

Jornades APP, mobile applications for cultural and natural heritage and tourism



The **Jornades APP**, organized by The Generalitat de Catalunya - Departament de Cultura (GENCAT), i2Cat and Kònic thtr, will be held during the 1st, 2nd and 3rd of October at the headquarters of the CaixaForum in Girona city (Catalonia).

For three days, the Jornades APP will present the opportunities that **mobile applications and technology of Augmented Reality offers to cultural and natural heritage and tourism**. Experts in these fields will present the state of the art and the potential offered by these technologies for the cultural tourism sector. This three-day event will host conferences, roundtables and demonstrations of augmented reality applications and also include video mapping projections on Girona's city emblematic buildings.



The Jornades APP are part of the activities under the [International Augmented Med \(IAM\)](#) project, an European project in the framework of the ENPI-CBCMED programme, cross-border cooperation in the Mediterranean, which aims to establish a self-sustaining cross-sector system (IT-Tourism) that provides innovative services for heritage enhancement.

More information about the events and programme here: <http://www.jornadesapp.cat/>

Registration (for free) [here](#)