Project no. 727040

GIFT
Meaningful Personalization of Hybrid Virtual Museum Experiences Through Gifting and Appropriation

Understanding Europe – Promoting the European Public and Cultural Space
Horizon 2020

SC6-CULT-COOP-2016-2017

Start date: 1 January 2017. Duration: 36 months

D7.3
Project Website

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Actual submission date: 01 March 2017
Revised and resubmitted: 29 June 2018
Number of pages: 10
Lead beneficiary: ITU
Authors: Mace Ojala and Anders Sundnes Løvlie
### Project Consortium

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<th>Beneficiary no.</th>
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<td>1 (Coordinator)</td>
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### Dissemination Level

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### Type

| R   | Document, report                                                        |   |
| DEM | Demonstrator, pilot, prototype                                         |   |
| DEC | Websites, patent filling, videos, etc.                                  | X |
| O   | Other                                                                   |   |
| ETHICS | Ethics requirement                                                |   |
This deliverable presents the main project website for GIFT.

A website is normally not a static object. It develops through updates, revisions and redesign. This is also the case for GIFT. The main project website has been through three main versions, and a fourth version is currently under development. The first version of the website was a preliminary version that was set up in the preparatory stages of the project in the fall of 2016 in order to inform stakeholders in the project. The second version was a redesign of the first, and was presented in the original version of this report, submitted to the commission on 1 March 2017. This revised report presents the current and third version of the website, which introduces the project more clearly, disseminates academic publications and documents mentions at events and in various media. The report also outlines plans for the fourth version that will be implemented in the second half of 2018.

The current version of the website can be found at URL http://gift.itu.dk. The website serves as an information pool and a communication tool. In addition, social media are used for project status updates, promoting events and disseminating content from the website.

Organization and structure

While the outcomes from design and research work packages are taking shape, the website is maintained in a stable shape to clarify project communication. Its current structure, designed during M4, soon after first delivery of this Deliverable in M3, is quite simple.

In the current (June 2018) design, the frontpage (Appendix, Fig 1. and 2.) shortly presents the project, its aims, methodology and future outcomes. The About page (Fig. 5 and 6.) complements the frontpage with a motivated project description and with roster of contributing people. The Publications (Fig 3.) page is an up-to-date list of published academic work. The Media (Fig 4.) page is an updated list of public appearance in media, such as news, radio and TV.

Infrastructure and operations

The website and its content are managed by ITU staff contributing to GIFT, and falls under WP7.

The website has been operational and functioning since the beginning of the project. Technical hosting is provided by IT University of Copenhagen, using the reputable, stable and versatile content management system WordPress.

Website analytics are in place, and are used to monitor, guide and report communication efforts and exploitation of project outcomes.

Content

The website serves as a public repository for project outcomes. Non-public content regarding the project, including personal data not used in publications or communication material (see D8.1) will
not be on the website. Most of the content on the website is in English and is designed for clarity and ease of use.

Before results from the design, research and framework work packages of the GIFT project are available, the website provides basic information regarding the project aims, partners and staff. As preliminary and final results become available, they will be made available and findable via the website. The website exhibits press coverage about the project, related student projects and other reports. Note that the calendar only shows upcoming events, not past events. Information about past events can be found in the relevant project documentation (e.g. deliverable D1.4).

**Next version of the website: gifting.digital**

As set out in the DoA, the project website will also serve as the repository for the GIFT framework and the toolkit developed in the project. For this purpose we have secured the domain gifting.digital. We have set up a rudimentary website on this URL, to hold some preliminary material for the toolkit and framework. At the moment we are developing designs for a new website that contains both the project website (currently located at gift.itu.dk) as well as the framework and toolkit. This website will be implemented at gifting.digital during the second half of 2018, and will contain:

- All elements of the framework (tools, guidelines, reports etc.), including relevant documentation
- Resources, learning, case studies and evidence from the project duration
- Publication of interim results from the action research process
- Calendar of project events
- All deliverables that are public, as soon as they have been approved by REA and published in CORDIS
- All press releases, media mentions and other communication efforts
- All openly accessible research publications
- Basic information about the organizations and researchers participating the project, the partner museums and funding
Appendix 1. Website layout designs

Figure 1. Frontpage
Project Partners

Center for Computer Games Research at IT University of Copenhagen (Denmark)
Home of some of the world’s foremost researchers in computer games and playful design

Mixed Reality Laboratory at University of Nottingham (UK)
Home to the Mixed Reality Lab, longtime innovators in locative media and research collaborators with Blast Theory

Department of Informatics and Media at Uppsala University (Sweden)
Home to Annika Waern, pioneer and author of seminal works in pervasive games, game design and HCI

Blast Theory (UK)
An internationally renowned artist company with a history of groundbreaking work in new media, locative media and pervasive games since the 1990s

Next Game (Serbia)
An international startup advertising company in Belgrade, with a strong interest in pervasive games and performance art

Europeana Foundation (Netherlands)
The digital platform for European cultural heritage

Culture24 (UK)
British charity which publishes about visual culture and heritage in the UK

Participating Museums

Asian Museum of Modern Art (Denmark)
CAOS Centro Arte Quffici 39i (Italy)
Center for Studies of Holocaust and Religious Minorities (Norway)
The Danish Museum of Science and Technology (Denmark)
Derby Silk Mill (UK)
The Munch Museum (Norway)
Royal Albert Memorial Museum & Art Gallery (UK)
Royal Pavilion & Museums (UK)
SFMOMA San Francisco Museum of Modern Art (USA)
Tate & Well Archives & Museums (UK)

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 727045

Figure 2. Frontpage, cont.
The GIFT project includes researchers from many different academic disciplines, such as design, art, computer science and media studies. Results from the project will be published as reports on the European Union’s CORDIS, and we will post links to the reports here as soon as they become available.

Furthermore, the project plans to publish a book on meaningful personalization of hybrid virtual museum experiences aimed at practitioners, educators and academics. Watch this space for updates.

All academic publications based on research in GIFT will be made available via open access and posted on this site.

Publications


Student Projects

In English


In Danish


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A SiteOrigin Theme

Figure 3. Publications page
GIFT Press Release

Meaningfully personalized museum experiences, November 2016

Media Mentions

Kunstnerne bruger augmented reality DR1 TV AVISEN med Sporten, 16th May 2016 (Danish)
Snapchat-teknik bliver til kunst DR1 Kulturmagasinet Gejst, 16th May 2016 (Danish)
Digital innovation can enhance cultural heritage, here conference Horizon, 21st April 2018
Digitale museer DR Kulturen på P1, 21st March 2018 (Danish)
Ny kunstgenkendende app DR P1 Eltemiddag, 10th October 2017 (Danish)
Forskningsbevilling: Bingo efter 870 timer FORSKERforum, January/February 2017 (Danish)
IT-Universitetet vil give museumsgæster større digitale oversigter Ingeniører, 28th November 2016 (Danish)
ITU i spidsen for nyt EU-støttet forskningsprojekt Allinget, 3rd October 2016 (Danish)
Museer skal udnytte teknologiens muligheder DR P1 Eltemiddag, 29th September 2016 (Danish)

Figure 4. Press page
Figure 5. About page
Figure 6. About page, cont.