WELCOME TO CULTURATI

An Introduction for New Cultural and Heritage Sites

CULTURATI is a Horizon Europe RIA project designed to help cultural and heritage sites tell their stories in fresh, engaging ways. At its heart is co-creation - where cultural organisations, creatives, and citizens work together to build and share content.

Through a customisable digital platform, CULTURATI allows your site to:

- Collaboratively create content with your community

- Deliver that content to visitors through interactive games and routes

- Improve visitor flow and experience with real-time data tools

- Utilise AI to help shape content and tailor routes to each visitor's knowledge and interests

Who Can Use CULTURATI?

For Sites Big and Small, Famous and Hidden Gems

CULTURATI is designed to be scalable and adaptable. It can be used by:

🏛 Museums and galleries

🏰 Historic buildings and castles

🏢 Cultural districts or town centres

⛰ Outdoor heritage sites and parks

You don't need to be a tech expert to get started - the platform is built to be accessible, even for small teams with limited digital experience.

What Will You Be Doing?

- Creating engaging content (stories, photos, audio, video) with your community that reflect your site's unique cultural identity

- Building interactive Q+A style games

- Designing personalised, themed routes

- Managing visitor flow through optional sensors to monitor capacity

CONTENT CREATION › **GAMES + ROUTES** › **VISITOR EXPERIENCE**

What is Content in CULTURATI?

Examples of content may include:

? A quiz question about an historic figure or object

📕 A local legend or story

🖼️ An image, audio clip, or video

🏷️ Tags like location, category, audience level, and theme

Content is the building block of CULTURATI , co-created with communities and supported by AI.

Content is uploaded to the CULTURATI platform, where it is:

🎮 Turned into customised games and site routes

💚 Delivered to visitors based on their interests, knowledge level and familiarity with sites

Games & Routes

CULTURATI *combines storytelling with interactive play. Using themed games and routes, you can guide visitors through heritage spaces - both online and on-site.*

With support from AI, your team uses content to build routes and games in the CULTURATI platform.
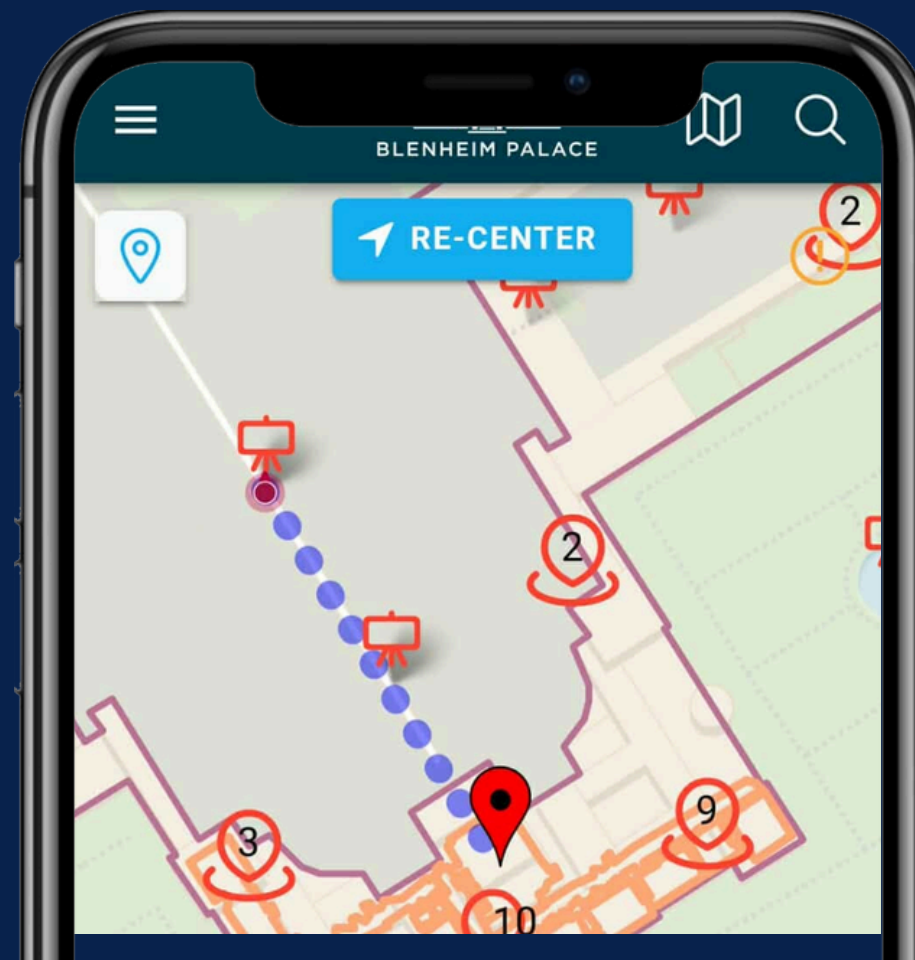
Visitors explore your site through themed routes that link stories, locations, and objects

Games present your content as interactive questions with hints and rewards

Building The Team

*A strong content team is the foundation of your **CULTURATI** journey.*

DEFINE YOUR AUDIENCE AND OBJECTIVES

Clarify the specific needs, interests, and expectations of your audience (end-users or visitors).

1

DEVELOP A CONTENT PLAN

2

Decide on themes, tone, categories and level of detail for your content. Think about accessibility and inclusivity from the start.

