



CULTURATI

Customized Games and Routes for Cultural Heritage and Arts



Cultural heritage is not just something that is preserved, it can be an active force.



What is CULURATI?

- EU-funded research and development project.
- The project has started in February 2023 and will end in January 2026
- Strives to create a sustainable and inclusive cultural and educational ecosystem through interactive games and tailored routes.
- In Finland, the partner is Haaga-Helia and Porvoo Old Town is involved as a pilot.
- City of Porvoo / Visit Porvoo is our site partner



Partners from all over Europe

- Bilkent University, Turkey
- Haaga-Helia AMK, Finland
- Touch TD LTD, England
- Oxford Brookes University, England
- Università Degli Studi di Foggia, Italy
- IOTIQ, Germany
- NIMBEO, Spain
- Universidad Carlos III de Madrid, Spain
- Serdar Vural Öktem, Turkey



Project objectives

- Enhance and support cooperation between the cultural and creative sectors and citizens in order to promote European culture, values and interests
- Increase accessibility, awareness and understanding of cultural heritage and the arts
- Preserve cultural heritage and maintain valuable resources
- Improve the audience experience with tailored games and routes by optimizing the number of people at the venue or site-specific content

The objectives will be implemented by:

- Developing an online map-based platform to highlight cultural history and art.
- By bringing fourth cultural heritage that is not yet preserved anywhere, or poorly accessible
- By offering the opportunity for anyone interested in culture and history to produce content e.g. information about the history of the houses, or stories about the life of old Porvoo.
- Providing visitors with tailored information and routes using mobile devices
- Making learning from Cultural Heritage fun with gamified elements



CULTURATI

Curates the right
information for the right
person at the right time
with co-created
content.





Pilot sites:

1. Rahmi M. Koç Museum, Turkey
2. Ankara Citadel, Turkey
3. Blenheim Palace, England
4. Meridaunia, Italy
5. Old Porvoo, Finland





