

D2.4 – Communications Material, Cycle #3

Karolina Badzmierowska⁴

Reviewed by:

Hara Stefanou (EXUS)

Abstract

This document reports on communications and dissemination materials generated, and activities undertaken from June 2018 to July 2019 following the second deliverable on Communications Material (D.2.4, Cycle #3). It covers the further development and continuation of the communication activities set at the beginning of the project. It also outlines new communication material created to support such activities. Finally, it provides analytics and metrics information regarding the website and social media channels in the period covered here.

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Actual Submission Date: 24/09/2019

Dissemination Level: PU

Partner	Estimated Effort (in PMs)
¹ YORK	0.14
² UGLA	0.14
³ ATHENA	0.25
⁴ NOHO	2.00
⁵ EXUS	0.20



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1. Executive Summary

This document comprises Deliverable 2.4 (D2.4) of EMOTIVE’s Work Package 2 (WP2). It reports on the communication materials produced between June 2018 and July 2019. WP2 involves the promotion of the activities of the EMOTIVE project, and its final results, by providing information to various audiences, including the media and the general public.

The website was re-designed at the end of 2018 to reflect the more substantial phase of the project and its dissemination needs.

The EMOTIVE project continued its activity on social media channels during the reporting period, particularly Facebook, Twitter and our newly added Instagram account.

In September 2018, EMOTIVE released its third newsletter.

Two videos were released in 2019: EMOTIVE video preview for CHI 2019 and EMOTIVE Ebutius’s Dilemma onsite.

Each section of this report provides a brief overview of the material, its distribution channel(s) and, if applicable / available, its measured impact to date. The material is referenced throughout the document in graphical format (e.g., images, screenshots) or in the form of links to online resources and appendices.

2. WEBSITE

2.1. Re-design

As the project grew in the second year it was necessary to re-design its website to reflect the more substantial phase of the project and its dissemination needs (Figure 1). The new website was launched in November 2018 and included the following improvements and changes:

- A new and more contemporary look and feel of the website with an increased use of visual content
- A new homepage with more engaging and dynamic content
- An expanded section about the project (Background, EMOTIVE is...)
- A new section WHAT WE DO providing information about EMOTIVE's results and work in progress (Tools, Methodology, Experiences)
- An updated Partners page
- A more structured Dissemination section with information about the project's Publications, Deliverables, and Presentations and exhibitions
- A new page dedicated to EMOTIVE's collaboration with other projects
- A new page called Newsroom, a central place for the project's communication and dissemination activities with sections such as News and events, Gallery, Press and Newsletter

The website is regularly updated throughout the project and acts as a dynamic and up-to-date source of information and dissemination.

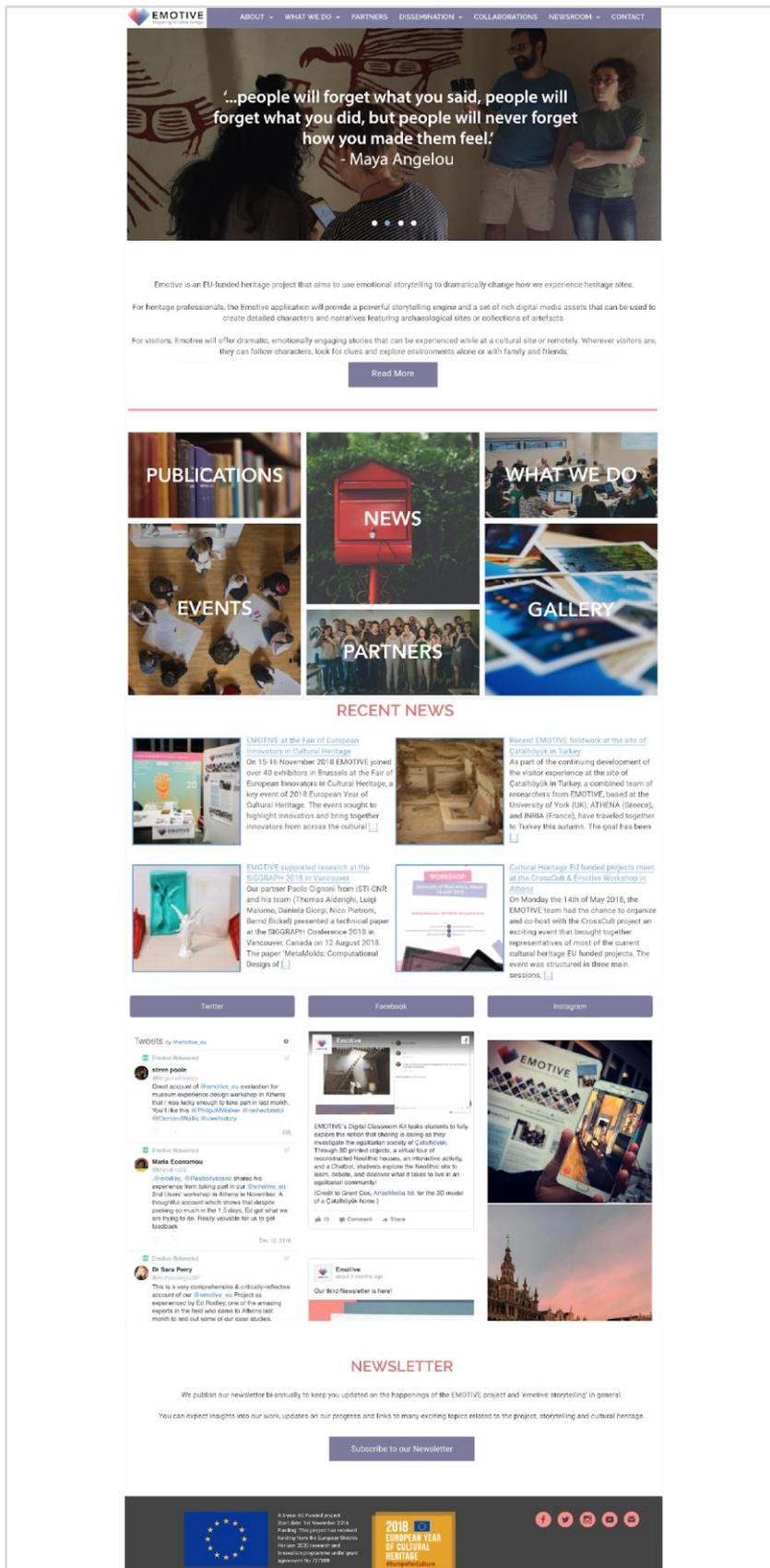


Figure 1. EMOTIVE website: Homepage, November 2018

The Gallery section on the website was extended further in order to share photographs from EMOTIVE events and meetings. The photographs were taken to document the project's work and activities, as



well as to generate an image library that can be reused across communication channels and materials. In 2018 three new galleries were added, which included photographs from events such as the joint EMOTIVE & CrossCult workshop in Athens, the EMOTIVE user workshop in Athens and the Fair of European Innovators in Cultural Heritage in Brussels (Figure 2).