IDENTIFY SUBJECT MATTER EXPERTS

3

Bring in voices who know your site's stories - this could include curators, volunteers, community members, staff and researchers.

ASSEMBLE A DIVERSE TEAM

4

Combine storytelling, research, local knowledge and tech skills. Assign clear roles including who will upload content to the platform.

Content Preparation
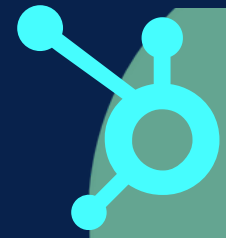
1 Use the CULTURATI platform as your content hub. Upload, categorise, and edit your content in one place.

2 Establish geographical zones for associated content. Create a folder structure that supports this layout to make uploading content easier.

3 Invite your team to gather existing content for each zone. The system indexes it for you.

Centralise and manage all digital assets in one platform to streamline access and collaboration.

Content Categorisation

*The **CULTURATI** platform lets you tag and organise your content by themes and audience levels.*

This structure improves navigation, supports personalised experiences, and helps users discover stories that match their interests and knowledge.

1

DEFINE CATEGORIES (THEMES)

Group your content under broad cultural topics that reflect your audiences' varied interests. These categories shape how visitors browse and connect with your stories.

2

DEFINE LEVELS

Add depth by tagging content with different knowledge levels. This helps visitors find content suited to their background - whether they're experts or first-time explorers.

Content Development

*The **CULTURATI** platform invites you to go beyond existing content to seek out untold stories, explore cultural nuance, and co-create with communities and experts.*

1 CREATE AN ACTION PLAN

Collaboratively workshop new ideas with your team based on audience interests and knowledge levels. Build a story list that reflects your site's full range of voices and identifies gaps in existing content.

2 APPLY CONTENT CREATION GUIDELINES

Use these prompts to guide your team:

- Audience level: Who is this for? Specialists or casual visitors?
- Media type: Text, image, video, or audio?
- Duration: Keep content short and engaging
- Location: Where is the story connected to?
- Extra steps: Does it need editing or design?
- Legal checks: Make sure you have the permission or rights to use the content.

Capacity Management

CULTURATI uses occupancy data to shape routes, guide visitors, and improve their experience. Planning key zones supports smoother flow and highlights core stories.

DEFINE KEY AREAS AND ZONES

1

Map out important visitor areas. Divide them into smaller zones that hold specific content or activities.

ASSESS CAPACITY

2

Collect data to determine the minimum, maximum, and ideal number of visitors for each area and zone. This will help with managing crowding.

MAP ZONE RELATIONSHIPS

3

Note how different zones connect within areas - this helps the platform guide users smoothly between experiences and avoid bottlenecks.

Further Considerations

DESIGNING FOR ALL VISITORS

Create inclusive content using:
- transcripts
- sign language
- translated content
- accessible routes

FLOOR PLANS

Gathering floor plans helps map out zones and plan visitor-friendly routes.

SENSORS

Think about where to place sensors to track visitor flow accurately.

WIFI AND 4G

Check your site's connectivity. Good signal keeps content streaming smoothly.

USING HEADPHONES

Encouraging visitors to use headphones can improve their experience.

Getting Ready to Go Live

Prepare to launch by testing your content, checking your tech and fine-tuning the visitor experience.
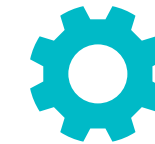
1 TEST WITH REAL USERS
Trial your content, routes, and games with a small group. Include users with different needs and levels of knowledge.

2 CHECK YOUR TECH
Test connectivity, sensors, and device compatibility (especially headphones and WiFi).

3 OPTIMISE BEFORE LAUNCH
Use feedback and data to improve content quality, accessibility, flow, and user engagement.

Launch and Beyond

START STRONG

- Launch with a fully tested content set that reflects core stories and diverse audiences.
- Monitor how visitors engage with content and capacity tools during launch
- Promote the app at key visitor touchpoints (entrance, maps, signage, staff, social media).

KEEP UP TO DATE

- Refresh and update content for seasonal themes or special cultural events.
- Collect feedback to refine content and enhance user experience.
- Use sensor data, AI tools and engagement insights to guide updates.

Looking Ahead: AI and Innovation

CULTURATI is evolving - and AI is part of its future.

✦ AI is already helping CULTURATI tailor visitor experiences, from generating quiz questions to shaping routes based on user preferences and familiarity with sites.

🗣️ Future developments may include AI-powered language translation and voice cloning - both currently being tested at pilot site Blenheim Palace using third-party platforms.

🌐 Each site can explore what works best for them, with support from a growing CULTURATI network sharing learning, tools, and ideas.

CULTURATI FAQs

Do you need technical experience to use CULTURATI?

No - the platform is designed to be user-friendly. You'll get training and support to help you get started.

What if you don't have sensors?

You can still use the platform's content and games features, and add sensor integration later if required.

How much time does it take to set up?

It depends on your team, but you can work at your own pace and focus on what suits your site.

How does co-creation work on the CULTURATI platform?

Content can be created collaboratively by different contributors. All content will be reviewed for quality and accuracy before it's published.

Support and Training

*Guidance and resources are available for every step of your **CULTURATI** journey:*

- One-to-one Zoom sessions for tailored and ongoing training

- Access tutorials, guides, and content templates

- Join a community of sites who can share feedback and advice

- Visit culturati.eu or our YouTube channel for further help and resources