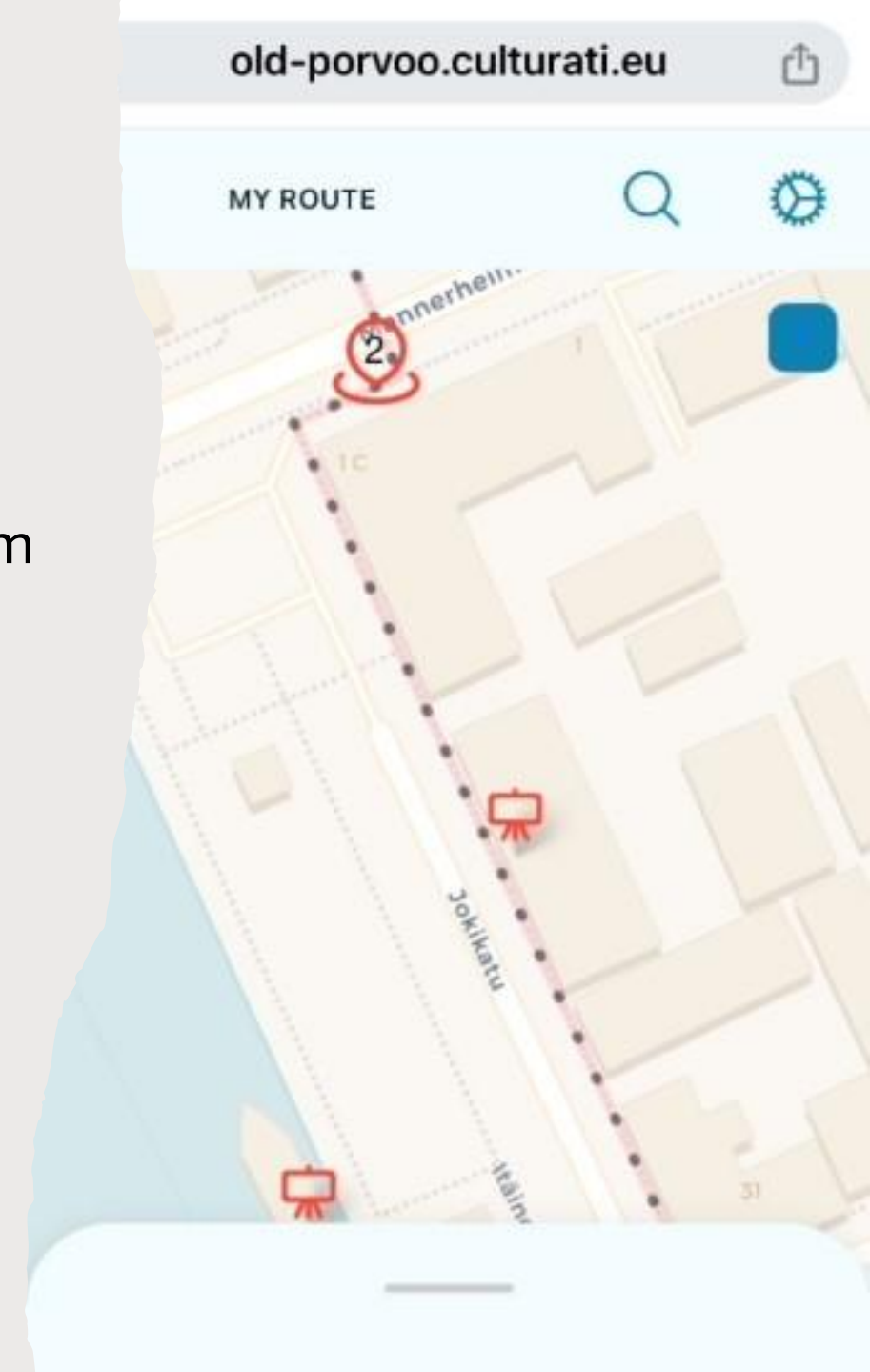




