



# 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?

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

## Examples of content may include:

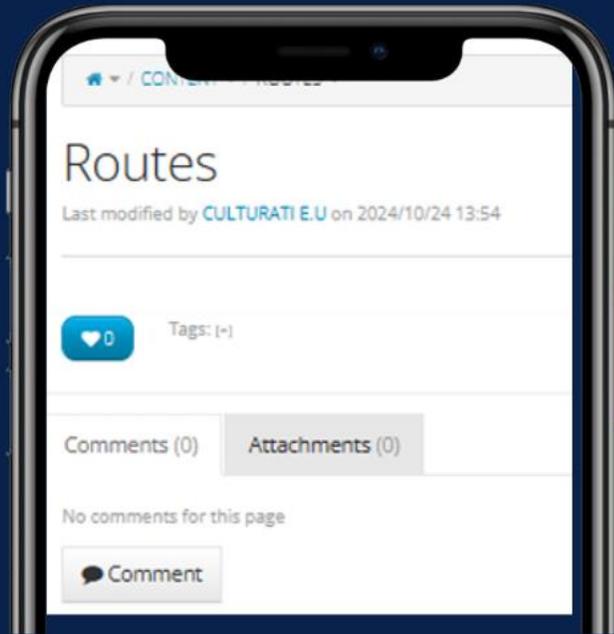
-  A quiz question about an historic figure or object
-  A local legend or story
-  An image, audio clip, or video
-  Tags like location, category, audience level, and theme

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

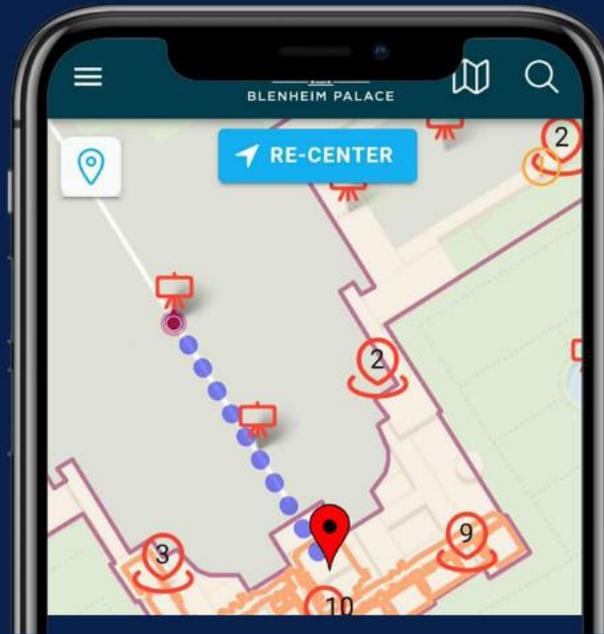
-  Turned into customised games and site routes
-  Delivered to visitors based on their interests, knowledge level and familiarity with sites

