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CD-ETA- Collaborative Digitization of Natural and Cultural Heritage

FIRST THEMATIC SEMINAR

Examples of good practices related to the digitization of cultural and natural heritage during the Covid-19 context in the Valencian region (Spain)

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Online - Alzira
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Introduction

Since the beginning of the global health crisis, Covid-19 restrictions have limited physical access to natural and cultural heritage sites.

In this context, local museums and other institutions have met the challenge of displaying their collections to the habitual audience.

Moreover, they have also faced digital challenges, which means learning new tools to enable them to share natural and cultural heritage online.

Introduction

The Covid-19 crisis has hit the tourism and culture sector worldwide.

Cultural heritage, and, more specifically, intangible heritage, has been one of the sectors most severely affected by the pandemic.

Introduction

During the lockdown, the cultural offer had to respond to population demands in the online space and, in turn, contribute to make a difficult moment more bearable.

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How did the Covid-19 crisis affect cultural institutions' usual work with visitors?

Some brief examples of 'good practices'

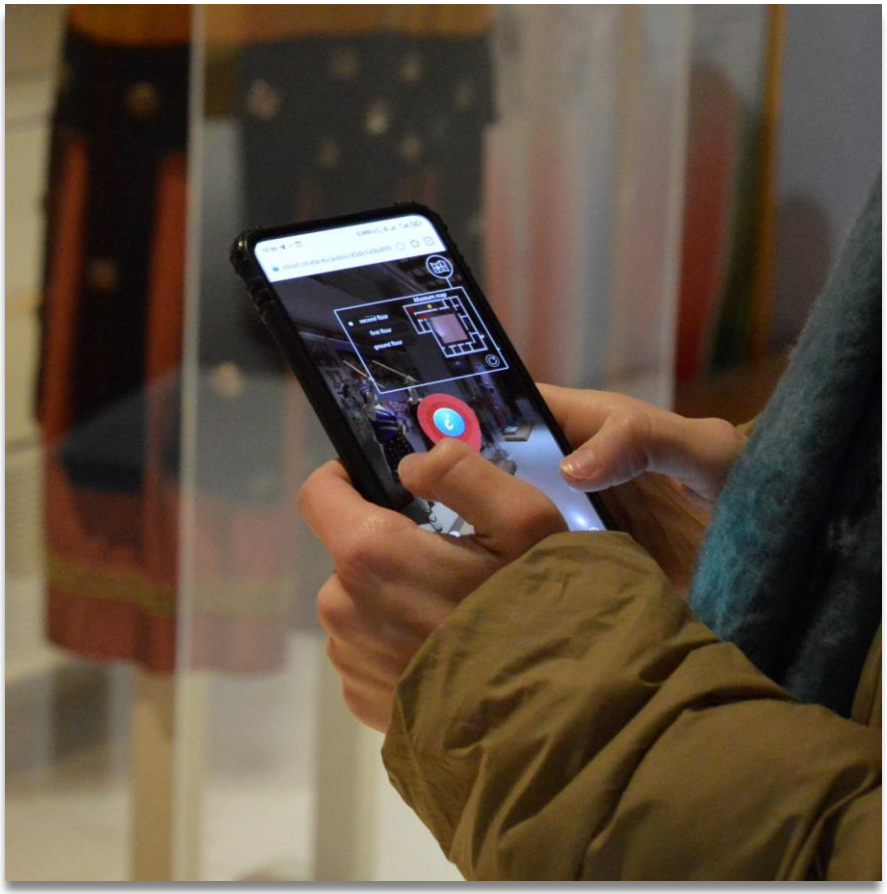
Museu Valencià de la Festa (Algemesí)

- **Virtual tours**, through the 'Riberana' website, stand out: panoramic views, 360-degree video, and 3D models. The virtual tour has been a great success in the region and has been followed **internationally**.

- **Online campaigns** for the dissemination of their cultural heritage: "Algemesí des dels balcons i finestres" (photo competition) and "Inundem les xarxes amb imatges de la Festa".

- Creation of an **audio-guide** system, accessible through a **QR code**, to virtually explore the most famous tourist spots in the city: the Museu Valencià de la Festa and the historic center. Use of **QR codes** to go on a free virtual tour using a smartphone to discover the Basilica of Sant Jaume Apòstol.

