

## Who | Institutional Profile

<b>Institution</b>	<u>Goriški muzej Kromberk – Nova Gorica</u>
<b>Location</b>	Nova Gorica, Slovenia
<b>Short Description</b>	<p>The Goriški muzej, located in Nova Gorica, Slovenia, is a cherished institution devoted to preserving and sharing the cultural heritage of the former Goriška region. With a rich history spanning over seven decades, the museum showcases a diverse range of exhibitions and educational programmes. From temporary exhibits to permanent collections, the Goriški muzej presents a captivating journey through the region's past. These exhibitions shed light on significant historical events, cultural practices and artistic expressions, providing a comprehensive understanding of the Goriška region's identity.</p> <p>The museum also actively engages in educational initiatives, offering workshops, lectures and guided tours for all ages. By collaborating with schools and the local community, the Goriški muzej fosters a sense of ownership and appreciation for the cultural heritage, nurturing a new generation of culturally aware individuals. As a guardian of the Goriška region's cultural heritage, the Goriški muzej is dedicated to the preservation, promotion and dissemination of its rich history. By inviting visitors to explore and connect with the past, the museum celebrates the enduring legacy that defines the Gorizia region's cultural identity.</p>
<b>Ownership</b>	The museum is established by the Municipality of Nova Gorica and financed jointly by the Ministry of culture and other municipalities.
<b>Size</b>	25 FTEs

<b>Approach to Digital</b>	<p><b><i>Input by David Kožuh and Rok Bavčar</i></b></p> <p>Until this decade, our digital approach consisted of two main areas: digitising inventory books and ongoing efforts to digitise archive photos, which we manage internally. Regarding visitor engagement, our use of digital tools in exhibitions was mostly limited to video or audio, with minimal visitor interaction. However, we did incorporate interactive stations, such as maps, in some past exhibitions.</p> <p>In the current decade, our digital integration has evolved significantly. We remain committed to digitalisation by transforming inventory books and archive photos into user-friendly electronic formats. Additionally, we have transformed our approach to exhibition production, embracing interactivity and deeper visitor engagement.</p> <p>Attitudes toward digital transformation vary within our organisation. While some enthusiastically embrace change, recognising its potential for growth and efficiency, others may initially have concerns about it.</p> <p>While embracing digital transformation, we maintain a balanced approach, recognising the importance of the human touch. We continuously strive to find the optimal balance between digital solutions and human interaction to deliver personalised, empathetic and meaningful experiences.</p> <p>In summary, our organisation considers digital integration integral to our overall strategy. We foster innovation, address concerns through transparent communication, and strive to meet stakeholder expectations. By leveraging technology while maintaining a human-centric approach, we aim to advance our mission and provide exceptional experiences.</p>
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# What | Case

<b>Project Title</b>	<b>Awakening Memories – Leaving Traces (shortened to MALT)</b>
<b>Timeframe</b>	February 2022 – September 2023

## Concept & Approach

### Origin and scope of the concept

The concept of our pilot project was born from the recognition that museums continue to fulfil their historical role of preserving our tangible cultural heritage, including a vast collection of objects and old photographs that depict the city's development and everyday life. However, access to these collections is often limited, with most available to the public only by appointment or within temporary exhibitions. Therefore, our goal is to provide locals and visitors with a new opportunity to explore the city's evolution over time.

To achieve this, we conceived the idea of a web-based augmented reality (AR) application that offers three distinct options. Firstly, users can view historical photographs of our city dating back to its early years (starting from 1948) using their smartphones. For locals, this feature aims to evoke memories and nostalgia. Secondly, we encourage users to contribute to our archive by sharing their own photographs, thereby expanding the collection and making it more comprehensive. Lastly, users can leave comments within the application, visible to other users after confirmation by our curators, creating a platform for interactive engagement and sharing of insights.

Furthermore, considering the proximity to the Italian border and the upcoming designation of Nova Gorica, along with Gorizia, as the European Capital of Culture in 2025, we translated the application into English and Italian. The app will include a navigational map of the city, and when users reach specific locations, current surroundings will be superimposed with old photos in augmented reality, providing a captivating visual experience.

### Technological approach

To ensure user-friendly accessibility despite the advanced technology involved, we have chosen to utilise web-based augmented reality (webAR). This relatively new technology eliminates the need for a separate mobile application. Instead, users can access AR experiences directly through their smartphones' native cameras and web browsers. Notably, webAR experiences can be accessed directly from a browser, reaching a wider audience compared to traditional AR apps, and they can be easily shared via URLs and QR codes, facilitating viral distribution.

The decision to implement webAR is particularly advantageous considering that Nova Gorica is a modern city with free wireless internet available throughout the city centre. This approach allows for a seamless integration of the webAR solution into a progressive web app, eliminating the need for downloads while providing additional non-spatial information and enabling two-way communication for viewing and contributing content, including textual comments.

