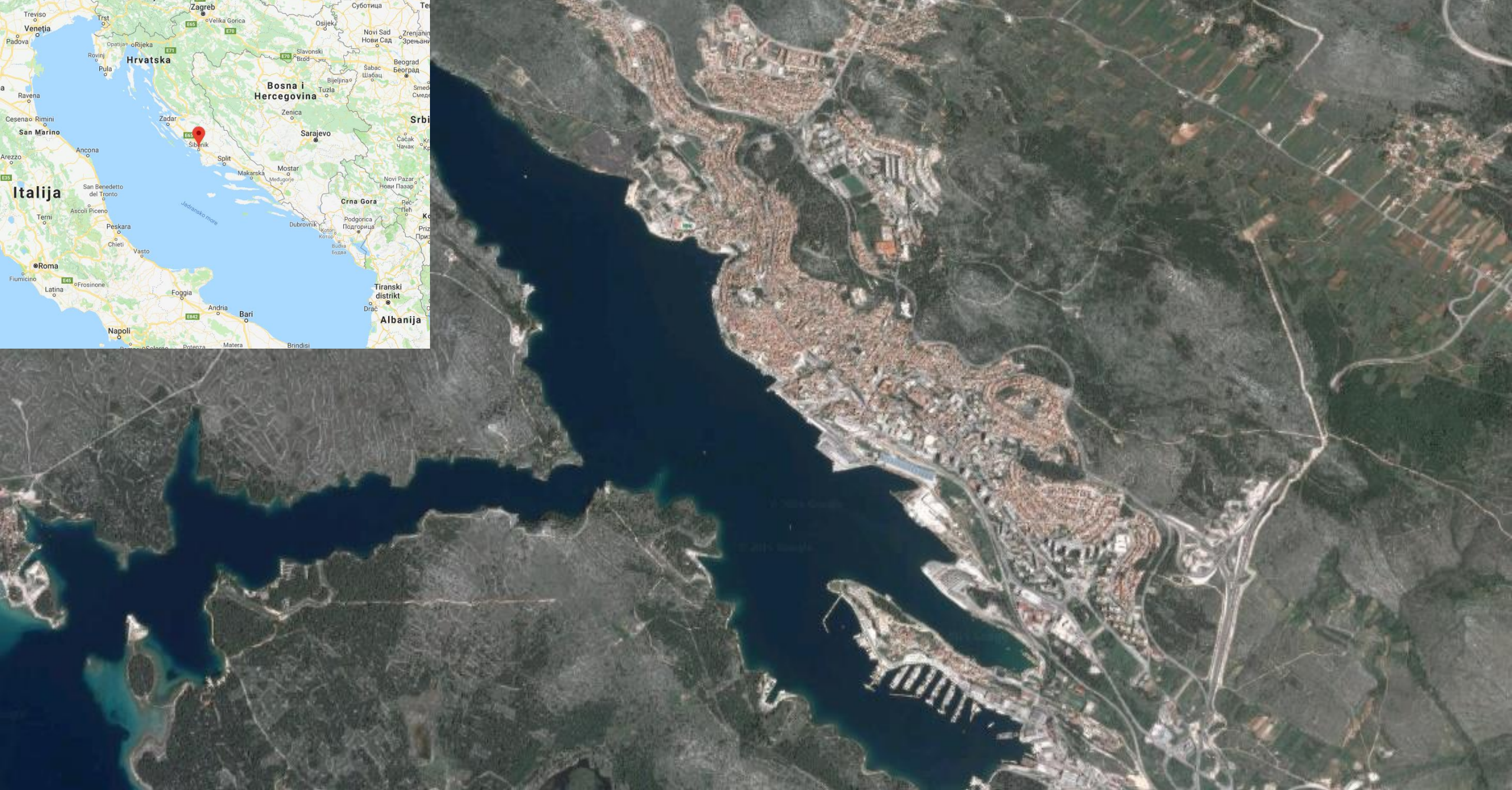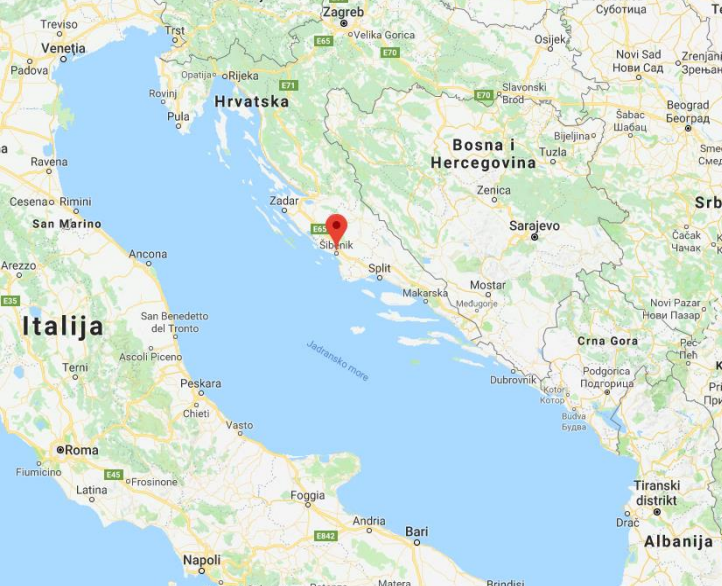# *Digital technology as storytelling tool @ fortresses in Šibenik*

