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Presenting EMOTIVE project

Cultural sites are highly emotional places and Emotive will research, design, develop and evaluate methods and tools to support the creation of narratives which draw on 'emotive storytelling'.

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Emotive is an EU-funded heritage project that aims to use emotional storytelling to dramatically change how we experience heritage sites.

For heritage professionals, the Emotive application will provide a powerful storytelling engine and a set of rich digital media assets that can be used to create detailed characters and narratives featuring archaeological sites or collections of artefacts.

For visitors, Emotive will offer dramatic, emotionally engaging stories that can be experienced while at a cultural site or remotely. Wherever visitors are, they can follow characters, look for clues and explore environments alone or with family and friends.



the Emotive team at the kick off in November 2016

From 2016-2019, the Emotive consortium will research, design, develop and evaluate methods and tools that can support the cultural and creative industries in creating narratives which draw on this power of 'emotive storytelling'. The output of this process will be a number of prototype tools and applications for heritage professionals and visitors that produce interactive, personalized, emotionally resonant digital stories for museums and cultural sites.

EMOTIVE has received funding from the Horizon 2020 EU Framework Programme for Research and Innovation under grant agreement n° 727188.

Project Website: <http://www.emotiveproject.eu/>



Related Articles



E-Space creative marketing workshop. Innovation for Cultural Heritage

The E-Space creative marketing workshop "Digital Culture, Social Media and Innovation for the Cultural Heritage" is taking place in Pisa on 9 October. It will explore different ways of communicating cultural contents with the use of new media and will show how a greater audience can be reached by combining the power of social media and storytelling. The event, hosted by Fondazione Sistema Toscana in cooperation with Invasioni Digitali, is being held in the framework of the Internet Festival...



Modernising Cultural and Creative Industries within the EU

Cultural and Creative sectors occupy a significant place in today's European economy, by contributing to innovation, investment, digital modernisation and cultural tourism. The Cultural and Creative Industries (CCIs) generate indeed around €509 billion per year, representing 5.3% of the EU's total GDP and employ 12 million full-time jobs, which constitutes 7.5% of the EU's employment and the third largest employer sector in the EU (European Commission, 2018). More than the economic value add...



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WATIFY: Inspire to Transform takes place on 2 May at DNK - Space for Contemporary Dance and Performance, National Palace of Culture (Sofia, Bulgaria) and is organised by WATIFY, an awareness-raising campaign funded by the European Commission to stimulate the technological transformation of Europe's business. Transformation needs inspiration. WATIFY: Inspire to Transform brings insights on technology, transformation and innovation to Sofia for a day of learning, co-creation and connection. Lik...

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Promoting Cultural and Creative Industries: Maximising their Economic and Social Contribution in the...

Europe is the second largest Cultural and Creative industries (CCIs or Cultural and Creative sector, CCS) market in the world after Asia. A study by 'Cultural Times' estimates that European Union creates 32% of global CCI revenues and 26% of world-wide CCI jobs. Numerous surveys have proven that this field is one of the most sustainable in times of crises and can more easily adapt to the changing conditions. According to Eurostat, in 2015 the cultural sector constituted 2.9% of the total Europea...



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