We believe that webAR technology is highly suitable for our target user groups due to its ease of use and frictionless experience. By leveraging this technology, we can significantly expand the accessibility of our collections to larger audiences, while also establishing a structured mechanism for gathering textual feedback and comments. All data will be handled in accordance with national regulations and collected for further research at our institution.

## Benefits & Impact

### Expected impact and engagement

By providing locals and visitors with a new way to explore the city through augmented reality, we aim to bridge the gap between museums and the younger generation. Our project will expose a wider audience to our collections and break down barriers that may hinder engagement with museums. We envision a more inclusive and interactive experience that

fosters dialogue and fosters a sense of connection to our cultural heritage.

The implementation of this project will yield both short-term and long-term impacts and benefits for our organisation. In the short term, we anticipate an increase in visitors to our collections as a direct result of the project's introduction of innovative technologies and engaging content. We expect to see a surge in website traffic and heightened engagement on our social media platforms, capturing the interest of a larger audience.

Looking ahead, we foresee numerous long-term benefits for our organisation. Collaborating with related institutions during the project will allow us to establish valuable partnerships that will prove beneficial in the future. These partnerships will create opportunities for joint initiatives, knowledge sharing, and mutually beneficial collaborations, expanding our reach and impact in the long run.

Moreover, the project will have a positive impact on our internal team dynamics. The collaborative nature of the project, coupled with shared vision and successful outcomes, will foster a more cohesive and efficient working environment. We anticipate that teamwork and camaraderie among our staff will be strengthened, creating a solid foundation for future projects and endeavours.

Additionally, our collaboration with the digital solutions provider (DSP) will be instrumental in expanding our understanding of effective technology utilisation. Through this partnership, we will gain valuable insights into bringing exhibits and experiences closer to our visitors, fostering greater engagement and interaction. The knowledge and expertise acquired from this collaboration will continue to benefit us in future endeavours, ensuring a progressive approach to engaging with our visitors.

In summary, the project will yield both short-term and long-term impacts and benefits for our organisation. From the anticipated increase in website visitors and financial resources to the establishment of valuable collaborations, a cohesive team, and valuable lessons learned from our collaboration with the DSP, we will be better equipped to engage visitors and sustain our impact in the long run.

### Limits & Drawbacks

The implementation of this project has encountered several limitations and drawbacks that have posed challenges for the museum.

Firstly, time management becomes a critical issue as everyone in the museum is involved in multiple projects simultaneously. The juggling of various responsibilities necessitates careful planning and prioritisation to ensure sufficient attention and resources are allocated to the project at hand.

In addition, bureaucratic problems in obtaining permits from the Municipality have presented obstacles. The administrative procedures and potential delays involved in securing the necessary permits can impede progress and disrupt the project's timeline. Navigating through these bureaucratic hurdles requires patience, persistence and effective communication with the relevant authorities.

Moreover, the development of the web application has faced specific challenges. The process entails finding compromises between ideas and implementation options. It is crucial to strike a balance between ambitious visions and practical feasibility, considering technical limitations, budget constraints and the desired user experience. This requires careful evaluation and decision-making to ensure the final product aligns with the project's goals and objectives.

### Future Prospects

The future prospects of our project hold great potential for expansion and collaboration. During discussions with our mentor, Inês Camara, we explored the possibility of utilising our pilot idea to apply for a creative European project. We firmly believe that our project can serve as an exemplary model for other small cities across Europe. Inês has already encouraged us to seek potential partners who share our vision and goals. Building partnerships with like-minded organisations will enable us to enhance the impact of our project on a broader scale.

As our museum gears up for the European Capital of Culture in 2025, we have identified a pivotal opportunity to present our project to [MINOM](#), one of ICOM's affiliated organisations. This presentation is scheduled for September 2023. We anticipate that showcasing our project's potential to this audience will generate further interest and support from our municipality and the public institution GO2025. Securing additional funding in the coming year will enable us to explore the possibility of expanding our project across the border to Gorizia, our sister city. While this remains a wish at present, it is a goal that we will actively pursue and keep at the forefront of our minds.

In terms of engaging children and school groups, we have considered incorporating another popular app, such as [Actionbound](#), into our project. This would allow us to create quizzes or treasure hunts in the city centre, providing an interactive and educational experience for small groups of school kids. By combining our web app for data collection with Actionbound or a similar platform for the quiz or treasure hunt, we can cater to the diverse interests and engagement levels of young learners.

## Key Take-Aways

One of the highlights of our project was the photo collecting day we organised in January. We invited locals to come and share their photos and memories with us, and the response was overwhelming. We received over 500 photos on that occasion, some of which were directly incorporated into our web app, while others will be utilised for future projects. The collection of photos we gathered along the way has already enriched an existing exhibition called GO\*S50-60, titled 'The City and Its Inhabitants in the 50s and 60s'. This collaboration allowed us to showcase the city's history through the lens of its residents, offering a unique perspective to visitors.