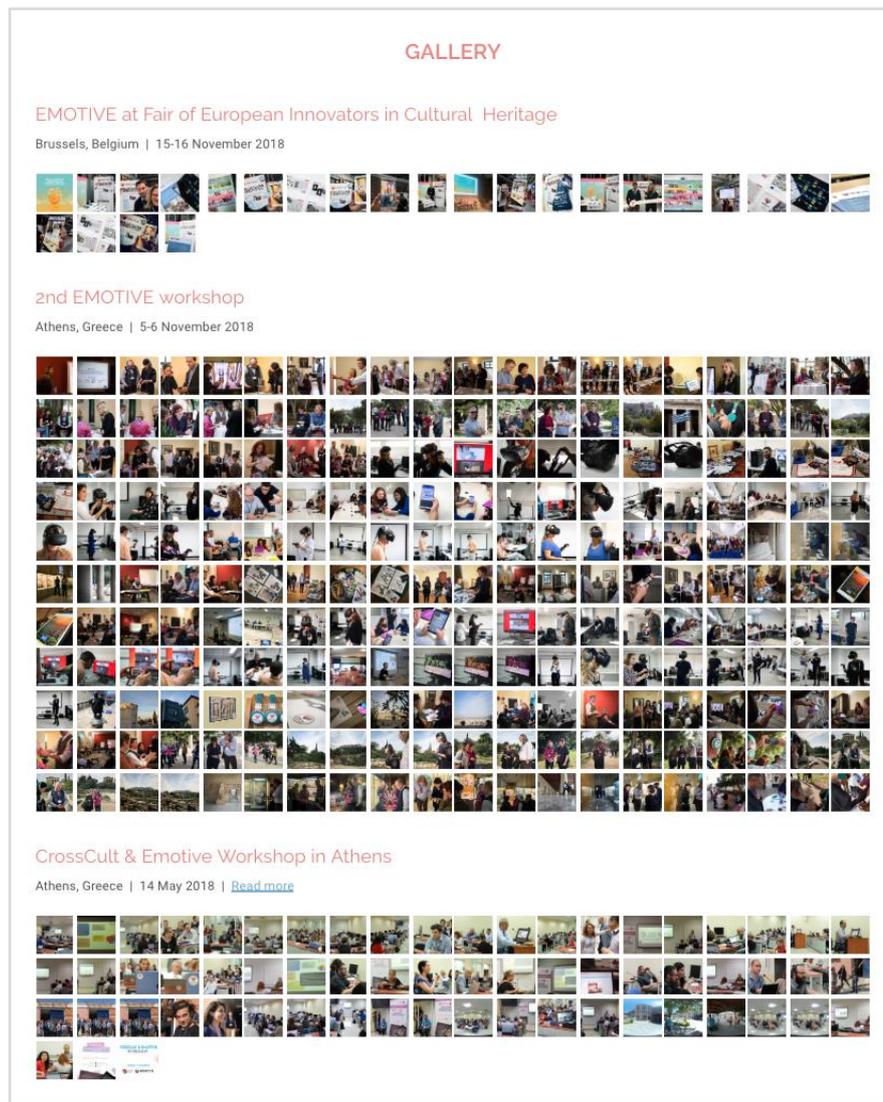


Figure 2. EMOTIVE website: Gallery, November 2018

2.2. Blog posts

Between June 2018 and July 2019, EMOTIVE published 11 blog posts covering a variety of topics including news and announcements related to all the project's progress. The full list of blog posts in chronological order is as follows:

- [EMOTIVE meeting at DIGINEXT headquarters in Toulouse](#) May 30, 2019
- [Guest blog post by Dr Rozhen K. Mohammed-Amin](#) May 15, 2019
- [EMOTIVE at the MuseWeb '19 Conference in Boston](#) April 17, 2019
- [EMOTIVE: a successful cooperation between Humanities Researchers and Cultural Heritage Institutions](#) April 10, 2019
- [Workshop Diary: Day Two of the second EMOTIVE User Workshop in Athens](#) March 4, 2019
- [Workshop Diary: Day One of the second EMOTIVE User Workshop in Athens](#) February 8, 2019
- [Happy Holidays from EMOTIVE](#) December 21, 2018

- [EMOTIVE paper accepted to the prestigious CHI 2019 conference in Glasgow, UK](#) December 21, 2018
- [EMOTIVE at the Fair of European Innovators in Cultural Heritage](#) November 30, 2018
- [Recent EMOTIVE fieldwork at the site of Catalhöyük in Turkey](#) November 23, 2018
- [EMOTIVE supported research at the SIGGRAPH 2018 in Vancouver](#) August 23, 2018

2.3. Analytics

A snapshot of Google Analytics data was taken for the period 1 June 2018 – 31 December 2018.¹ The Audience Overview for the period (Figure 3) shows 2,464 sessions (website visits), of which 84.8% were by new visitors.

