GO DIGITAL!

diStory
Digital Stories of Small Historic Towns

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Europe’s small historic towns

• depopulation
• remoteness
• economic decline
• changing technologies/lifestyle trends

• ACTIVATING CULTURAL HERITAGE? CHALLENGE!
4 CULTURAL ORGANIZATIONS

• Radovljica Municipality Museums
• Association of Historic Towns of Slovenia
• Urban Development Centre of Serbia
• Comune di Fermo, Italy
INTANGIBLE (HI)STORY
+
CLOSE RELATIONSHIPS WITH AUDIENCE
+
LEARNING AMONGST PARTNERS
=
BETTER TOWN RECOGNITION
HOW TO KEEP NEW DIGITAL AUDIENCES INTERESTED?

NEW DIGITAL TECHNOLOGIES, NEW SKILLS, CURATOR’S FLEXIBILITY, ORGANISATIONAL CHANGES, PARTICIPATING

NEW VISITORS, BETTER ACCESSIBILITY, NEW COLLABORATIONS
TARGET AUDIENCE

• foreign tourists
• individuals with special needs
• youth
WORK ... WORK ... WORK ...

partners + audience

joint learning
transnational digital story
public dissemination
PARTNERS

- creative workshops
- website, social media...
- ASANA
- SKYPE

MEETINGS IN PERSON

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AUDIENCE? WHY?

PEOPLE ARE TELLING STORIES AGAIN.
PUBLIC APPEAL
RESPONSE?

• what went wrong? Articles?
• why don't they want to cooperate etc.
• do they trust social media?
• are they fed up with all the triggers from internet?
• what is wrong with our blog?
How did we include youth in creating project stories?

• surveys about what they would like to hear on the guided tour in town
• their guidance
• design a postcard, which they would send in to the world
• production of a short movie about towns
• creative workshop Animation
• workshop for younger adults, filming their narrations and learning basics in production
• collecting stories/memories from old people
• testing the mobile application and platform
1. Survey
STOP BEING BORING

No, really. That’s very interesting.
Please go on.
SUGGESTIONS

• Be interesting/fun!
• Interact, don’t just explain facts!
• Tell us what is new, not just history facts.
• Where can I: take a great photo, eat well, get a cup of coffee?
• Future development of Radovljica.
2. Their tour
3. Design a postcard
3. Video

- Money makes the world go round ...
5. Animation
6. Filming, editing
7. Collecting stories
Testing mobile application

• Soon to come ...
Few tips on working with youth:

- direct contact (note: influence of teachers)
- reward 😊
- loose instructions for their part of cooperation
- not too many information (first the ones they already know, then upgrade)
- encourage creativity
- be a mentor, not a commander
- let them know, their part is equally important as of others (adults)
- listen to their suggestions
MOBILE APPLICATION/PLATFORM

/ AR App

/ Map with hot spots / Tap on a pin opens a call out with additional options

- Info - short description accompanied with image or gallery
- AR
- Game / Quizz
- Did you know / Secret*

*Secrets are behind the scene looks with little known or hidden gems (connection to web platform through interviews with personal or less known information)
• DIGITAL ✓
• COOPERATION ✓
• SHORT INFORMATION ✓
• PICTURE/VIDEO/VLOG ✓
• ILLUSTRATIONS ✓
• AR ✓
• INTERACTION ✓