

Immersive Technologies and Heritage Valorization: Perspectives & Innovations



Topics included but are not limited to:

- **Virtual and augmented reality applications:** Exploring how VR and AR can enhance the experience of cultural heritage sites.
- **Digital storytelling in cultural heritage:** Using immersive technologies to enhance the understanding of cultural heritage.
- **Preservation techniques :** How can immersive technologies help in the preservation of cultural artefacts?
- **User Experience and interaction design:** Best practices for designing engaging immersive experiences in cultural heritage contexts.
- **Accessibility, inclusivity and sustainability strategies:** Strategies for using immersive technologies to make cultural heritage accessible to diverse audiences from a sustainable and inclusive perspective, involving communities and individuals in heritage projects.
- **Ethical considerations:** Addressing the ethical implications of using immersive technology in cultural heritage.
- **Case studies:** Successful implementations of immersive technologies in museums, heritage sites or cultural festivals.
- **Future trends:** Predictions for the development of immersive technology in the heritage sector. The convergence of disciplines such as music, visual arts and technology in the exploration of cultural heritage; the role of CCIs as a catalyst for innovation.
- **Community engagement:** The role of immersive technology in promoting community involvement in heritage projects. Exploring collaborations between CCIs and their impact on innovation performance.
- **Creative industries and heritage:** The role of immersive technology in the creative industries and its impact on heritage conservation and promotion.