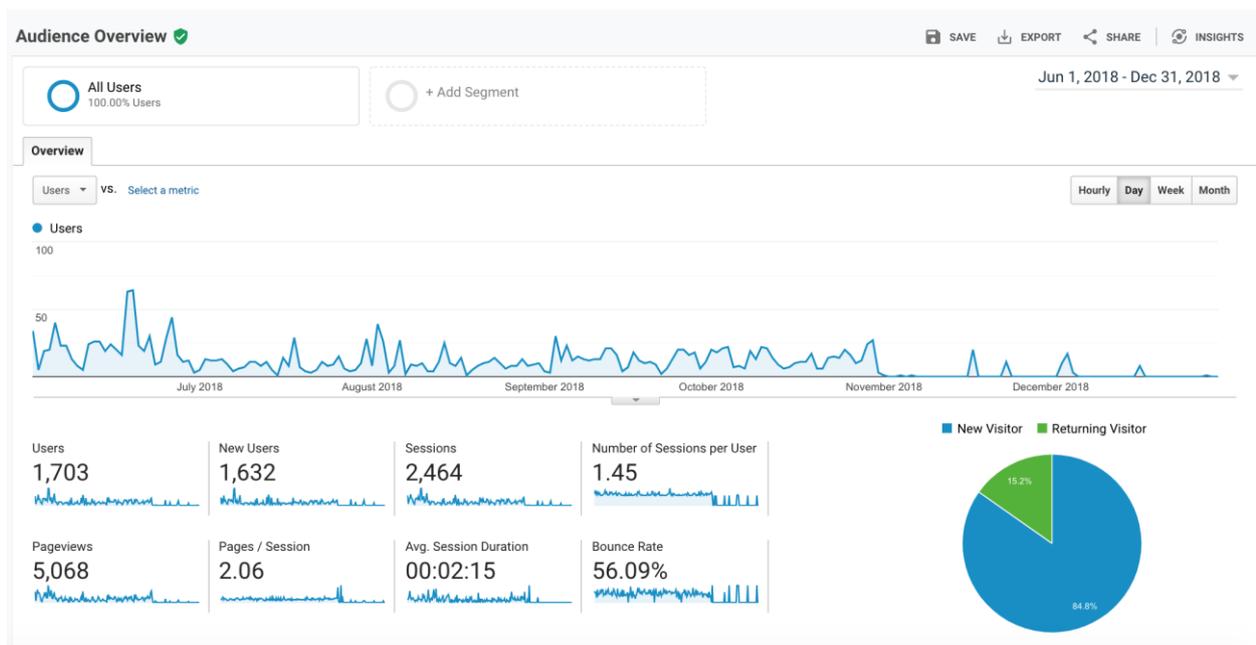


Figure 3. EMOTIVE website, Audience Overview

To date, website visitors have come from 111 countries. 79.1% come from the top 10 countries shown in Figure 4. Perhaps unsurprisingly some of the most active countries reflect the locations of project partners, e.g. United Kingdom, Greece, Italy, Ireland, France.

On the other hand, countries such as the United States, Spain, the Netherlands, Germany and Canada reflect the project partners' participation at conferences and events and the growing visibility of the project outside of partner countries.

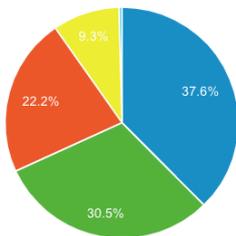
¹ The data for the second half of the period (1 January 2019 - 31 July 2019) was not available due to a technical error.

	Country	Users	% Users
1.	United Kingdom	884	22.71%
2.	Greece	547	14.05%
3.	Italy	469	12.05%
4.	United States	364	9.35%
5.	France	190	4.88%
6.	Ireland	171	4.39%
7.	Spain	136	3.49%
8.	Netherlands	96	2.47%
9.	Germany	82	2.11%
10.	Canada	74	1.90%

Figure 4. EMOTIVE website, audience locations

The Acquisition Overview (Figure 5) indicates that visitors to the EMOTIVE website during the period accessed it mostly through organic (37.6%) and direct search (30.5%).

Top Channels



- Organic Search
- Direct
- Referral
- Social
- Email

Acquisition			
	Users ↓	New Users ↓	Sessions ↓
	1,703	1,632	2,464
1	Organic Search	661	
2	Direct	537	
3	Referral	390	
4	Social	163	
5	Email	7	

Figure 5. EMOTIVE website, acquisition overview

3. Social Media

Social media channels are used regularly to communicate the project’s progress and engage with different audiences. To date, project activity has concentrated on Facebook, Twitter and Instagram.

3.1. Facebook

EMOTIVE’s Facebook page is at <https://www.facebook.com/emotiveproject/>.

It was created to increase project visibility, support the project’s name recognition and reputation, and to actively engage with diverse audiences (individuals, relevant institutions, special interest groups, etc.). Since the start of the project the number of page ‘likes’ and overall engagement has been growing steadily (Figure 6) to 612 likes and 653 follows in July 2019.