Another positive outcome of our project has been the establishment of strong collaborations. We forged valuable partnerships with key stakeholders, such as the urbanist of Nova Gorica, Tomaž Vuga, and the Society of Architects. As a result of these collaborations, we have agreed to provide our photo archive for their upcoming book on the architectural development of our city. This exchange of resources and expertise ensures that our project's impact extends beyond the digital realm and contributes to the broader cultural documentation of Nova Gorica. Furthermore, we engaged with a society dedicated to auto-moto sports, inviting them to showcase some of their objects in the museum. Their participation not only enriched our exhibition but also allowed us to delve into the history of this sport in Nova Gorica. The collaborative effort culminated in a successful exhibition opening on the Summer Museum Night, with their valuable assistance and insights.

While developing our project, one major challenge we faced was the implementation of geolocation functionality. We had envisioned using geolocation to enhance the augmented reality (AR) experience and provide a more automated and immersive user interaction. However, during the testing phase, we discovered that smartphones and tablets varied significantly in their geolocation capabilities, presenting a significant obstacle to overcome. Despite this setback, we found a solution by utilising projected AR. By adapting our approach, we were able to ensure a satisfactory user experience while mitigating the technical challenges associated with device-specific geolocation.

In conclusion, our project has witnessed significant achievements and encountered challenges along the way. The overwhelming response from the community during the photo collecting day, the fruitful collaborations with esteemed professionals and the successful integration of augmented reality into our exhibits have all contributed to the project's success. Despite the setback in geolocation implementation, our ability to adapt and find alternative solutions demonstrates our commitment to delivering a high-quality and immersive experience for our users. Moving forward, we will continue to build upon these successes and learn from the challenges, further refining and expanding our project to make a lasting impact on the cultural landscape of Nova Gorica.

## Involved Parties

- [Arctur](#) (DSP)
- [ProductionLair](#) (video production)



Presenting DOORS project, The Goriški muzej

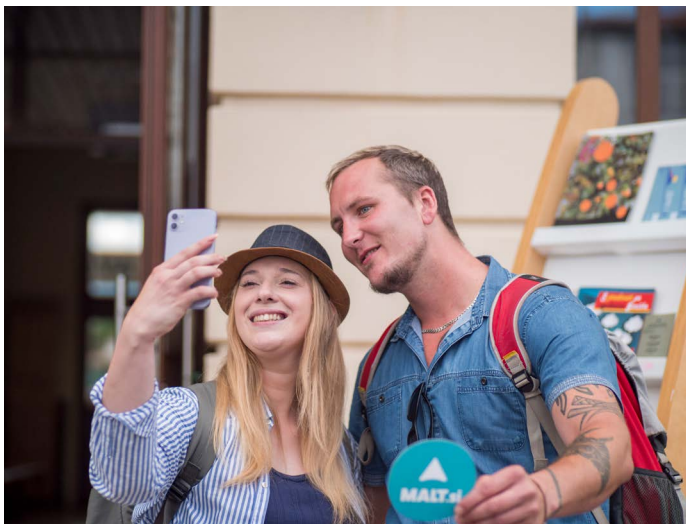


Photo collecting days, The Goriški muzej



Promo video, production Lair, The Goriški muzej





Promo video, production Lair, The Goriški muzej



# MALT

Enter and take an interactive, interesting and educational walk through the history of Nova Gorica.

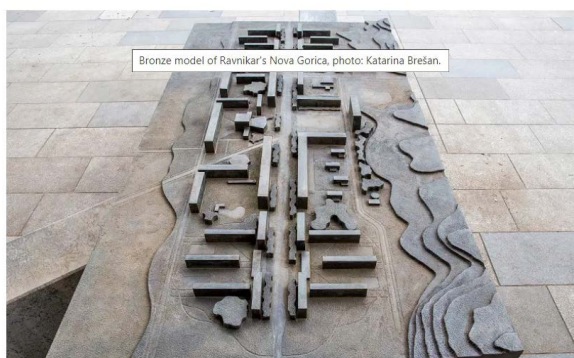
For a perfect experience, scan the QR code below with a smartphone or tablet.

\*The application works only on mobile devices in the area of Nova Gorica.

Test view of the webpage, The Goriški muzej

## Nova Gorica, a phenomenon by the border

“I would like to build something big, beautiful and proud, something that would shine across the border,” said Prof. Edvard Ravnikar, creator of the first urban plan of Nova Gorica. However, in the end, the town was built according to the abilities of the people living in this part of Slovenia. A town which reflects the true image of its three-quarters-of-a-century: a town which is not a monument, but a vital and never completed town with a set of projects that need completion, upgrading, continuation and new ideas.



Bronze model of Ravnikar's Nova Gorica, photo: Katarina Brešan.