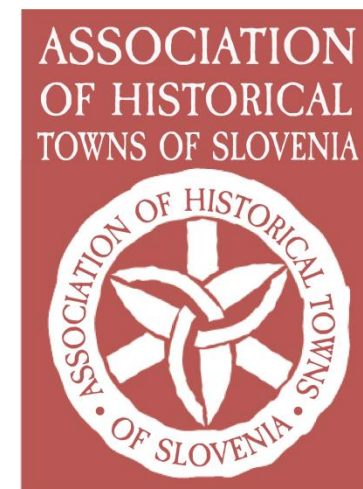




# **Digitalization of Cultural Heritage in** **Digital Transformation Age**

**Final Conference,  
December 4th, 2020, online.**

**Mateja Hafner Dolenc, general secretary  
Association of Historic Towns of Slovenia**



2001 – 2021

# Association of Historic Towns of Slovenia

at the initiative of the mayors Pirana, Škofja Loka, Ptuj



- organized as an economic interest group
- 18 town members - 18 old town centers protected as a cultural monument
- 8 economic groups
- towns have in their territory around 75% of the most important cultural monument in Slovenia
- 3 towns on UNESCO cultural heritage list:
  - Idrija, mercury mine
  - Ptuj, rounds of the Kurentes
  - The Škofja Loka Passion Play
  - Idrija and Škofja Loka: bobbin laces in Slovenia
- a lot of culture: over 60 cultural institutions operate in our members: museums, galleries, exhibition halls, libraries,...



# EUROPA 2019-2024

## 6 Commission priorities

A European Green Deal

## A EUROPE FIT FOR THE DIGITAL AGE

An economy that works for people

A stronger Europe in the world

Promoting our European way of life

A new push for European democracy

## Three pillars to support approach

ensure that Europe seizes the opportunity and gives its citizens, businesses and governments control over the digital transformation

## 8 actions

- Digital Skills & Jobs



# Recovery plan for Europe

## Recovery and resilience facility

Leading the way out of the crisis and building a greener, more digital and more resilient Europe.

The largest stimulus package ever

## **NextGenerationEU initiative**

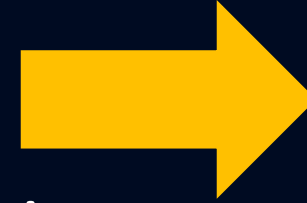
rebuild a post-COVID-19 Europe.

## Main elements of the agreement

- 1.....
2. fair climate and digital transitions, via the Just Transition Fund and the Digital Europe Programme,
- 3....

# 3 main activity of Association

tourist product CITIES AND CULTURE  
cooperation -National turist board of Slovenia



**TOURISM**

CULTURE: culture heratiage  
cooperation-networking  
museums, producers,  
artist, young people,

**DIGI  
TALIZA  
TION**



**CULTURE  
creativity**

SCHOOL OF RENOVATION  
educational project - old skills and crafts



**RESTORATION**

# CHALLENGE

Cultural  
heritage

to connect with **TURISM** – economic aspect  
present to **YOUNG PEOPLE** – educational aspect  
communication with **AUDIENCE** – social aspect

