Reimagining cultural heritage in 3D and XR

 A Hybrid Capacity Building Event in Brussels by EUreka3D-XR

26 September 2025]

EUreka3D-XR is focused on transforming cultural contents such 2D or 3D into extended reality scenarios. At the same time, the European cultural heritage sector is facing the 3D digitisation and the reuse of 3D models.

On 26 September 2025, the EUreka3D-XR capacity building event explored these questions and offered a closer look at use case scenarios and possibilities of XR, as well as share practical insights and future reusable tools. The event was attended by over 40 participants onsite and over 70 online.

 [Show as slideshow]

The event **Reimagining cultural heritage in 3D and XR** is organised by the EUreka3D-XR project, led by partner meemoo and in collaboration with Cultuurconnect. It took place on-site (TRACK Brussels) and online, and was built up in two parts:

- 10h ? 12h CET: hybrid session in English
- 13h ? 15h CET: in-person session in Dutch

All presentations are recordings are available as open access resources at: https://eureka3d.eu/reimagining-cultural-heritage/

In the morning, the focus was on the EUreka3D-XR project. After a welcome message from Mrs Katerina Moutogianni of DG CNECT and a general presentation by project coordinator Antonella Fresa (Photoconsortium), there was a demonstration ? for the first time ? of the XR tools beta versions that project partners are developing, together with the XR scenarios led by project partners and created with these tools, with talks by David Iglesias Franch (CRDI), Gianpaolo Donnarumma, Marco Falciglia (both Swing.it), Eirini Kadeli (NTUA), Agathe Le Riches - Maugis (Bibracte), Nedjma Cadi (MIRALab).

With the demo, the public was presented with the open source digital tools that will be available for reuse at the end of the project. The morning programme included sessions on high quality digitisation practices by prof. Marinos Ioannides (CUT) and a demo of

the EUreka3D Data Hub by Ignacio Lamata Martinez (EGI).

In the afternoon, organised fully on-site in Brussels, the focus was on the XR scenarios and experiences in Flanders: How did they start creating their scenario? What were the challenges, lessons and results? What impact did the XR experience have on their own target audience? The day concluded by summarising results from research: guidelines, templates, and insights that participants can take away to shape their XR story.

Event's page: https://eureka3d.eu/reimagining-cultural-heritage/]

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