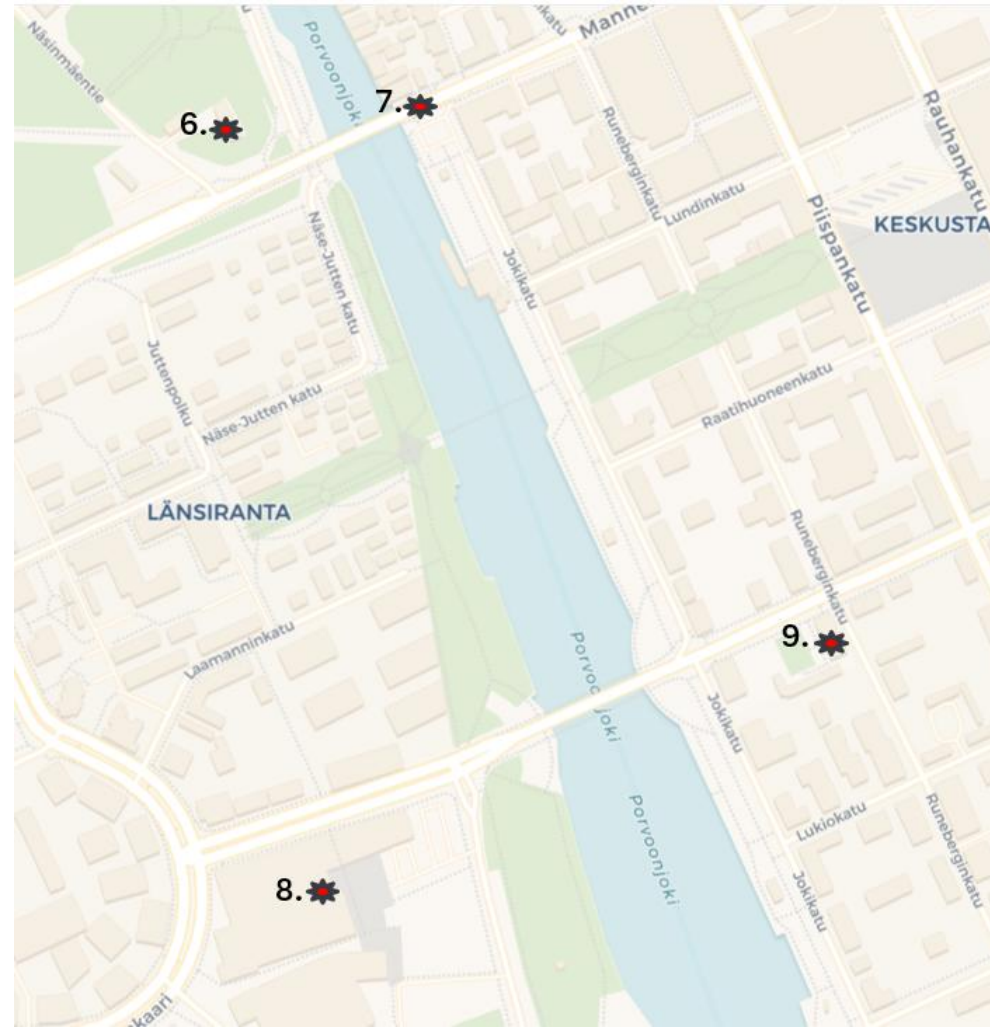
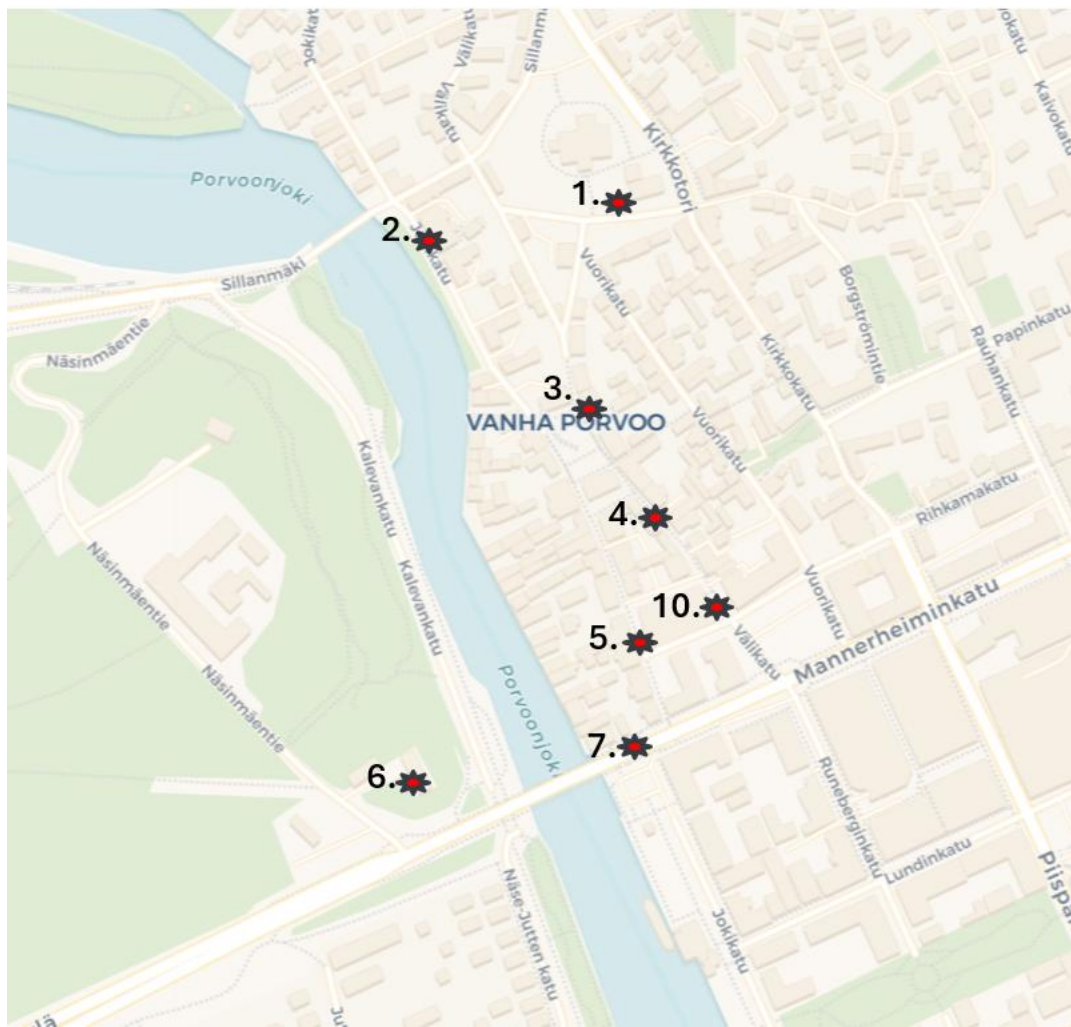