# 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.*

## 1 DEFINE YOUR AUDIENCE AND OBJECTIVES

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

## 2 DEVELOP A CONTENT PLAN

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

## 3 ASSEMBLE A DIVERSE TEAM

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

## 4 IDENTIFY SUBJECT MATTER EXPERTS

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



# Content Preparation



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

1



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

2



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

3

*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

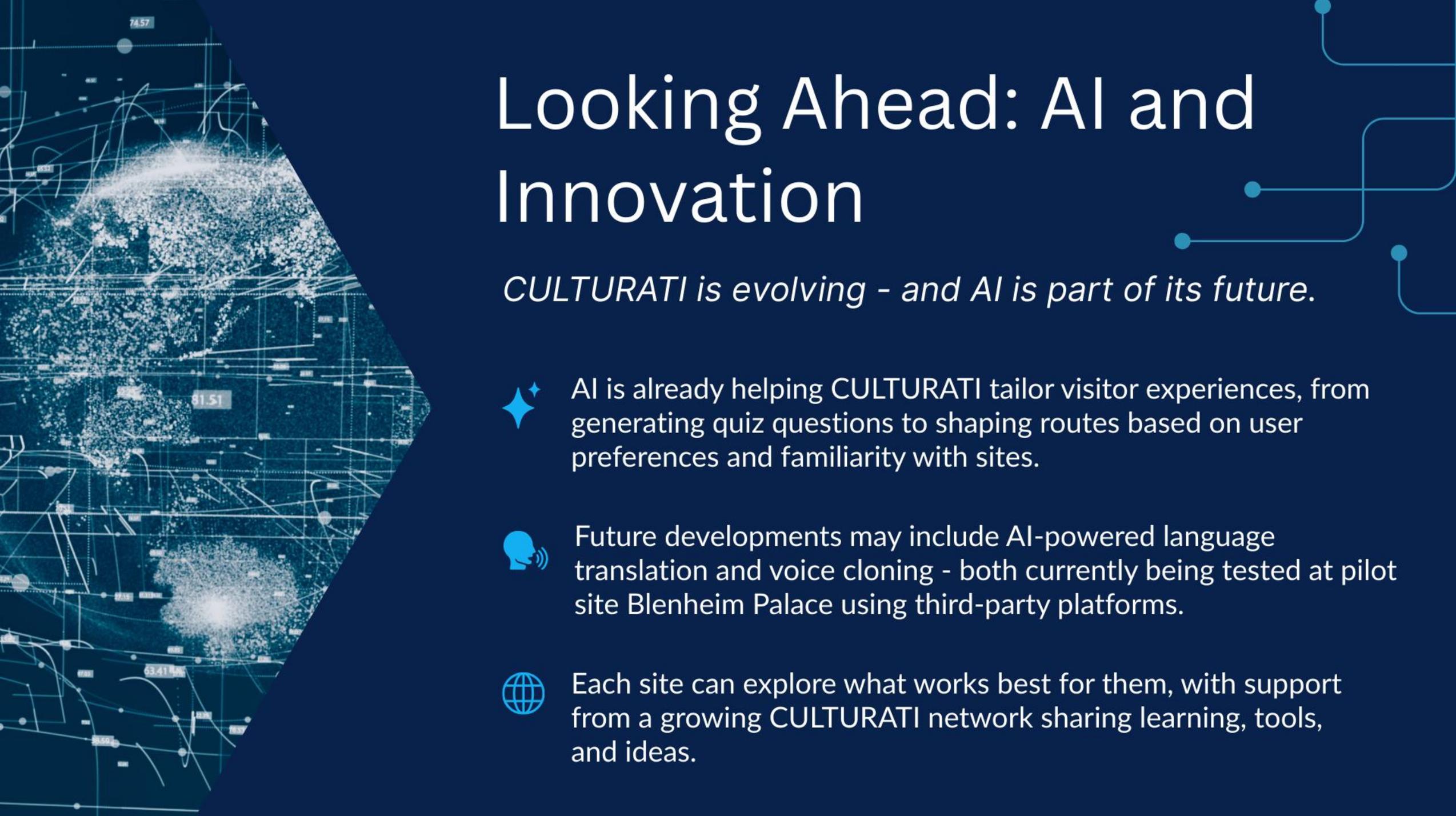


- ▶ Launch with a fully tested content set that reflects core stories and diverse audiences.
- ▶ Monitor how visitors engage with content and capacity tools during launch
- ▶ Promote the app at key visitor touchpoints (entrance, maps, signage, staff, social media).

## 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.



## **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.



## **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 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](https://culturati.eu) or our [YouTube channel](#) for further help and resources

# Joining CULTURATI: Onboarding

New sites are asked to formally express their interest by contacting the CULTURATI team at [culturati@culturati.eu](mailto:culturati@culturati.eu) – this will start the onboarding process, with the allocation of a designated project/technical contact, who will support the new site throughout the process.

The onboarding process covers the initial technical and organisational steps required to join the CULTURATI platform. This includes:

- Defining the map and site areas
- Confirming language preferences

# Joining CULTURATI: Site Area & Mapping



As part of onboarding, sites are asked to define the area to be included on the **CULTURATI** platform. The defined area should:

- Be provided in **GeoJSON format**
- Include all exhibition items within the site
- Include all roads, pathways, and circulation routes accessible to visitors

The GeoJSON file should be uploaded via the **admin application** in the **CULTURATI** software.

In addition, sites are asked to provide a **bounding box** for the area, specified by:

- The **north-westernmost** point of the area
- The **south-easternmost** point of the area

Bounding box coordinates should be communicated **by email** to the designated project contact.

# Joining CULTURATI: Language Preferences



**A** New sites are asked to indicate their **initial language preferences** at the outset of the onboarding process. These preferences should be communicated directly via email to the designated project or technical contact.

Language preferences are **not fixed** at this stage. **Additional languages** may be added at any time.

To add a new language, you will need to:

- Provide a corresponding **translation file**
- **Coordinate with the technical team** to support integration and deployment.

It is a good idea to indicate initial language preferences at an early stage to speed the configuration process; however, the process remains flexible to accommodate future language requirements.



Thank you for your interest in joining **CULURATI**

We look forward to working together as the  
**CULURATI** community continues to grow

If you have further questions or would like more information,  
please contact us at [culturati@culturati.eu](mailto:culturati@culturati.eu)