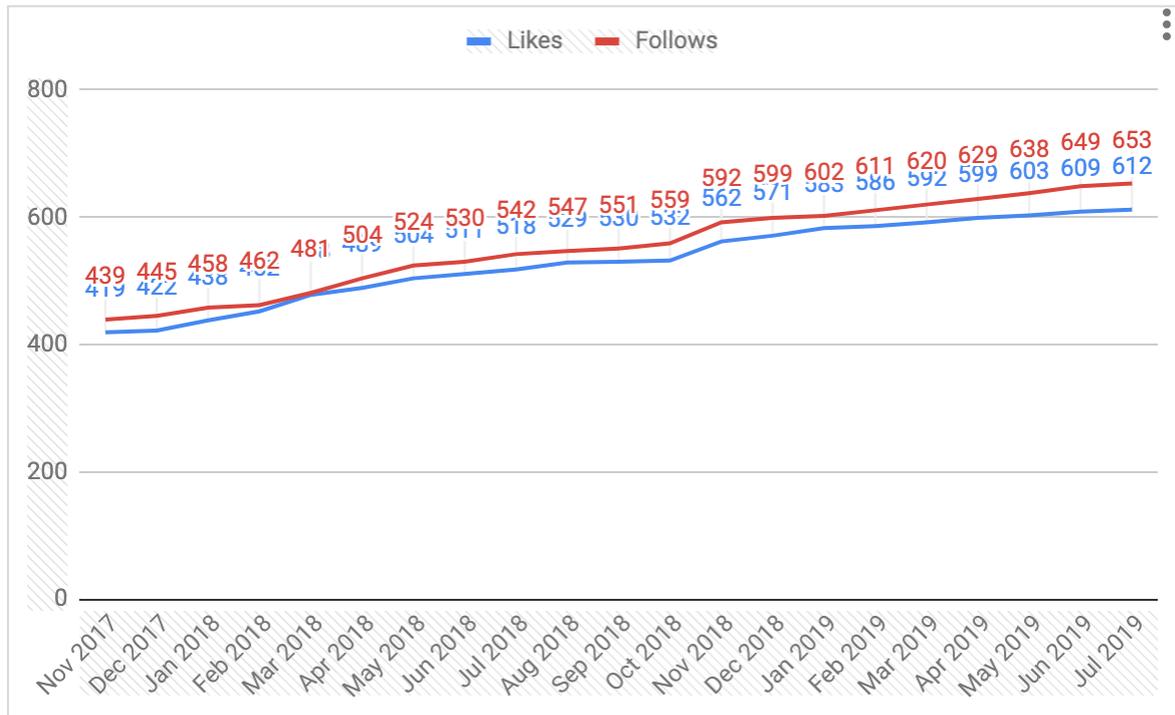
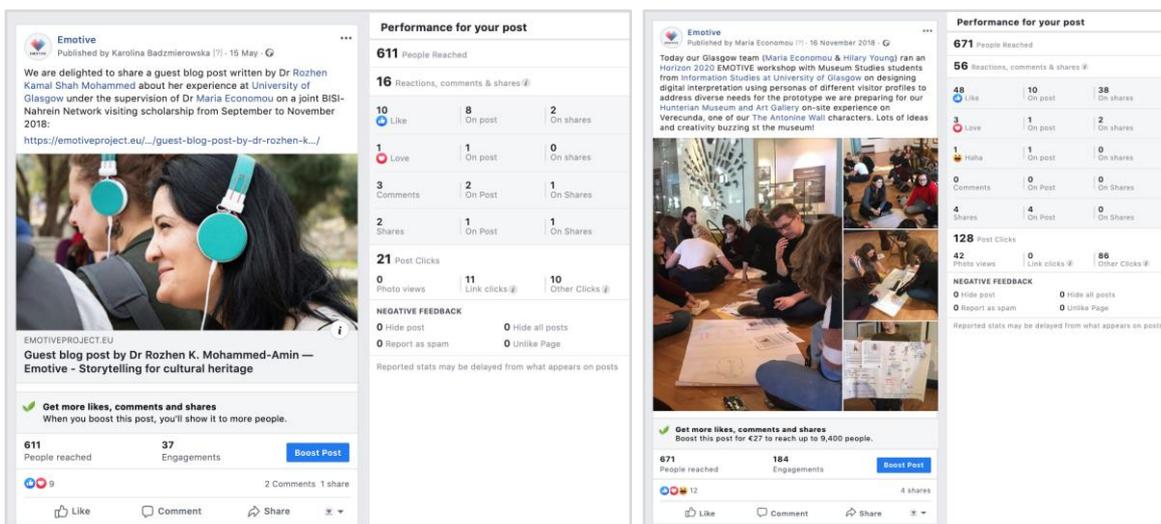


Figure 6. Facebook metrics: Likes and follows

The posts that reached the most people and generated the highest levels of engagement on Facebook were related to events, major announcements and news shared. The project’s top ten posts can be seen in Figure 7.



Emotive
Published by Karolina Badzmerowska [?] · 12 September 2018 · G

Our third Newsletter is here!



EMOTIVEPROJECT.EU
EMOTIVE Newsletter, September 2018 – Emotive
EMOTIVE Newsletter, September 2018 This is the third EMOTIVE bl...

Get more likes, comments and shares
Boost this post for €27 to reach up to 9,400 people.

669 People reached 40 Engagements **Boost Post**

Emotive, Noho Dublin, Stavros Vassos and 4 others 5 shares

Like Comment Share

Performance for your post

669 People Reached

26 Likes, Comments & Shares

21 Likes	7 On Post	14 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

14 Post Clicks

0 Photo views	8 Link clicks	6 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Emotive
Published by Karolina Badzmerowska [?] · 10 April · G

The EMOTIVE project has been included as one of seven successful cooperation examples in the newly published 'How to Facilitate Cooperation between Humanities Researchers and Cultural Heritage Institutions. Guidelines'.

Read more: <https://emotiveproject.eu/index.php/2018/04/10/autodraft-3/>



Facilitate the Cooperation between Humanities Researchers and Cultural Heritage Institutions

GUIDELINES

Get more likes, comments and shares
Boost this post for €27 to reach up to 9,400 people.

636 People reached 117 Engagements **Boost Post**

Emotive, Brian Houston, Theodor Mönigro and 29 others 5 shares

Like Comment Share

Performance for your post

636 People Reached

53 Reactions, comments & shares

45 Like	39 On post	18 On shares
1 Love	1 On post	0 On shares
2 Hate	2 On post	0 On shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

64 Post Clicks

10 Photo views	20 Link clicks	34 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Emotive
Published by Karolina Badzmerowska [?] · 17 April · G

Read the recent blog post by Vassilis Kouritis from Research and Innovation Center "Athens" about EMOTIVE at the Museums and the Web '19 Conference in Boston:

<https://emotiveproject.eu/.../emotive-at-the-museweb-19-conf-/>



EMOTIVEPROJECT.EU
EMOTIVE at the MuseWeb '19 Conference in Boston — Emotive - Storytelling for cultural heritage

Get more likes, comments and shares
Boost this post for €27 to reach up to 9,400 people.

887 People reached 85 Engagements **Boost Post**

Emotive, Eva Kiplou, Angeliki Antoniou and 5 others 4 shares

Like Comment Share

Performance for your post

887 People Reached

22 Reactions, comments & shares

17 Like	8 On post	9 On shares
1 Love	0 On post	1 On shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

63 Post Clicks

0 Photo views	39 Link clicks	24 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Emotive
Published by Karolina Badzmerowska [?] · 5 November 2018 · G

We are in sunny Athens for the next three days for EMOTIVE workshop: all things heritage, experiences and evaluation. Follow up on the event on our Twitter feed here: <https://twitter.com/Emotive/105934296994702848>



EMOTIVE Workshop
Athens, Greece
5-6 November 2018

Get more likes, comments and shares
Boost this post for €27 to reach up to 9,400 people.

