



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Project SDITOROMAN

Networking and capacity building programme

Pecs, 28/09/2019

The Project SDITOROMAN is offering new opportunity for creative actors to align their products and services with the Council of Europe certified Cultural Route – the Roman Emperors and Danube Wine Route, inviting CCI actors from the territory of Hungary, Croatia, Serbia, Bulgaria, and Romania to join the Route's professional network gathered along the common idea of providing innovative tourism experiences and perspectives on the Roman cultural heritage.

Meeting Venue: **Zsolnay Cultural Quarter, Pécs, Hungary**
<https://www.zsolnaynegyed.hu/en>

Official Programme starting: **09h00 CET**

Official Programme ending: **17h30 CET**

09.00 – 12.00

Panel and Workshops:

Moderator: Branislav Dogandzic, DCC

The use of VR (virtual reality) technology in advancing promotion of cultural and historical (archaeological) sites

- ✓ Virtual reality technology - introduction to the topic
- ✓ Trends in the use of VR in creative industries – interesting data on the use of VR technology in the world
- ✓ Case Study – an example of the application of VR technology in the presentation and promotion of cultural assets

Workshop 1: Creating VR content - Practical demonstration, recording 360° videos

- ✓ Demonstration of creating VR content for participants in the workshop - 360° video 360° video cameras
- ✓ Creation of VR content (workflow)



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Workshop 2: VR content distribution channels – How to use created VR content for the promotion of historical (archaeological) sites.

- ✓ Online channels through to distribute VR content (YouTube, Facebook, Vimeo, web)
- ✓ Mobile applications
- ✓ Standalone VR headsets (VR self-powered glasses)
- ✓ VR glasses that work with a PC and with a mobile phone
- ✓ Google cardboard - the most affordable way to distribute VR content

12.00 – 13.30

Networking with buffet lunch

Optional visit to the [Munkácsy Exhibition](#) at the M21 Gallery or to the [Golden Age of Zsolnay ceramic collection](#) at the Zsolnay Cultural Quarter

13.30 – 17.30

Successful CCI examples from targeted countries

Moderator: Kristijan Sujevic, DCC

Presentations of different ideas/projects/services/products already established or in development phase, aiming at providing innovative tourism experiences and perspectives on the Roman cultural heritage for a 21st century audience using new artistic and/or technological means.

17.30 – 18.30

Optional visit to the [Munkácsy Exhibition](#) at the M21 Gallery or to the [Golden Age of Zsolnay ceramic collection](#) at the Zsolnay Cultural Quarter

18.30 – 22.00

Wine tasting dinner with cultural surprises at the [Castle of Siklós](#)

(bus transport provided by the organizers)



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