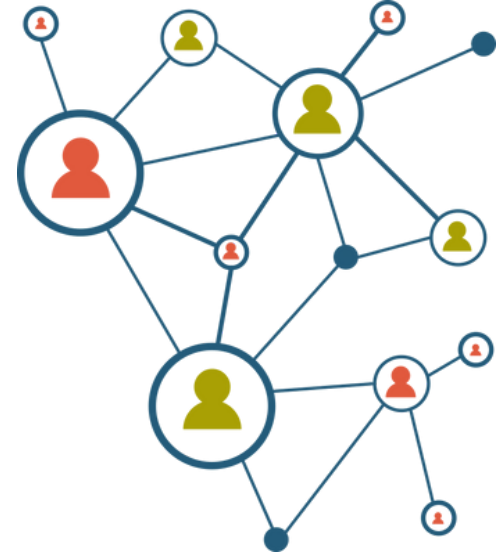


# MEMEX

## MEMories and EXperiences for inclusive digital storytelling (2019- 2022)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 870743. The views and opinions expressed in this website are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.

# DISCOVER MEMEX, A 3-YEAR RIA PROJECT

**MEMEX is a 3-year Horizon 2020 research project under grant agreement No 870743 coordinated by Fondazione Istituto Italiano di Tecnologia with a group of 9 partners from technological, social, and cultural sectors. The project promotes social cohesion through collaborative, heritage-related tools that provide inclusive access to tangible and intangible cultural heritage and, at the same time, facilitate encounters, discussions, and interactions between communities at risk of social exclusion. These tools will empower communities of people with the possibility of welding together their fragmented experiences and memories into compelling and geolocalized storylines using new personalized digital content linked to the pre-existent European Cultural Heritage.**

**The methodology as well as the mobile app prototype of MEMEX allow the communities to tell their stories and to claim their rights and equal participation in European society.**

**The target communities of MEMEX are intermediaries from the socio-cultural sector, working with socially fragile people that are systematically blocked from various cultural opportunities.**

MEMEX project is coordinated by the Italian Institute of Technology (Italy). The consortium is composed by: Ca' Foscari University of Venice (Italy), EY (Italy), ECCOM (Italy), CNRS - Centre National de Recherche Scientifique (France), Interactive Technologies Institute - LARSyS (Portugal), Michael Culture Association (Belgium), Dédale (France), Interarts (Spain), Noho (Ireland), Mapa das Ideias (Portugal).





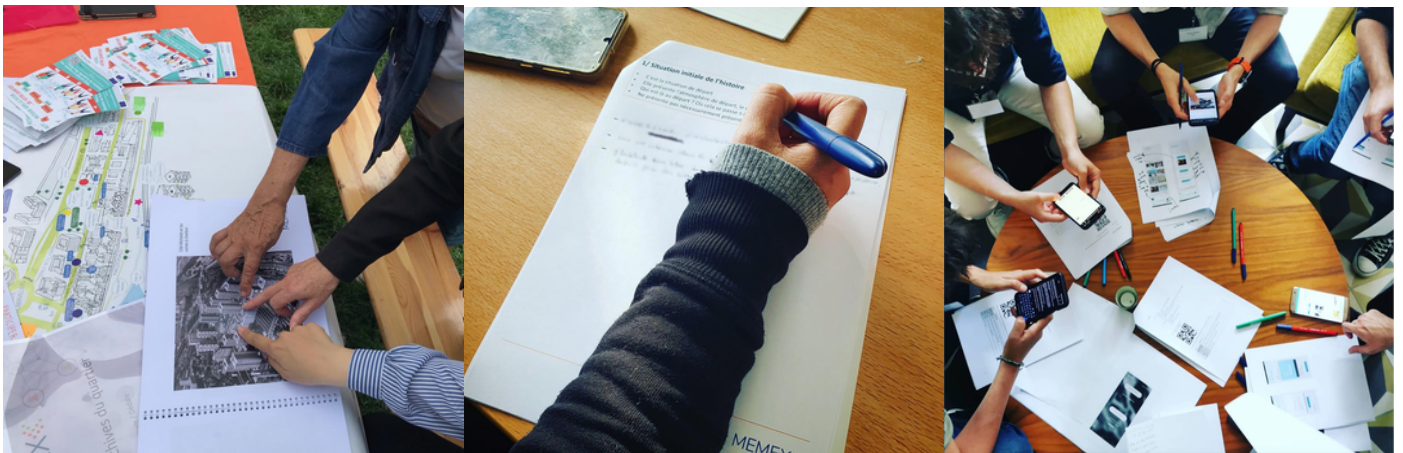
# MOBILIZATION, COMMUNITY ENGAGEMENT, AND AUDIENCE DEVELOPMENT WITH SOCIAL PARTNERS

MEMEX develops narratives based on **digital heritage archives, inhabitants shared memories, and a storytelling approach** in order to improve the area identity and to give access to knowledge.