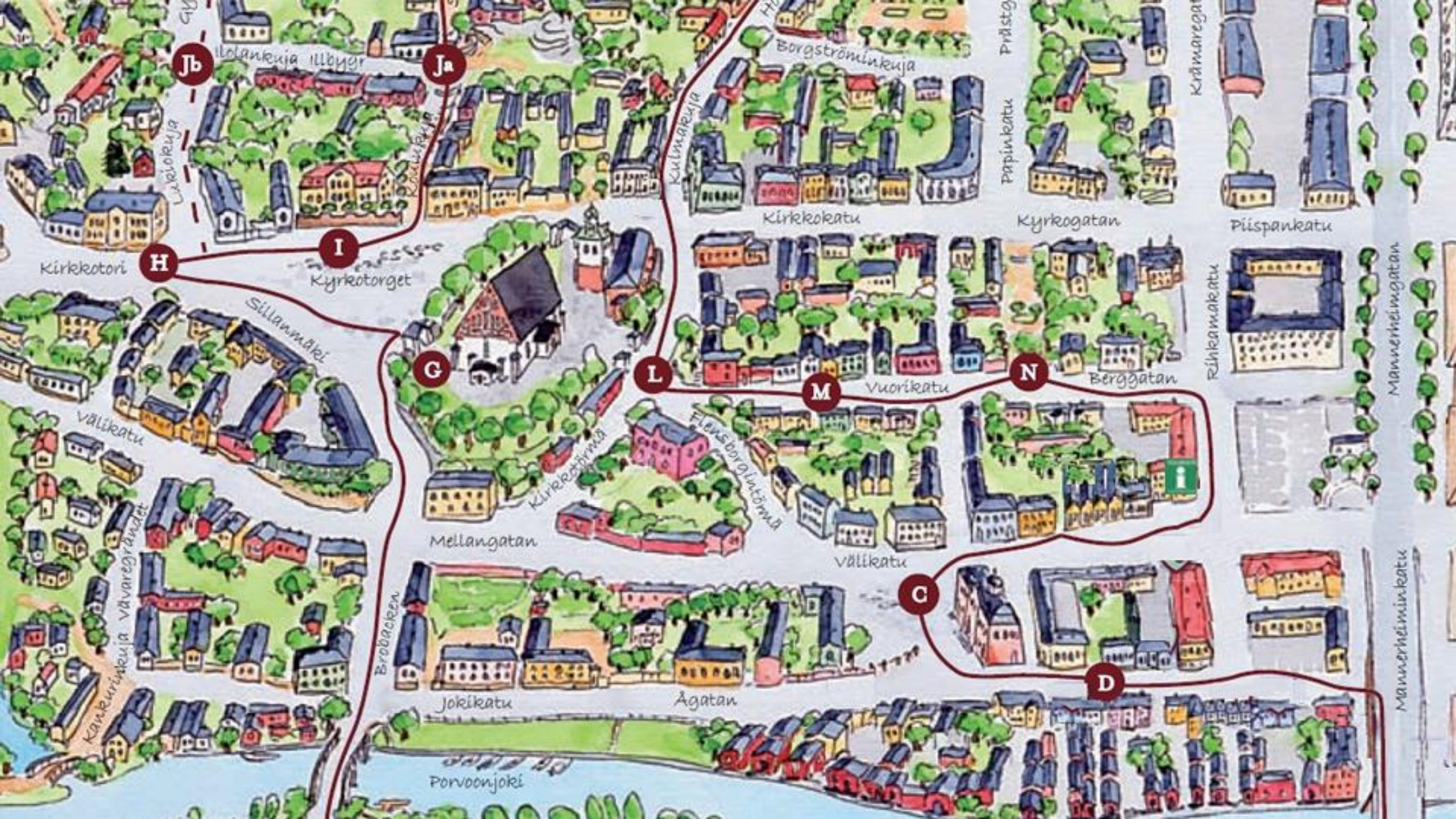
The system works:

- Through a map interface
- Different categories that the user can choose from
- Game and Route option
- Adjustable difficulty levels
- Creates an individual route based on:
 - Category
 - Starting location
 - Crowd data from sensors
- The sensors installed in the city sense
 - Number of visitors (Bluetooth)
 - Visitor movement (Bluetooth)



Sensors





A

B

C

D

E

F

G

H

I

J

K

L
Mannerheiminkatu

Content & Stories



King of the Hill

Artist Tommi Toija



Who created the content?

Participants in our workshops, people interested in history and art!

Invited associations:

- Porvoo Museum Association
- Porvoo Old Town Residents' Association
- Porvoo Art Association
- Porvoo Old Town Merchants' Association

Explore Porvoo with

CULTURATI

through interactive games and immersive routes!



Scan the QR Code,
Explore Porvoo
with CULTURATI.

A construction site with two workers in orange safety suits and helmets. One worker is in the foreground using a shovel, and another is further back. A yellow excavator is positioned behind them. The site is adjacent to a light blue building with a white arched doorway and a yellow building with a window. A large tree is on the left, and a concrete trench is being dug. The text "Thank you!" is overlaid in the center.

Thank you!