974 People reached 148 Engagements **Boost Post**

Emotive, Paraskevi Martzavou, Hara Stefanou and 18 others 5 shares

Like Comment Share

Performance for your post

974 People Reached

73 Reactions, comments & shares

64 Like	19 On post	45 On shares
4 Love	3 On post	1 On shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

75 Post Clicks

10 Photo views	14 Link clicks	51 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Emotive
Published by Karolina Badzmerowska [?] · 1 June 2018 · G

On Monday the 14th of May 2018, Emotive and CrossCult H2020 Project workshop brought together representatives of most of the current cultural heritage EU funded projects. Read more about the event here: <https://emotiveproject.eu/cms/?p=1387> and here: <https://emotiveproject.eu/cms/?p=1268...> See more



EMOTIVEPROJECT.EU
Emotive and CrossCult H2020 Project workshop

Get more likes, comments and shares
Boost this post for €27 to reach up to 9,400 people.

1,140 People reached 232 Engagements **Boost Post**

Emotive, Hara Stefanou, Markos Konstantakis and 22 others 8 shares

Like Comment Share

Performance for your post

1,140 People Reached

73 Reactions, comments & shares

62 Like	26 On post	36 On shares
2 Love	0 On post	2 On shares
0 Comments	0 On Post	0 On Shares
9 Shares	8 On Post	1 On Shares

159 Post Clicks

74 Photo views	0 Link clicks	85 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Emotive
Published by Karolina Badzmerowska [?] · 14 February · G

For the day that's in it Sending love from the Hunterian! We love this little engraved detail on one of the distance slabs.

The Antonine Wall permanent exhibition at Hunterian Museum and Art Gallery / University of Glasgow is our cultural partner, read more on www.emotiveproject.eu



Get more likes, comments and shares
Boost this post for €27 to reach up to 9,400 people.

1,078 People reached 78 Engagements **Boost Post**

11 Likes 2 shares

Like Comment Share

Performance for your post

1,078 People Reached

28 Reactions, comments & shares

21 Like	11 On post	10 On shares
4 Love	3 On post	1 On shares
2 Comments	0 On Post	2 On Shares
2 Shares	2 On Post	0 On Shares

50 Post Clicks

13 Photo views	0 Link clicks	37 Other Clicks
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



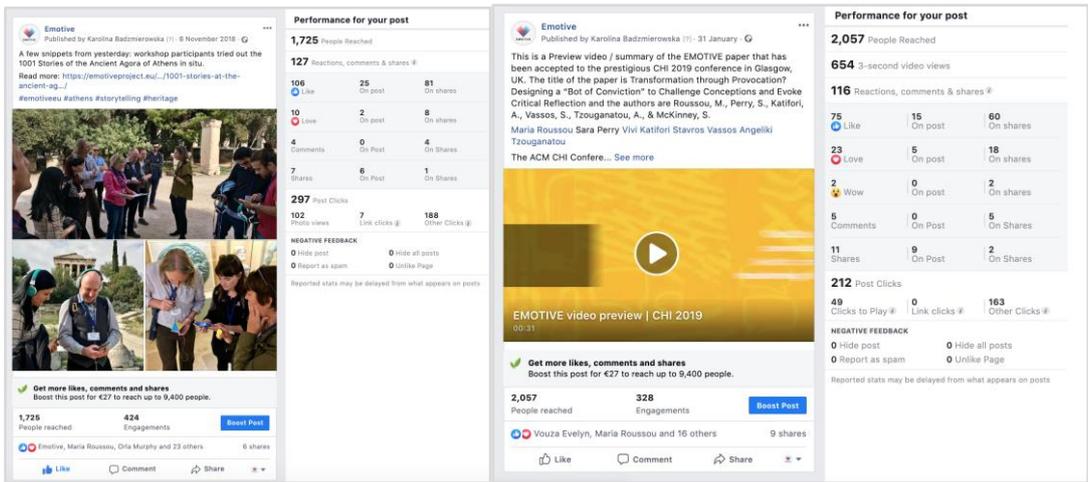


Figure 7. EMOTIVE Facebook posts - top ten most engaging posts between June 2018 - July 2019

3.2. Twitter

EMOTIVE is on Twitter at https://twitter.com/emotive_eu.

Twitter is an important tool for disseminating project information and raising the profile of the project. Between June 2018 and July 2019, the EMOTIVE Twitter account grew from 681 to 1160 followers (Figure 8).

