1   BACKGROUND NOTES

IN A NUTSHELL	EC RELEVANT PEOPLE & SERVICES	WAY FORWARD
- Project Name: **ArtCast4D – Unleashing Creativity!** - Call: **HORIZON-CL2-2021-HERITAGE-01-03 -** Cultural and Creative Industries as a driver of innovation and competitiveness. - Type of Action: **HORIZON-RIA** HORIZON Research and Innovation Actions. - HORIZON Destination: **Innovative research on the European cultural heritage and the cultural and creative industries.**	- Harald HARTUNG, Head of Unit, Fair Societies & Cultural Heritage (RTD.D.3), DG Research & Innovation, European Commission - +32(0)2 2965450; harald.hartung@ec.europa.eu - Maria KAYAMANIDOU, Deputy Head of Unit, Fair Societies & Cultural Heritage (RTD.D.3), DG Research & Innovation, European Commission - +32(0)2 2958389; Maria.Kayamanidou@ec.europa.eu	- According to the Work Programme the available budget for this call is EUR 12 million. 31 proposals have been submitted under the HORIZON-CL2-2021-HERITAGE-01-03. 3-4 selected projects will be funded with an estimated EU contribution of EUR 3-5 million per project. - REA will communicate the results for proposals submitted by the end of February 2022.

2   COORDINATOR CONTACTS

POLITECNICO DI MILANO
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3   WHAT IS ArtCast4D?

Advances in immersive technology are an important driver of the experience economy, enhancing the breadth, depth and intensity of the visiting experience at arts and cultural institutions. Yet, they usually are neither readily available nor broadly accessible. First, they require specific developments that can hardly be carried out by most institutions. Second, the inherent affordance of immersive propositions is questioned by the currently evolving world health situation. The objective of the **Artcast4D project** is to develop a technological framework and tools that will unleash the potential of EU CCIs for designing and developing cost-effective, non-invasive, immersive and interactive users experiences. Using both academic and industrial approaches, it relies on theoretical and experimental research, open source software and hardware development together with challenging case studies and onsite beta testing implementations. The innovation lies in the ability to create immersive environments in open spaces, with minimally intrusive projection technology, on the capability to design interactive applications with crowd movement and sensing capabilities, and on the open source availability and ability to extend the solutions. **Artcast4D** will technically and financially promote the implementation of the technology outside the cultural institutions, implementing **4 pilots** in cities around the world (Issy-les-Moulineaux, Hounslow, Valencia, Athens), each one with different artistic topics and experiences, and bringing together creative actors and industrial partners with the civil society. All pilots will include training workshops, and open training modules will be designed for developers and artists. The projects outcomes will also help to derive policy guidelines on how to strengthen the competitiveness and innovation potential of CCIs on national level and EU-level.

4   ArtCast4D CONSORTIUM

Coordinator: Prof. Alfredo RONCHI   **Duration:** 36 months

No	Full name	Short name	Country	Type
1	Politecnico di Milano	POLIMI	Italy	University
2	Fondacione Politecnico di Milano	FPM (*affiliated to POLIMI*)	Italy	University
3	EXODUS	EXODUS	Greece	SME
4	MD Lite	MDL	France	SME
5	TheBattleground.eu	TBG	Belgium	Not-for-Profit Media
6	Université Paris-Saclay	UPS	France	University
7	Centre for Research and Technology Hellas	CERTH	Greece	Research Institute
8	CulturaLink	CLINK	Spain	SME
9	Watermans - Hounslow Arts Trust Limited	WATER	UK	Public company
10	Issy Media	ISSY	France	Public company
11	Genossenschaft IFAAR*	IFAAR*	Switzerland	Research Institute

* *Since Switzerland is currently a Third Country, IFAAR can no longer participate as a Beneficiary and is now an Associated Partner. The Swiss Government has provided a financial guarantee to cover the project costs of Swiss organisations. A Letter of Commitment is published on the website of IFAAR.*

The **Generalidad Valenciana - Institute Valencia de Cultura (IVC)** has agreed to contribute to **Artcast4D**.