

## PREFORMA presented at EUROMED 2014



Peter Pharow from Fraunhofer Institute for Digital Media Technology IDMT, PREFORMA Design Phase Leader, presented the project at the workshop "[The Digitization Age: Mass Culture is Quality Culture. Challenges for Cultural Heritage and Society](#)", organised by Promoter Srl in the framework of the EUROMED 2014 Conference in Limassol, Cyprus.

The presentation focused on providing the audience with a general overview of the project's aims and objectives and of the PREFORMA Challenge, highlighting in particular the lessons learnt from the preparation of the procurement and the main challenges for the design phase which has just started.

Download [here](#) the paper that has been published on the Conference Proceedings "Digital Heritage. Progress in Cultural Heritage: Documentation, Preservation, and Protection".

Download [here](#) the presentation of PREFORMA.

For more information on the workshop please visit [this article](#).