovenia | [www.kofein.si](http://www.kofein.si)

## WHO IS BEHIND @DIVERSITY?

@diversity is implemented by a Consortium composed of peacefulfish (leader and a unique consultancy for financing the creative industries), MFG (a German public innovation agency for ICT and media), and Kennisland (a Dutch think tank).

### CONSORTIUM



[www.peacefulfish.com](http://www.peacefulfish.com)



[www.kennisland.nl](http://www.kennisland.nl)



[innovation.mfg.de/en](http://innovation.mfg.de/en)

### SUPPORT PARTNERS

[www.creativeskillset.org](http://www.creativeskillset.org)

[www.studioparkers.nl](http://www.studioparkers.nl)

[www.avocatl.com](http://www.avocatl.com)

### ARTISTIC CREATIONS



[www.digitalarti.com](http://www.digitalarti.com)

Digitalarti, producer of digital art, digital innovations and events, created both the original artistic videos clips for each of the winners and the personalised Competition's trophies, with the artist Judith Darmont, a French digital art pioneer.

### AN INITIATIVE FUNDED BY



EUROPEAN UNION

