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MEDIA ADVISORY

Contact:
Niall O'hOisin, Communication Manager
Phone: 00 353 1 679 9328
Email: niall@noho.ie

Emotive workshop tests tools for emotional engagement at heritage sites

The Emotive project team will host its first project workshop on 22-23 February 2017 at The Hunterian Museum, University of Glasgow.

Who: International specialists in cultural heritage, storytelling, archaeological curation, museum interpretation, user design and gaming

What: A workshop to test out preliminary tools that are designed to generate emotional engagement, group play and collaboration between heritage site and museum visitors

Where: The Hunterian, University of Glasgow, Gilbert Scott Building, University Avenue, Glasgow G12 8QQ.

When: 10am-5pm, Wednesday 22nd, Thursday 23rd February, 2017

Why: The Hunterian has an outstanding collection of Roman artefacts from the famous Antonine Wall World Heritage Site. Emotive is currently developing a software platform that produces interactive, personalised, emotionally-resonant digital stories for cultural heritage sites. The workshop is the first opportunity to test out Emotive's approach in a real-world setting.

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ABOUT EMOTIVE

Emotive is an EU-funded heritage project that aims to use emotional storytelling to dramatically change how we experience heritage sites. From 2016-2019, the Emotive project team will research, design, develop and evaluate a series of storytelling methods and tools for the cultural heritage sector. The output of this process will be:

- a prototype software platform for heritage professionals that can be used to create characters and narratives for archaeological sites and museums

- a smartphone and tablet application for visitors that will provide personalised, emotionally engaging stories which can be experienced at a cultural site, or remotely.

For more information, please visit www.emotiveproject.eu.