Museu Valencià de la Festa (Algemesí)



Museu Valencià de la Festa (Algemesí)

- Dissemination of **cultural videos** and posts on social networks, provided by local cultural associations: 'Queda't a casa' campaign ('Stay at home' campaign).

- **3D Models** of the sculptures exhibited in the museum.

- Online cultural **workshops** taught by museum staff were also promoted on social media.

Sculpture of Doménec Gamieta. Author: Leonador Borràs.

Museu Valencià de la Festa (Algemesí)

The prior digitization and the display of the museum through a pioneering virtual visit tripled the number of online visitors.

Virtual tour, Museu Valencià de la Festa.

Inundem les xarxes de fotos de La Festa
Enguany, la Festa de la Mare de Déu de la Salut no se celebrarà.
Des del Museu de la Festa i l'Ajuntament us proposem, per al 7 i 8 de setembre, omplir les xarxes socials, Instagram, Facebook i Twitter, amb les vostres imatges de les festes.
Aconseguim que la festa estiga més present que mai!
Etiqueteu les vostres publicacions amb el "hashtag"
#AlgemesíUNESCO2020
MUSEU
Imatge: Eladio Pérez García

Use of QR codes, Museu Valencià de la Festa.

Use of QR codes, Museu Valencià de la Festa.

Museu Valencià de la Festa #Algemesí @MuseuDeLa... · 10 de maig

#ALGEMESÍ DES DEL MEU BALCÓ.
Del 13 de maig al 30 de juny.
Inauguració 13 de maig a les 18'30.
Coincidint amb la fi de l'estat d'alarma presentem una exposició amb les mirades dels algemesinencs i algemesinenques des dels balcons, durant el confinament de 2020.

Tu i 7 usuaris més

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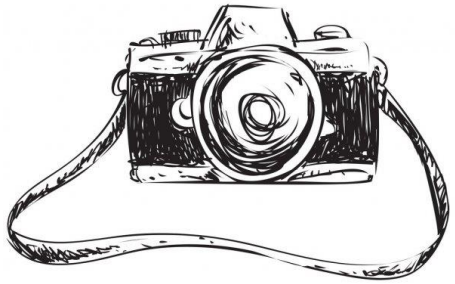
An attractive local photo contest was advertised on social networks during the lockdown: "Algemesí des dels balcons i finestres".



MUMA and Museu Faller (Alzira)

- ‘Riberana’ virtual tours are what stand out.
- The MUMA also promotes our virtual tours.
- The Museu Faller of Alzira opens its doors physically and virtually.
- Use of QR codes linked to PDF files, videos, and virtual tours.
- Thanks to these initiatives, physical visits have increased by 5% compared to the period before the pandemic.
- The Museu Faller of Alzira has been working to develop a new way of experiencing the festivity of Fallas thanks to virtual tours. This kind of project allows us to discover our cultural heritage from home using digital tools.

