



Immersive Storytelling Driven Cooperation
for Cultural Heritage Dissemination
in Western Balkans

WP4: Creating new cultural experiences using immersive storytelling

4.3 IMMERSIUM Heritage Field Schools

“Immersive Storytelling for new Cultural Experiences”

OPEN CALL FOR PARTICIPANTS

Amazing opportunity for students and young professionals (18-35 years) in the fields of archaeology, history, art history, museum studies, marketing and management for cultural heritage, design, animation, creative writing and computer technologies from Europe to participate in one-week field school program at one of the following heritage destinations:

- Archaeological Site Stobi, Republic of North Macedonia**
Dates: 29 August- 04 September 2022
- Archaeological park Emona, Slovenia**
Dates: 20-27 September 2022
- Archaeological park Viminacium, Serbia**
Dates: 27 September- 04 October 2022

Q&A deadline: Please send your questions in English on hfs@immersium.eu no later than 27 July 2022.

Application deadline: 12 August 2022

Application process: Fulfil the online form at <https://cutt.ly/gLXq01B> providing all required information and selecting your desire heritage destination¹.

Selection announcement: 18 August 2022

Logistics: international² and local travel, accommodation and meals costs will be covered for selected ten (10) participants per heritage destination by the project.

Working language: English

¹ Participants coming from the countries of the heritage destination are eligible to participate only by selecting one of the other two heritage destinations. For ex. participant from Slovenia can only apply for HFS in Serbia or North Macedonia.

² International travel- economy class air transport, train or bus up to 250 Euros.



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About IMMERSIUM Heritage Field Schools.

The field school is one week (7 days- 6 nights) intensive academic and practice program lead by international experts and professionals from the cultural and creative sectors.

The program is designed as an introduction into the process of applying emerging technologies into digital tools that use immersive storytelling for presentation and exploration of the rich cultural heritage.

The program includes different lecturers, workshops, open discussions, field work, mobile app testing, hackathon, cultural visit trip and great social program. The participants will have opportunity to learn, exchange knowledge, gain skills, contribute and reflect their experience.

About IMMERSIUM App.

During the program the new Immersium App will be presented as self-guided interactive digital tool for unique cultural experience trough exploring, learning and entertaining at the heritage destination. The experiences created on the App intently lead to unveiling untold and uncovered historical and cultural stories with interactive content, supported with audio visuals, gamification elements, AR, avatar characters etc. The goal is to gradually replace the outdated audio guide concept with a new and immersive way of location based storytelling on visitors' mobile device. The IMMERSIUM App has six (6) immersive experiences for the Archaeological sites Stobi in North Macedonia, Emona in Slovenia and Viminacium in Serbia.

About the project.

These activities are part of the project "Immersive Storytelling Driven Cooperation for Cultural Heritage Dissemination in Western Balkans" funded by the Creative Europe Programme, EACEA 39/2019 Cultural Cooperation Projects in the Western Balkans. The project brings together seven (7) partners from five (5) countries, North Macedonia, Serbia, Slovenia, Greece and Bulgaria, to introduce a new cooperation model for the cultural and creative sector in using immersive storytelling to enhance cultural experience. The project offers new perspectives for perceiving cultural heritage, through designing novel touristic attractions and user-centric experiences. Under the acronym IMMERSIUM, this model, guides the cultural and creative sector in designing new forms of narratives and creating new immersive cultural experiences for the visitors at the cultural heritage sites.

Coordinator



Partners



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