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TVRĐAVA KULTURE ŠIBENIK

Heritage and culture:

St. James' Cathedral / St. Nicholas' Fortress

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TVRĐAVA KULTURE ŠIBENIK
JAVNA USTANOVA U KULTURI

Fortress of Culture Šibenik is preserving fortification heritage in Šibenik, it manages its sustainable use and organizes cultural events for citizens and visitors of Šibenik.

Fortress of Culture Šibenik is a synonym for excellence in cultural heritage management, interpretation and events organization at national and European levels.

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                        Director

Cultural &      Programmes &    Marketing, PR &    Technical Affairs    Administration &
Historical       Production          Sales                                 Finances
Heritage
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Barone Fortress

St. John's Fortress

St. Michael's Fortress

Why use digital tools and multimedia in heritage sites?

- Create atmosphere, unforgettable and exciting experience
- Storytelling using dramatical effects and music
- Revive real historical events and evoke emotions
- Speed up time, slow it down or show realistically relations, for example „before" and „after"
- Enable insight into places, phenomena or content otherwise not available
- Multilanguage interpretation
- Present large scale of information and dana on relatively small space

St. Michael's Fortress – revitalization project:

- concept devised in 2009
- developed in 2010-2011
- EU project implementation 2012-2014
- project value: 1.67M €
- project goal – *"to contribute to the sustainable economic growth of Šibenik and the surrounding region through the development and broadening of cultural tourism"*

Cistern/water tank – 15th century

Fortress reinvented project

- A demanding project in the cisterns was implemented to set up the most modern technical equipment needed for the screening of contents onto the curved and roughly plastered walls of the cistern.

- The image and sound backdrop consists of 34 projectors and 16 speakers that cover 90% of the wall surface.

The story of the all-time struggle of good and evil, in the Christian tradition often represented by the fight of St. Michael and the dragon. The archangel, whom we often come across on the mountain tops, was the protector of Šibenik from the very beginning.

The cistern and its arches have been turned into a time machine that takes you through the centuries of Šibenik and the most important events from the creation of the city until today, with a special emphasis on the fortress from which the city originated.

History retold by 3D mapping

Glazirana keramička vaza, o. 1920.
Glazed ceramic vase, c.a. 1920

In the breaks between the main screenings, the cisterns show a multimedia 3D exhibition of the most important and best-preserved findings which testify to the long-term continuity of use of this location.

Barone fortress - revitalization project:

- concept devised by an NGO („Juraj Dalmatinac") in 2012
- developed and applied for funding in 2013
- project implementation 2014-2016
- project value: 1.38M €
- project goal – *"Contribute to improved public tourism-related infrastructure in order to increase the Šibenik-Knin County welfare. Contribute to promotion of cultural attractions and boosting of local SMEs by providing high-tech innovative services."*

Innovation in heritage presentation:
Storytelling through digital and multimedia features

EMOUNDERGROUNDS - EMOtional technologies for the cultural heritage valorization within cross border UNDERGROUNDS

- AIM OF THE PROJECT:

Increasement of attractiveness and competitiveness of the program area with a goal to strengthen socio-economic sustainable growth of the macro Adriatic region by promoting new integrated cultural tourism product based on advanced emotional technologies and innovative marketing tools through:

- development of action plan of smart management of chosen tourist destination in the region with list of necessary activities for enhancing the tourist experience
- purchase of technologically advanced equipment for virtual reality (headphones and Wireless Monitoring system)
- scientific research and analysis of identified cultural heritage and their interiors
- production of digital and virtual contents - storytelling in VR technology
- cultural - literary live stream festival

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