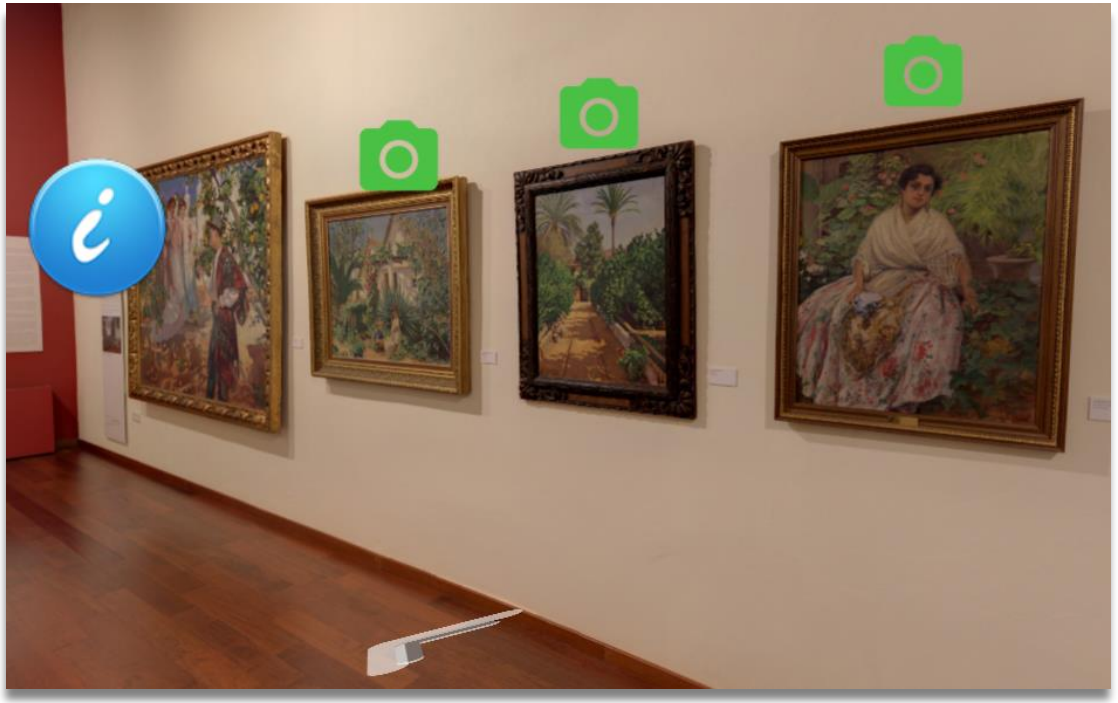
This museum includes different multimedia elements: images, videos, and explanatory texts.

MUMA and Museu Faller (Alzira)

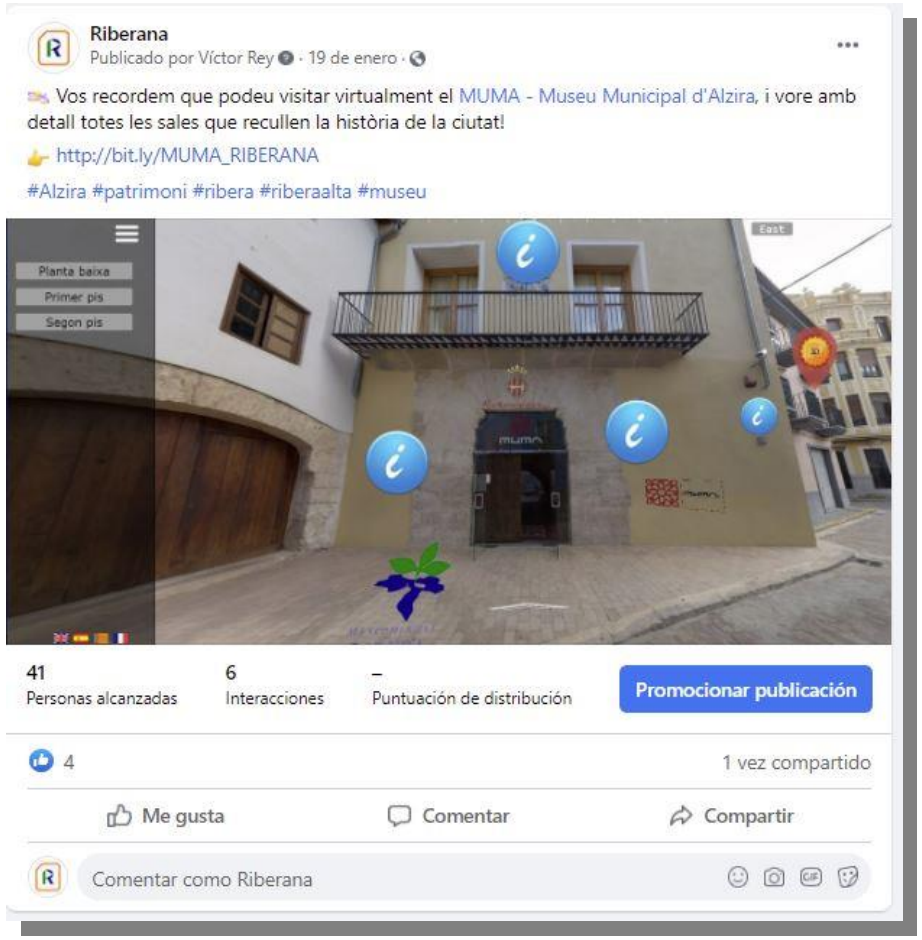
- The celebration of the International Museum Day was a great success and included a virtual tour of the Teodoro Andreu room, which was virtually opened to commemorate the 150th anniversary of his birth.