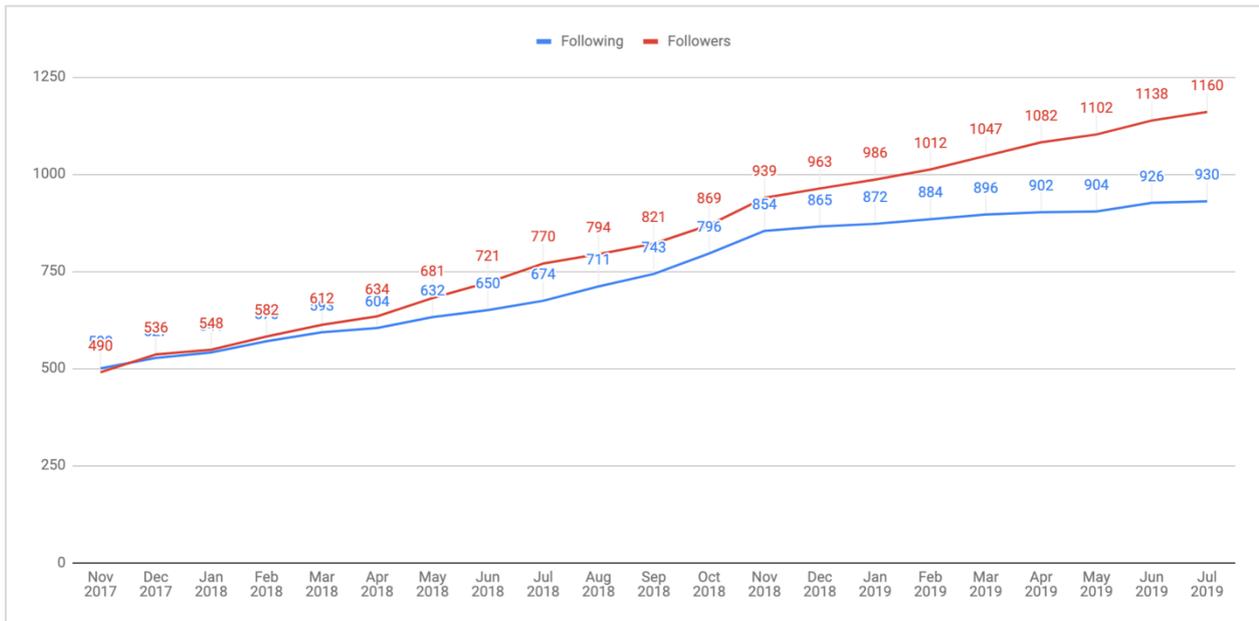


Figure 8. Twitter metrics: November 2017 - July 2019

Below are the top five EMOTIVE tweets, based on the number of impressions (i.e. the number of users who saw the tweet on Twitter) and showing the number of engagements such as retweets, replies, link clicks, likes, etc. (Figure 9; data source: Twitter Analytics, data available from April-July 2019 only).

 <p>Emotive @emotive_eu We are delighted to share a guest blog post written by Dr Rozhen K. Mohammed-Amin (@rozhenKM) about her experience at @UofGlasgow under the supervision of Dr Maria Economou (@MariaEcoG) on a joint BISI-Nahrein Network visiting scholarship in 2018: https://emotiveproject.eu/index.php/2019/05/15/guest-blog-post-by-dr-rozhen-k-mohammed-amin/ ... pic.twitter.com/TJz7UlpZm</p>	<p>Impressions 2,181</p> <hr/> <p>Total engagements 61</p> <hr/> <p>Likes 16</p> <p>Detail expands 16</p> <p>Link clicks 12</p> <p>Media engagements 9</p> <p>Retweets 4</p> <p>Profile clicks 3</p> <p>Replies 1</p>
 <p>Emotive @emotive_eu Read the recent blog post by @kapsidi from @athenaRIInfo about EMOTIVE at the MuseWeb '19 Conference in Boston: https://emotiveproject.eu/index.php/2019/04/17/emotive-at-the-museweb-19-conference-in-boston/ ... @uoaofficial #MW19 #museum #storytelling @museweb pic.twitter.com/qJBr2pTDWE</p>	<p>Impressions 1,817</p> <hr/> <p>Total engagements 11</p> <hr/> <p>Link clicks 5</p> <p>Retweets 2</p> <p>Media engagements 2</p> <p>Likes 1</p> <p>Detail expands 1</p>
 <p>Emotive @emotive_eu EMOTIVE project as an example of a successful cooperation between Humanities Researchers and Cultural Heritage Institutions. Report co-authored by @karolinabadz from our partner @NohoDublin Read more: https://emotiveproject.eu/index.php/2019/04/10/emotive-a-successful-cooperation-between-humanities-researchers-and-cultural-heritage-institutions/ ... @DARIAHeu #humanities #culturalheritage #EUresearch pic.twitter.com/cgJRGHCsp</p>	<p>Impressions 1,713</p> <hr/> <p>Total engagements 23</p> <hr/> <p>Likes 10</p> <p>Link clicks 5</p> <p>Retweets 4</p> <p>Media engagements 2</p> <p>Profile clicks 2</p>
 <p>Emotive @emotive_eu On May 21-22, members from four EMOTIVE partner institutions and companies gathered at the offices of the @DIGINEXT1 in Toulouse in order to test and evaluate the new version of the Visual Scenario Editor. Read more: https://emotiveproject.eu/index.php/2019/05/30/emotive-meeting-at-diginext-headquarters-in-toulouse/ ... pic.twitter.com/3kVs2ErdN2</p>	<p>Impressions 988</p> <hr/> <p>Total engagements 28</p> <hr/> <p>Media engagements 9</p> <p>Likes 8</p> <p>Link clicks 3</p> <p>Profile clicks 3</p> <p>Retweets 2</p> <p>Detail expands 2</p> <p>Replies 1</p>
<p> Reach a bigger audience Get more engagements by promoting this Tweet!</p>	
 <p>Emotive @emotive_eu We're heading to @museweb #MW19 this week! Read the intro to the paper we co-authored: Approaching "Dark Heritage" Through Essential Questions: An Interactive Digital Storytelling Museum Experience https://mw19.mwconf.org/paper/approaching-dark-heritage-through-essential-questions-an-interactive-digital-storytelling-experience-for-the-university-of-athens-criminology-museum/ ... #museums #museweb #musesocial #edtech #darkheritage pic.twitter.com/UPrW8Ek7D</p>	<p>Impressions 958</p> <hr/> <p>Total engagements 47</p> <hr/> <p>Link clicks 18</p> <p>Likes 14</p> <p>Detail expands 6</p> <p>Profile clicks 4</p> <p>Media engagements 3</p> <p>Replies 1</p> <p>Retweets 1</p>

Figure 9. EMOTIVE top five tweets based on the number of impressions (April 2019 - July 2019)

4. Video

The EMOTIVE project released two videos in 2019:

- A Preview video / summary of the EMOTIVE paper that was accepted to the prestigious CHI 2019 conference in Glasgow, UK. The video was watched over 300 times since its release on 31 January 2019.

YouTube link: <https://www.youtube.com/watch?v=ZIDXpxE4iZY>

- “Ebutius’ Dilemma,” a digital storytelling experience developed for the Hunterian Museum at the University of Glasgow. It features the character of Ebutius, a centurion. The video was watched 22 times since its release on 24 July 2019.

YouTube link: <https://www.youtube.com/watch?v=W-QzxfJeaE>

5. Newsletter

The third EMOTIVE Newsletter was published in September 2018. The content of the newsletter was compiled by Noho with input from other partners. A dedicated web page was created to allow people to sign up for the newsletter and access the current and previous editions (<https://emotiveproject.eu/index.php/newsroom/newsletter-2/>).