**DIGITALIZATION**



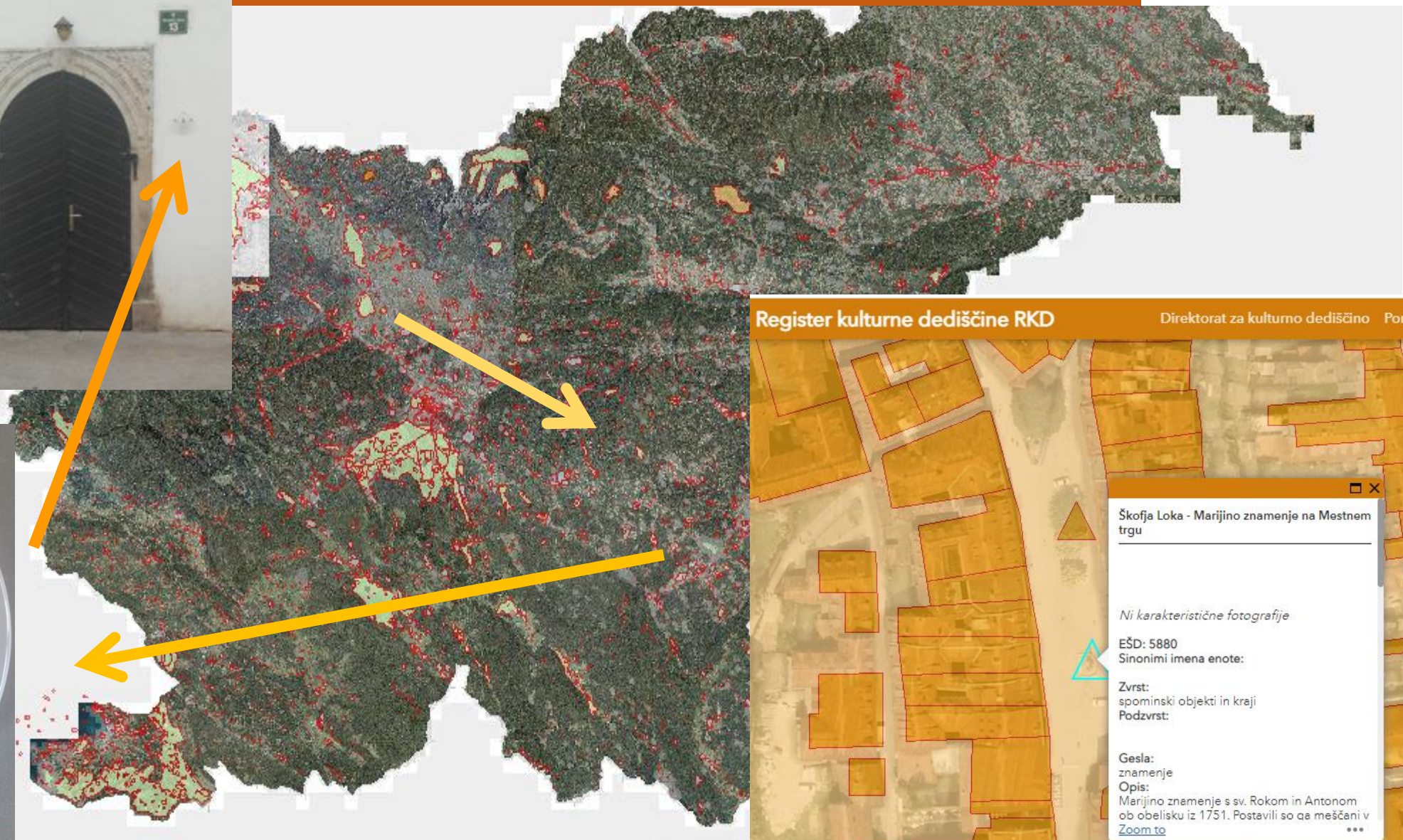


▼ EŠD 5880 X Q

- All
- Nepremična dediščina - po imenu
- Nepremična dediščina - po EŠD
- Nesnovna dediščina - po imenu
- Nesnovna dediščina - nosilci
- po parceli
- po toponimih
- po naslovu



## Ministry of culture - Register of cultural heritage , 2009-2020



Register kulturne dediščine RKD

Direktorat za kulturno dediščino Pom

Škofja Loka - Marijino znamenje na Mestnem trgu

Ni karakteristične fotografije

EŠD: 5880

Sinonimi imena enote:

Zvrst:  
spominski objekti in kraji  
Podzvrst:

Gesla:

znamenje

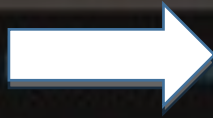
Opis:

Marijino znamenje s sv. Rokom in Antonom ob obelisku iz 1751. Postavili so ga meščani v

[Zoom to](#)







- **Link to register of cultural heritage**
  - **Ministry of culture**
- **promoting digital innovation of Slovenian cultural heritage in the year 2020 and 2021 - tender**
  - Ministry of economic development and technology - for support tourism activities**
- **Application – tourist guide, games,**
- **augmented reality, virtual reality – new experiences**

Explore rich content freely



Let audio be your guide



## 1. The Devilish Tartini



Take a moment and listen to the sounds of the most harmonic square on the Slovenian coast. This focal point of the town is named after the famous violinist and composer Giuseppe Tartini, who was born at the end of the 17th century, right here, in Piran.