In the three pilot cities, social partners worked with local partners to engage communities and work together on a story creation process based on digital storytelling. The mobilization and engagement process has been built on a specific methodology designed by ECCOM (European Center for Cultural Organization Management) based on socio-cultural situation analysis, territorial diagnosis, and social partnership development.

Digital Storytelling is a practice **based on the creation of short digital movies (2-3 min.)** to create audio-video stories. It empowers **traditional Storytelling through different narrative and performative strategies** (music/sound, images, texts, semi-filmography, voices, etc.).

- **In Barcelona**, Interarts worked with **migrant women** to create stories related to the city's cultural heritage linked to the participant's history.
- **In Paris**, Dedale and Michael Culture Association worked with the **inhabitants of the Rosa Parks district**, in a situation of risk of exclusion (young people, seniors) due to poverty, urban environment access to culture, and academic heritage.
- **In Lisbon**, Mapa Das Ideias worked with **migrants of first, second and third generation** from countries that have a rich shared heritage with Portugal.



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inter  
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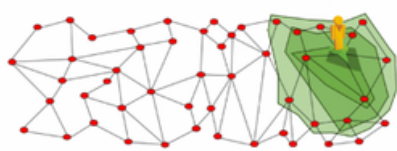


MAPA  
DAS IDEIAS

# AN APP PROTOTYPE TO READ AND CREATE STORIES ABOUT VERNACULAR CULTURAL HERITAGE.

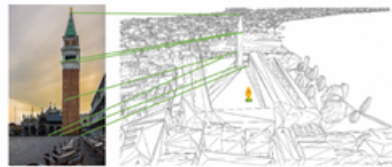
The technological embodiment of MEMEX is an app prototype installed on a smartphone allowing non-expert users to **create and visualise stories related to their personal memories and experiences digitally linked to the geographical locations of either intangible (e.g. an event) or a tangible cultural places/object**. The interface, designed on the needs of the community, will allow users to annotate using Augmented Reality (AR) any physical object or location with their memories in the form of digital images, videos, audio recordings, or textual input using a smartphone. Then, **the targeted communities will be able to connect their experiences and memories with a new Knowledge Graph (KG), linking cultural heritage items and places with stories bound and entangled within European history**.

The app prototype focuses on three core reusable technologies:



## KNOWLEDGE GRAPH

Creating new infrastructure for geolocalised Cultural Heritage to reason on.



## LOCALISATION

Computer vision based automatic localisation of users and objects.



## STORYTELLING THROUGH AUGMENTED REALITY

Assisted story creation and visualisation using advanced AR technologies.

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The MEMEX app has been developed in 3 different releases:



### **First release (MVP1)**

In the first release, which was the first prototype of the app, registered users were able to create stories by geolocating them on a map and publishing them on the app so that other registered users could see them. Within the stories, it was possible to attach multimedia files such as images, audio, and video. It was also possible to filter the stories by searching for the title or by entering keywords associated with the story.



### **Second release (MVP2)**

In the second release, the Knowledge Graph (KG) tool was implemented, through which it is possible to display a graph of connections based on the relationships between similar stories and heritage stories. In addition, the user interface was improved according to the feedbacks received from testers.



### **Third release (MVP3)**

In the third release, users have the possibility of creating 'Journeys' and 'Collections'. Journeys are a group of public stories arranged in an orderly fashion, while Collections are a group of unordered public stories. In addition, augmented reality (AR) allows to display the stories in the app prototype directly in the real world as additional information

## POLICY AND PROFESSIONAL RECOMMENDATIONS

Three policy briefs have been written in the framework of the project.

**They aim to target** policymakers from the local to European level to set up coordinated actions responding to actual needs, to ultimately affect **political decision-making and programming**. The policy briefs written for MEMEX are written by European Center for Cultural Organization and Management with the support of the Michael Culture Association.

- **The first policy brief focuses on capacity-building actions to be supported by policymakers**, aiming to pave the way for discussion between cultural and social organizations and policymakers at the local and European levels.
- **The second one** focuses on the assessment of sociocultural projects using Societal Readiness Levels (SRLs), an innovative tool assessing projects from a social point of view.
- **Our third and last policy brief** aims to provide policy and professional recommendations for **the best use of technology** as a tool for community inclusion.

**Our three Policy Briefs are available on the project's website** in English, Portuguese, Spanish, Catalan, French and Italian: [memexproject.eu/en/resources/policy-briefs](http://memexproject.eu/en/resources/policy-briefs)





# CONTACT US



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