

Proposal Submission Form



EUROPEAN COMMISSION
7th Framework Programme on
Research, Technological
Development and Demonstration

Collaborative Project
Small or medium-scale
focused research project

A1:
Content

Proposal Number

000000

Proposal Acronym

ExCAPE

GENERAL INFORMATION ON THE PROPOSAL

Proposal Title

Exploiting Cultural Artefacts for Personal Experiences

Duration in months

36

Call identifier

FP7-ICT-2009-6

Topic code(s) most relevant to your proposal

ICT-2009.4.1

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Free Keywords

Personalization, user experiences, adaptive presentation, narratives, multi-modal interaction, story telling, affective interaction, objective d adaptive cultural expereinces

Abstract (max. 2000 char.)

As digital-media technologies advance, musea, art galleries and exhibition centers have access to more sophisticated means of content presentation and distribution, in their physical and digital archives. However, the encasement of artefacts behind glass and the didactic guided tours reinforces that musea can be staid and austere environments, where visitors have to passively observe artefacts, or passively listen to historical accounts of the past. At the same time, fast-paced technological developments in the domain of computing science have led to novel forms of interaction that have shaped our lives in profound ways.

Recognising that social interaction and active participation can prove critical to the visitor experience and the understanding of cultural exhibitions, we seek new ways to facilitate and sustain a much deeper engagement. The vision of the ExCAPE project is to augment interaction with musea and art centres by tailoring information to individual interests of visitors (e.g., situation-sensitive information provision, personalized access to cultural collections). Using state-of-the-art technologies, ranging from customized mobile devices to affect-aware sensors, we aim to stage on-site interactive experiences that will captivate visitors' interest. Furthermore, by unobtrusively capturing the experience, retrieving related material or information, and re-living or sharing the experience with others, the museum experience will be prolonged. ExCAPE's three high-level objectives are to provide:

- high likelihood of immersion alongside depth of experience.
- on-the-fly selection of associated interesting and relevant information/media/artefacts.
- personalised presentations that preserve the "flow" of the interaction.

Similar proposals or signed contracts?

a) Has this proposal (or a very similar one) been previously submitted to a call for proposals of the 7th EU RTD Framework Programme?

no

IF YES

- please give the call identifier

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- please give the proposal or contract number (if known)

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b) Is this proposal (or a very similar one) currently being submitted to another call under FP7?

no

IF YES please give the call identifier

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