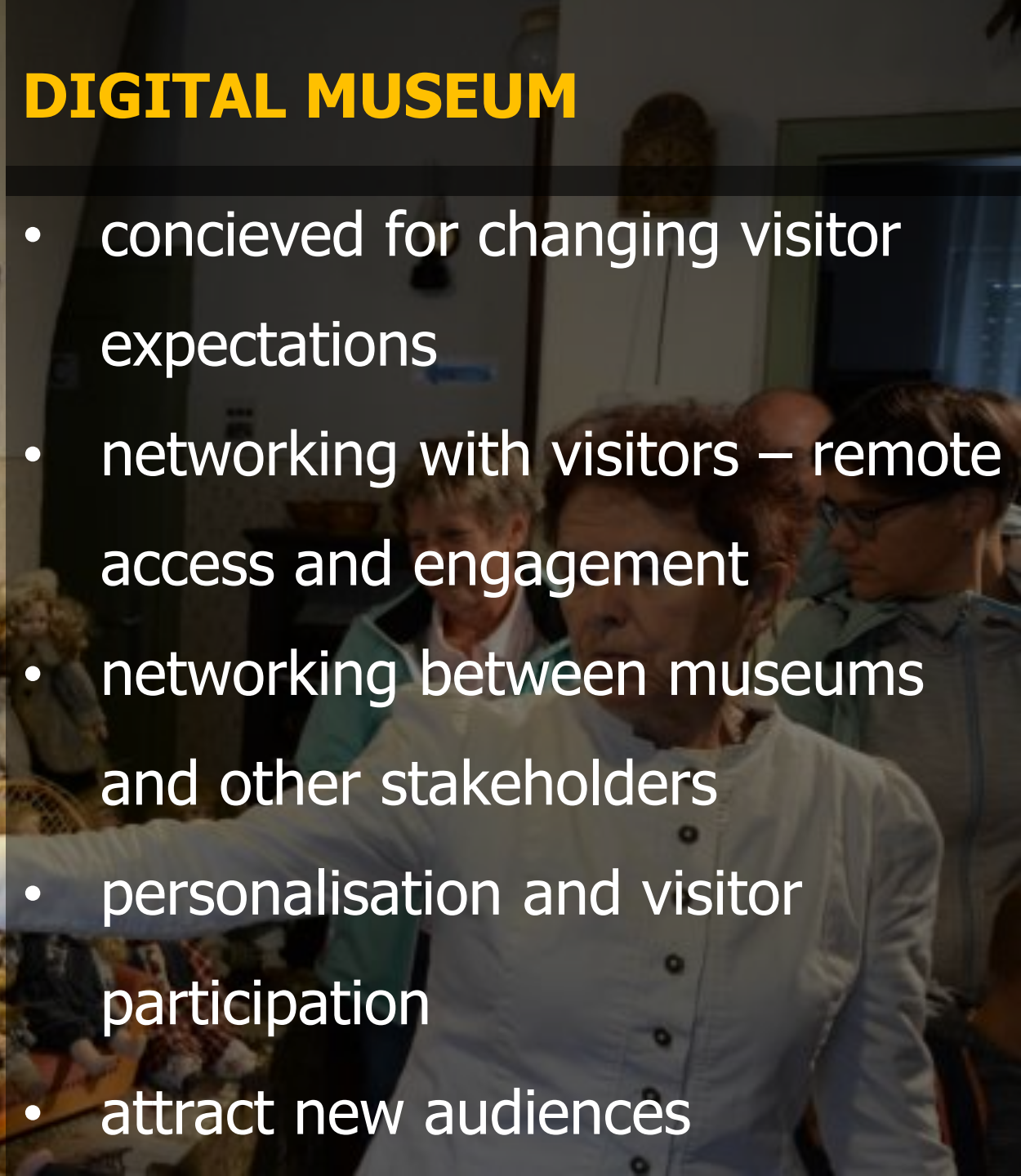
From the early age, Giuseppe Tartini would exhibit interest as well as talent for music. However, his father wanted to steer him into priesthood. Tartini received his first musical education at the Piran Minorite Monastery and the Koper collegium, while his restless soul drove him to take up the study of law and teach music in Italy.





