

## I AM calls for projects in augmented reality

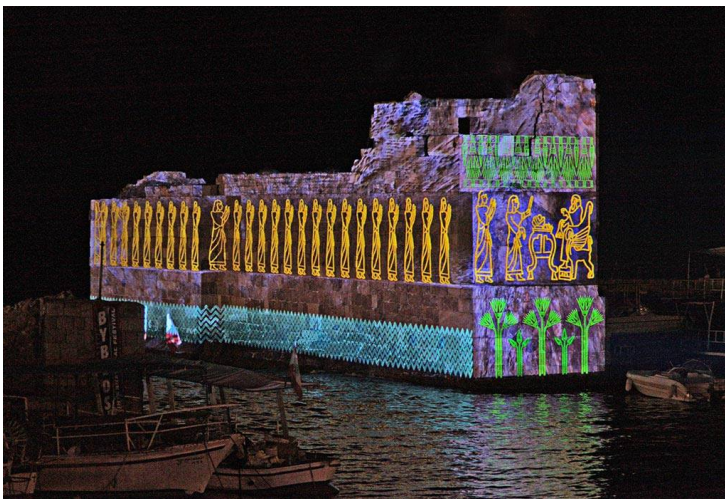


Image from the third architectural video mapping show in Municipality of Jbail-Byblos realised by Konic Thtr for the I AM Project

As leader of project ?I AM - International Augmented Med?, **Municipality of Alghero** aims to pinpoint projects able to promote and improve, through state-of-the-art **augmented reality (AR)** technologies, the cultural and environmental heritage of its territory for tourism development.

To this end, an open **pre-informative notice** was published to present **three project proposals**: a **video mapping** to be projected on the external façade of de Lo Quarter complex; an **App** addressed to children, to promote, with a didactic tone, the archaeological site of nuraghe Palmavera; an innovative **audio-visual product using remote controlled devices**. The announcement to follow will contain technical specifications and provide grants for the best projects, to be evaluated by a specific committee.

The public presentation of the deliverables will take place during the **I AM closing festival**, being held **from 25 to 27 September 2015** and making Alghero set of the great augmented reality international festival. On the occasion, the techniques realised by experts from the seven Mediterranean countries (**Italy, Egypt, Jordan, Lebanon, Palestine, Spain and Tunisia**) participating in the I AM programme will be introduced to the attendees.

Alghero's whole historical centre will be scene of video installations, video mappings, 3D reconstructions and projections involving the most significant historical buildings and archaeological sites.

The call is available on the institutional [site](#) and the council notice board of Alghero's Municipality.

I AM website: [www.iam-project.eu](http://www.iam-project.eu)



I AM mascot "Blue"

The International Augmented Med (I AM) project is an international cooperation project involving fourteen partner organisations in seven countries around the Mediterranean Sea. It is funded by the 2007-2013 ENPI CBC Mediterranean Sea Basin Programme. The 14 partners exchange expertise, support each other with technical assistance and develop joint activities to provide innovative services to the tourism sector in each of their countries. By supporting this key sector, they will assist economic development in the region.

The Mediterranean area attracts about 30% of international arrivals and tourism receipts, but International competition is threatening its position as a leading destination. Innovation will help maintain and enhance the attractiveness of the Mediterranean destination. The project will last three years from 2012 to 2015. It aims to bring together experts in two fields, IT/multimedia and heritage/tourism in a cross-sector cooperation system. Experts will cooperate to develop applications to enhance the visitors' experience of natural and cultural heritage sites. It focuses on the use of Augmented Reality (AR), multimedia and interactive techniques. Activities include training workshops, Augmented Reality festivals and pilot AR applications for one heritage site in each of the 7 participating countries to demonstrate the potential of these applications.

**FACTS:**

**Programme priority:** Sustainable Tourism

**Duration:** 36 months

**Project start/end:** 20 October 2012 ? 19 October 2015

**Total budget:** ? 3.060.650

**ENPI CBC MED contribution (90%):** ? 2.754.583

**Countries involved:** 7 (Italy, Spain, Egypt, Jordan, Lebanon, Palestine, Tunisia).