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**PRISMA ELECTRONICS**



**ADVANCED EDUCATIONAL TECHNOLOGIES  
AND MOBILE APPLICATIONS,  
INTERNATIONAL HELLENIC UNIVERSITY**



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**LABORATORY FOR BYZANTINE AND POST-  
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UNIVERSITY OF THRACE**



**MOHA**

**MOHA RESEARCH CENTER**

*Co-financed by the European Regional Development Fund of the European Union and Greek national funds through the Operational Program Competitiveness, Entrepreneurship and Innovation, under the call RESEARCH – CREATE – INNOVATE.*

PROJECT CODE: T2EDK-02564

# Innovative Cultural Experience

# ICE



<https://ice.web.auth.gr/>



Co-financed by Greece and the European Union

Intangible Cultural Heritage consists of intangible features of a culture, which are often preserved through cultural and religious customs, and are reflected in practices, representations, knowledge, and techniques. Some of the intangible traditions are preserved thanks to the oral transmission and collective memory, but also to their material cultural references. Due to the peculiarity of the intangible cultural heritage, its preservation and recording contribute to the beneficial updating and promotion of modern culture internationally. This proposal strengthens the effort made by organizations such as UNESCO, the UN, the Mediterranean Forum, to save and highlight the innovative interaction between monuments and the intangible narratives about them. The region of Eastern Macedonia and Thrace is of particular interest due to the long and rich coexistence of three cultural and religious traditions, Christianity, Islam, and Judaism.

Due to the importance of cultural heritage, more and more products are appearing on the market in order to support actions related to the Museums of the future. Despite the intense interest, the tour applications usually have prefabricated and static content, the same for all categories of visitors.

Contrary to common practice, ICE seeks to design and implement an innovative system for the promotion of cultural heritage. More specifically, in the framework of the ICE project, it is proposed:

- ✓ The creation of an innovative product called ICE (Innovative Cultural Experience) for the active and experiential tour, as well as for the promotion of the cultural or commercial product.
- ✓ The development of a content aggregator mechanism for the enrichment of the Augmented Reality material for the highlighted cultural or commercial exhibit.



**The proposed ICE system**

**The final ICE product will be addressed to exhibition, educational and other spaces, with the possibility of providing a comprehensive exhibit presentation service, with dynamic content that will be adapted to the preferences, needs and profile of users, through a knowledge management system.**