## DIGITAL MUSEUM

- conceived for changing visitor expectations
- networking with visitors – remote access and engagement
- networking between museums and other stakeholders
- personalisation and visitor participation
- attract new audiences





# YOUNG PEOPLE



**Can cultural heritage in historic cities and museums become interesting for young people using new digitization technologies?**

## Obogatena resničnost

Navdušite z virtualno nadgradnjo okolja, predmetov in prostorov.





# diStory – Digital Stories of Small Historic Towns



## DIGITAL STORYTELLING

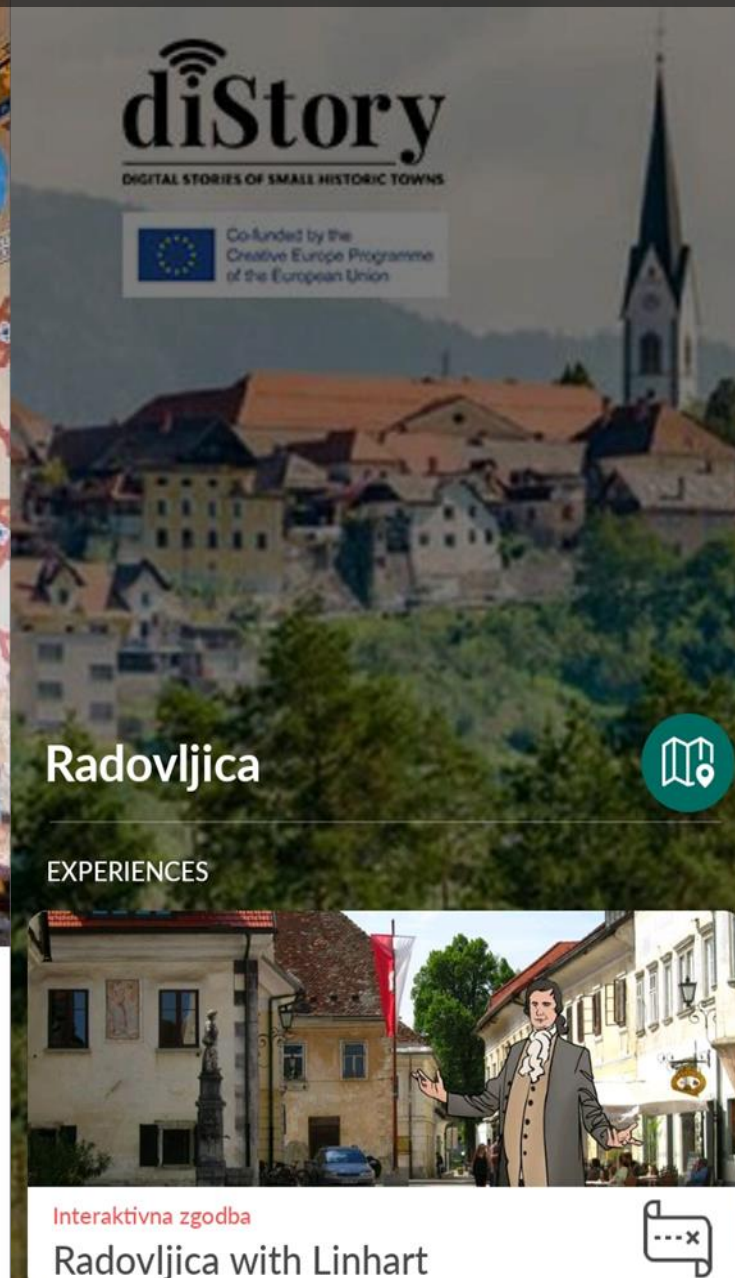
Increasing interaction  
with the audience

Lessons learned from practical experience in  
three small historic towns

**diStory**  
DIGITAL STORIES OF SMALL HISTORIC TOWNS



With the support of the  
Creative Europe Programme  
of the European Union.



**diStory**  
DIGITAL STORIES OF SMALL HISTORIC TOWNS

historic cities  
and museums  
closer to the  
audience with  
new digital  
technologies  
and

**digitalization** -

EU project CE

2016-2018

Video diStory final

[https://www.youtube.com/watch?v=9UWHArbT\\_VA](https://www.youtube.com/watch?v=9UWHArbT_VA)

Thank you.