- Outstanding digitization works during the years 2020 and 2021: part of the Murta monastery, full MUMA and Museu Faller d'Alzira virtual 360-degree tours, the 'Torre dels Coloms' tower digitization and 3D reproduction of the monument, and so on.

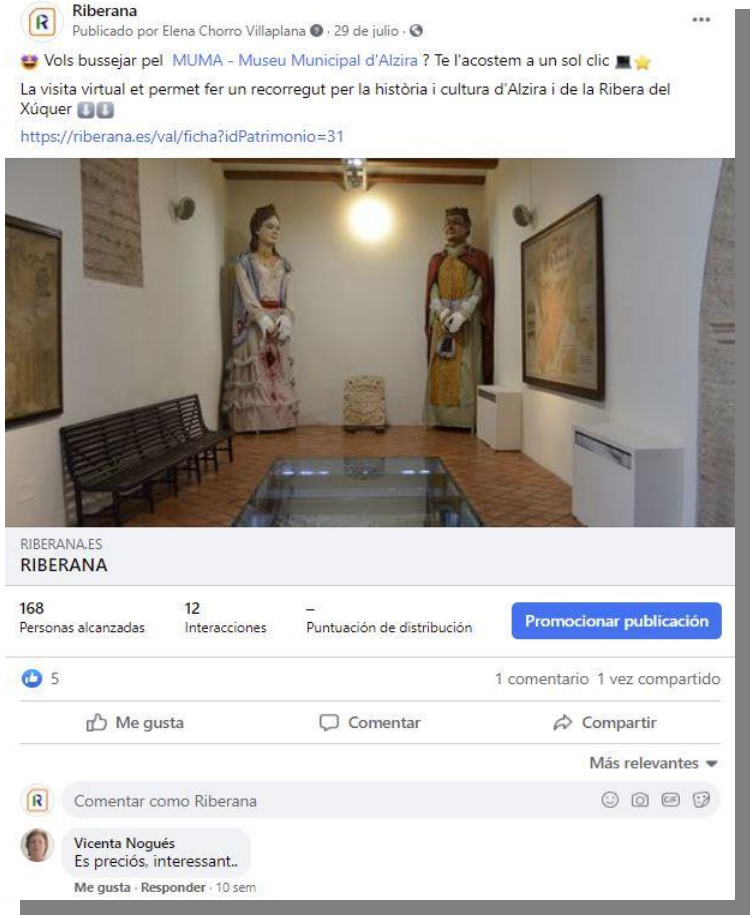
- Thanks to the digitization of museums, virtual tours can be enjoyed before and after the physical visit, completing and enriching the available information.



Teodoro Andreu room at MUMA Museum (Alzira).



Virtual tours, MUMA (social networks)



Virtual tours, MUMA (social networks)

Ràcef Arab tower (Almussafes)

- **Free guided tours 3 times a day during the 3-day festivity of '9 d'Octubre' (regional holiday), after Covid-19 restrictions and lockdown period.**

- **'Bubble' groups were established: 10 people maximum, 30 people per day.**

- **The tour of the ancient tower was the main attraction of the weekend and was very popular.**

- **The slogan was *Explore Almussafes' cultural heritage*.**

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Summing up the questions...

- What were the principal measures undertaken by museums to promote their work?

- Were they effective and did they make up for the loss of physical visits?

- Did they use digitization and digital products as a general or an alternative measure to partly or completely cover their visitors' needs?

- Were the institutions previously prepared for the use of these digital products? Are they going to use them in the future?

In conclusion

► Restrictions on activities and visits to museums during the pandemic have meant using new strategies to counteract the decline in visitor influx.

► Digitization has become an added value.

► ‘Riberana’ virtual tours / interactive visits have been the protagonists during the Covid-19 crisis.

► Digitization and virtual visits are altering the idea we have about museums. Museums have retained visitors thanks to ‘Riberana’.

► Social networks have become a link between institutions and their audiences.

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Thank you very much for your attention.