

iHERITAGE

Immersive
digital
experience
at UNESCO
sites in the
Mediterranean



PROJECT TITLE

iHERITAGE: ICT Mediterranean platform for UNESCO cultural heritage

IMPLEMENTATION PERIOD

15.09.2020 – 14.11.2023

ORGANISATIONS INVOLVED

Sicilian Region – Department of Tourism (IT); Network of castles and medieval towns (IT); Confederation of Egyptian European Business Associations (EG); Association of the Mediterranean Chambers of Commerce and Industry (SP); Jordan Society for Scientific Research, Entrepreneurship, and Creativity (JO); General Department of Antiquities of Jordan (JO); University of Algarve (PT); Andalusian Public Foundation El Legado Andalusi (SP); University of Palermo – Department of Architecture (IT); Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (LB)

PROGRAMME

Mediterranean Sea Basin
ENI CBC 2014-2020

TOTAL BUDGET

3.684.247,09 €



Augmented reality, holographic exhibitions, virtual rooms and 3D reconstructions: these and many other digital tools were deployed by the iHERITAGE project to enrich the visitor's cultural experience at some of the important UNESCO World Heritage Sites in the Mediterranean, such as the Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale (Italy), the Pyramids of Giza in Egypt, Petra in Jordan, Byblos in Lebanon, and Alhambra in Spain. The partners also created the first Register of Intangible Cultural Heritage of the Mediterranean countries (the REIM) which includes over 260 items from the six participating countries. Furthermore, the digital embrace was extended to promote Mediterranean culinary traditions: the developed augmented and immersive reality applications showcase products fundamental to the Mediterranean Diet, particularly, those produced in Sicily (Italy) and Portugal. The new innovation-driven solutions facilitated cross-border technological transfer, industry-academia collaboration and the creation of spin-offs and new products.



OPEN INNOVATION



Project co-funded by
the European Union

ECONOMIC DEVELOPMENT

