Beyond Borders Hackathon - reusing open access cultural collections for sustainable tourism



As part of a cooperation agreement, EUreka3D initiative is collaborating with SECreTour project to explore how digital cultural heritage can support local promotion and tourism, particularly by reusing open cultural collections to create engaging materials and storytelling about places and communities.

Project SECreTour organized, together with Photoconsortium, Europeana, UNESCO Chair of the Università della Svizzera Italiana in ICT to develop and promote sustainable tourism in world heritage sites and UNESCO Chair of the Università di Genova in Anthropology of Health, Biosphere and Healing Systems, a Hackathon in Lugano, addressing young creatives and students to deliver a creative proposal using the vast collections available on the Europeana website, inspired by SECreTour's mission to promote sustainable, engaging and creative tourism as a driver for a better future in rural and remote areas.



Presenting the stories of Monte San Giorgio







Participants to the Hackathon



Participants at work



Prof. Alexandra Bitusikova (Matej Bel university) and Matevz Straus (Arctur)



Winning teams



Group photo with organizers

EUreka3D-XR resources and tools were also presented to participants, along with the capacity building resources and activities organized by the project that could be of interest for current and prospect cultural heritage professionals.



The Processions of Mendrisio, by Heinz Plenge, CC BY-SA.