The newsletter was delivered to 235 subscribers (with an open rate of 60 / 25.8%) and included the following content (Figure 11)²:

- I. Welcome message
- II. Upcoming events
- III. Recent news
- IV. Public deliverables
- V. Periodic Project Review

By the end of August 2019, we plan to issue the next and final newsletter.

² [https://mailchi.mp/3adfd6d83aed/emotive-newsletter-september-2018?e=\[UNIQID\]](https://mailchi.mp/3adfd6d83aed/emotive-newsletter-september-2018?e=[UNIQID])



EMOTIVE
Storytelling for cultural heritage

Newsletter September 2018

Hello and welcome to the third EMOTIVE Newsletter!

Since we were last in contact, the EMOTIVE team has been busy developing and testing, writing and publishing, conceiving and collaborating on many exciting aspects of digital storytelling. Before you find a selection of the events and activities we've been up to!

In recent months we've seen lots of fine art and about 30 events across Europe in countries such as Spain, Germany, United Kingdom, and Greece, and two major events in Canada - the SIGGRAPH Conference in Vancouver and the ACM SIGGRAPH Symposium on Interactive 3D Graphics and Games (3D) in Montreal.

And we've also been collaborating with other European H2020 projects. In May, we worked with the CrossCut project to organise a joint workshop for EU-funded cultural heritage projects. The event was not only a great success in itself, it also contributed to us receiving the 2018 European Year of Cultural Heritage label, putting EMOTIVE on the map of important contributors to European Cultural Heritage in 2018!

So, to find out more about the project and our activities, please read on. And if you're not already following us on social media, be sure to check out EMOTIVE on Twitter, Facebook or our newly established Instagram account. We're proud to say we've over 1,000 followers online so far - join us and say hello!

With best wishes,
The EMOTIVE Team

UPCOMING

EMOTIVE to chair special session at DigitalHERITAGE 2018

We're delighted to report that a special session organised by EMOTIVE - "Emotions in Digital Cultural Heritage: How do we use design and evaluate emotionally engaging experiences and tools?" - will take place at the 3rd International Congress & Expo DigitalHERITAGE 2018 in San Francisco next month. Chaired by Maria Economou (from the University of Glasgow) and Maria Roussou (from the ATHENA Centre), the session is aimed at digital heritage practitioners and researchers who are working in this interdisciplinary area, designing and/or evaluating emotionally engaging experiences for diverse user communities. You can find out more about the session [here](#) and the conference [here](#).



DigitalHERITAGE 2018
New Realities: Authenticity & Authorisation in the Digital Age
3rd International Congress & Expo
26-30 October 2018, San Francisco, USA

RECENT NEWS

EMOTIVE presents at the 24th Annual Meeting of the European Association of Archaeologists in Barcelona

On September 7th, EMOTIVE partner Dr Sara Perry from the University of York presented a paper - "The enchantment of the archaeological record" - as part of the session, *Human, Posthuman, Transhuman Digital Archaeologies* at the 24th Annual Meeting of the European Association of Archaeologists (EAA) in Barcelona. The EAA is an association for all professional archaeologists of Europe and beyond and has over 11,000 members from 50 countries working in prehistory, classical, medieval and later archaeology. You can read more about the event, and Sara's paper, on her blog [here](#).



EAA 2018
BARCELONA
6-8 SEPTEMBER
REFLECTING FUTURES

EMOTIVE presents at VS GAMES 2018 in Würzburg

In September, ATHENA member Georgia Andreou, Kateri Kadiforou, Vasiliki Kourila, Yannis Bourdellis presented the paper "MaMaP - An interactive gamified app for the Museum of Mineralogy" at the 10th International Conference on Virtual Worlds and Games for Serious Applications (VS Games 2018) in Würzburg, Germany. The paper won the Best Short Paper Award too!

You can find out more about the VS Games conference [here](#).



VS Games 2018

EMOTIVE-supported research shown at SIGGRAPH 2018 in Vancouver

EMOTIVE partner Paolo Cognigni from ISTI-CNR and his team (Thomas Abowitz, Luigi Minoro, Daniela Garg, Nico Pietrangeli, Bernd Bredow) presented a technical paper at this year's SIGGRAPH Conference in Vancouver, Canada in August. The paper "MetaMolds: Computational Design of Silicone Molds" introduces an innovative, silicone casting process for creating physical copies of complex 3D shapes. Read more about this innovative process on the EMOTIVE website [here](#).



SIGGRAPH 2018

EU-funded Cultural Heritage projects collaborate at the CrossCut & EMOTIVE Workshop in Athens

A joint workshop for EU-funded cultural heritage projects took place on 14 May 2018 at the University of West Attica in Athens. The workshop was organised by two European H2020 projects, CrossCut and EMOTIVE, in order to explore possible collaborations between EU-funded projects relevant to Cultural Heritage. The workshop also focused on exploring the possibilities for exchanging tools, technologies, know-how, methods and best practices among cultural heritage practitioners. You can find out more about the event and watch a video of the day's proceedings [here](#).



EMOTIVE researcher receives prestigious ERC funding

We're delighted (and proud!) to report that earlier this year one of our EMOTIVE team members was awarded a prestigious European Research Council (ERC) grant. George Drettakis, Ionia Research Director at the Sophia Antipolis - Mediterranean Centre and head of the Graphicos project team, specialising in Computer Graphics, received the grant in the Advanced category for his FUGROGRAPH proposal "A New Foundation for Computer Graphics with Inherent Uncertainty". You can read more about the proposal and the ERC grant [here](#). Congratulations, George!



EMOTIVE granted label for European Year of Cultural Heritage 2018

EMOTIVE were proudly granted use of the European Year of Cultural Heritage label earlier this year, jointly with the CrossCut project. The label is reserved for projects which contribute to achieving one or more of the objectives of the 2018 European Year of Cultural Heritage.

Throughout 2018, Europe is celebrating its diverse cultural heritage at EU, national, regional and local level. The aim of the EYCH2018 is to encourage more people to discover and engage with Europe's cultural heritage and to reinforce a sense of belonging to a common European space. The slogan for the year is: "Our heritage, where the past meets the future". Find out more about the initiative [here](#).



