



TO: All Media

Subject: Public announcement

YOUTH FROM EUROPE, FROM THE CULTURAL AND CREATIVE SECTOR, WILL CREATE IMMERSIVE EXPERIENCES FOR CULTURAL HERITAGE

In the period of August to October 2022, three heritage field schools will be organized at the archaeological sites "Stobi" (North Macedonia), "Emona" (Slovenia) and "Viminacium" (Serbia). Opportunity to apply have all students and young professionals, between 18 and 35 years old, who have interests and experience in: history, art, cultural heritage, design, animation, creative writing and computer technologies.

Within the scope of these field schools, the participants will have the opportunity to learn more about immersive technologies and how they can be used for the promotion and protection of the rich Roman cultural heritage in the Balkans. They will also be among the first users of the Immersium mobile application, which was created specifically for these three archaeological sites. In this way, they will see how life was on the sites in the Roman period, using augmented reality (AR), virtual reality (VR), gamification, etc.

This is a unique opportunity for young people from the cultural and creative sectors to engage and create new experiences and tools, using immersive technologies, in order to give cultural heritage a new value. Young people will be part of a hackathon, as well as several workshops and field visits to different localities.

The one-week Immersium Heritage Field Schools will be organized in the following periods:

- August 29 – September 4, at the Archaeological site "Stobi" (North Macedonia);
- September 20 – 27, at the Archeological park "Emona" (Slovenia);
- September 27 – October 4, at the Archeological park "Emona "Viminacium" (Serbia).

All interested young people from Europe can apply online at this link: <https://bit.ly/3PDQ9NS>





The Immersium Heritage Field Schools are organized within the project "Immersive Storytelling Cooperation for promotion and dissemination of the cultural heritage in the Western Balkans", supported by the Creative Europe program or the European Union.

The project brings together seven (7) partners from five (5) countries, North Macedonia, Serbia, Slovenia, Greece and Bulgaria, to introduce a new cooperation model for the cultural and creative sector in using immersive storytelling to enhance cultural experience. The project offers new perspectives for perceiving cultural heritage, through designing novel touristic attractions and user-centric experiences.

For more information about the project, follow the Facebook page: <https://www.facebook.com/immersivestorytelling> , as well as the Instagram account @immersium.

