Towards ?Cooltura?, the TAG CLOUD platform and app

 The **TAG CLOUD project** was launched to investigate how to enable cultural engagement by using cloud-based technologies that leverage adaptability and personalisation of created Cultural Heritage content, aiming at supporting deeper engagement and learning over time. Following a User-Cantered Design (UCD) methodology, the TAG CLOUD project has placed the user at the centre of developments and follows an iterative design cycle which serves to feedback the design, development, improvement and optimisation of its **COOLTURA Platform and App**.

The COOLTURA Platform will be an open data oriented platform that will enable scalable services for cultural engagement; which will be tested, piloted and firstly exploited with the COOLTURA App at TAG CLOUD three pilot sites, which will simultaneously install the App to demonstrate that TAG CLOUD system enables the people engagement in wide different domains and contexts in the cultural heritage.

The COOLTURA platform has a data management layer that allows content curation and harvesting, as well as an intelligent layer has the ability to abstract complex data and cultural consumption processes, and transforms them into content and processes that aim to be more consumable and manageable by the cultural visitors. The COOLTURA platform processes the content to be sent to and seen in the COOLTURA App in a personalized and adaptive way.

The **COOLTURA App** access the cultural content processed in the COOLTURA platform. The COOLTURA app will allow visualizing the cultural content in mobile devices (such smartphones or tablets) through cultural itineraries, routes, allowing exploration of cultural objects through augmented reality, games or sharing your cultural experience through social networks!

The name ?Cooltura? comes from the idea of experiencing culture in a cool way that will allow visitors to experience culture in a personalised, dynamic, interactive and exciting way through the integration of social media, augmented reality and storytelling technologies.