2018 EUROPEAN YEAR OF CULTURAL HERITAGE
#Europe'sCulture

EMOTIVE participates in International Museum Day

EMOTIVE team members at the ATHENA Research Center participated actively in this year's celebrations for International Museum Day on May 18. This year's theme was "Disconnected museums: New approaches, new publics". More than 30,000 museums worldwide participate in the celebrations each year.

Read more about the event on the EMOTIVE website [here](#).



EMOTIVE paper presented at ACM SIGGRAPH Symposium on Interactive 3D Graphics

On 17 May at the ACM SIGGRAPH Symposium on Interactive 3D Graphics and Games (3D) in Montreal, Canada, EMOTIVE Ph.D. student Julien Philip from Inria presented a paper (co-authored by George Drettakis) "Three-Dimensional Machine Learning for Image-Based Rendering in Large Scenes". The ACM SIGGRAPH Symposium is the leading conference for real-time 3D computer graphics and human interaction and we were delighted to have the opportunity to showcase EMOTIVE at the event. You can find out more, and access a link to Julien and George's full paper, [here](#).



i3D 2018
ACM SIGGRAPH Symposium on Interactive 3D Graphics and Games

EMOTIVE partner Noho among the prestigious GLAMi Awards finalists

At this year's *Museum and the Web* conference in Vancouver, Canada, EMOTIVE partner Noho's "Connect Vermeer" website featured as a [GLAMi Awards](#) finalist in the category of Exhibition and Collection Extension.

The annual GLAM Awards recognize and celebrate the most innovative projects in the cultural heritage sector. You can find out more about the Connect Vermeer project [here](#) and the GLAM awards [here](#).



CONNECT VERMEER

ChatÇat, a 'bot of conviction' for Çatalhöyük, presented at the CAA Tübingen 2018

Earlier this year, Angeliki Tsoumpaniou (Stavros Niarchos Foundation Cultural Center), Sara Perry and Siera McKinney (University of York) gave a presentation - "Chatbots for museums and heritage sites: ChatÇat, a 'bot of conviction' for Çatalhöyük" - at the XIXth Annual Conference on Computer Applications and Quantitative Methods in Archaeology (CAA) in Tübingen. The CAA Annual Conference is one of the major events in the calendar for scholars, specialists and experts in the field of computing technologies applied to archaeology. You can find out more about the conference [here](#).



CrossCut & EMOTIVE projects meet in Greece

In February/March, teams from the EMOTIVE ATHENA Research Center and CrossCut University of Hippocampus met for a two-day brainstorm and exchange of ideas. The meeting involved several technology demonstrations as both teams sought to define concrete collaboration points between the two projects. The meeting was very positive and we are excited to work together with CrossCut as both projects progress. You can find out more about our meeting on the EMOTIVE website [here](#).



EMOTIVE present at Researching Digital Cultural Heritage Conference, Manchester

Back at the end of 2017, one of the first events we participated in took place at the Researching Digital Cultural Heritage Conference in Manchester, England. EMOTIVE team members Maria Economou and Hilary Young from the University of Glasgow presented the paper "Designing and evaluating emotionally engaging digital stories in cultural heritage settings". The paper was co-authored by EMOTIVE team members Sara Perry (University of York), Maria Roussou (ATHENA Research Center) and Dr Lisa Piger (Pasti - first member of the universities of Glasgow and York).

You can find more about the conference [here](#) and read the abstract of the paper [here](#).



Public deliverables from EMOTIVE

The EMOTIVE team has recently submitted two public deliverables.

"D2.2 Formative Evaluation results" presents the formative evaluation results from Year 1 of the EMOTIVE project and provides a brief overview of user data collected in relation to EMOTIVE's authoring process. It includes an early draft of the EMOTIVE Design Cards as well as the EMOTIVE Storyboard Editor; followed by the findings from our evaluations of the alpha versions of three EMOTIVE experiences: the On-site Çatalhöyük Collaborative experience, ChatÇat - the Çatalhöyük Chatbot, and the On-site Hauerlaner experience.

The second deliverable, **"D2.3 User Requirements & Scenarios - beta"**, reports on the evolving user needs and requirements for EMOTIVE experiences, focusing on the two main user groups targeted by our project: authors and visitors.

To view a full list of all EMOTIVE public deliverables, [click here](#).

Periodic Project Review

EMOTIVE's first periodic review was successfully performed in Glasgow on January 24th. The Project Officer and three experts from the European Commission were informed of the project progress in its first year and also explored the first outcomes of the project: the EMOTIVE technical components and initial releases of the EMOTIVE experiences.

Our guests were officially transferred to Çatalhöyük to discover its incredible 'collapsing' way of living through EMOTIVE's newly developed Çatalhöyük Collaborative experience and ChatÇat - the Çatalhöyük Chatbot. In addition, they were able to help a Roman Commander from the Antonine Wall address a very specific dilemma through the EMOTIVE's on-site Hauerlaner experience live at the Hauerlaner Museum in Glasgow. During the meeting the EMOTIVE team received valuable comments and new ideas on our offering that will be further assessed in the next months.

Follow us!

At EMOTIVE, we're passionate about great stories. We regularly post articles and videos covering smart thinking on storytelling from across the web - evidence of both vivid imagination and analytic thought at work on the subject.

Check out our website, and be sure to follow us on [Twitter](#) and [Facebook](#) for regular updates on all things Heritage & Storytelling!

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Figure 11. EMOTIVE Newsletter September 2018

6. Summary & next steps

The overall aim of the communication material generated in the period between June 2018 and July 2019 was to strengthen the EMOTIVE 'brand' and awareness online and offline. Through this material and joint activities and events, the project is steadily gaining and growing its audience across academia, EU cultural heritage projects, and the cultural heritage industry.

The main focus of the upcoming months is to produce more results-oriented material in order to communicate the project's final stage. By the end of August 2019, we plan to issue the next and final newsletter. Until the end of the project we will produce and publish two more videos. Presentations and goodies will be further designed to support EMOTIVE's final event. The project website, Facebook and Twitter will continue to be the most important platforms alongside Instagram and YouTube.