



EUROPEAN COMMISSION

PRESS RELEASE

Brussels, 4 November 2013

ICT for culture: Winners of @diversity Awards announced

The winners of the first @diversity Awards, which recognise outstanding examples of ICT innovation to promote culture, were announced by Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth, at the European Culture Forum in Brussels today. The Forum, which gathers 1 200 culture practitioners and policymakers, was opened by European Commission President José Manuel Barroso. Šarūnas Birutis, the Lithuanian Minister of Culture, and Czech economist and author Tomáš Sedláček are also participating in the event.

The @diversity Awards cover four categories: 'make culture', 'spread culture', 'access culture', and 'young culture'. The 12 winners (see details in annex) are:

[ReWalk Europe](#)

<http://lci.micc.unifi.it/labd/SMartART>

[SonicPaintings](#)

[StoryGuides - Europe through Legends](#)

[HE/DE la guía a la ciudad amueblada](#)

[WIKI RAIL](#)

[Yugo](#)

[Deaf Magazine](#)

<http://www.museofabber.com/>museofabber.com - Access to printable museum collections

[Poetrycloud](#)

Travelling Hospitals

[Narrated Film Downloads](#)

"Digitisation has changed the way that cultural goods are created, managed, disseminated and accessed. The @diversity Awards are a laboratory of creative ideas: our aim is to support the talented people behind them from project conception, to the development of business plans and to help turn them into a market reality," said Commissioner Vassiliou.

The award winners will receive tailored professional coaching on developing business plans, legal issues, access to finance, marketing and networking. The aim is to attract financing and customers for the idea and to transform it into a sustainable project, product or service.

Background

'@diversity: innovative ideas for the cultural and creative sectors in Europe' is a pilot project launched by the European Parliament and organised by the Commission's Directorate General for Education and Culture. The @diversity Idea Competition was launched in May 2013 and inspired more than 660 individuals and institutions from all EU Member States to get involved. More than 250 ideas were proposed for the competition.

The @diversity initiative is run by a consortium composed of [peacefulfish](#) (Berlin-based consultancy for financing the creative industries), [MFG](#) (a German innovation agency for ICT and media), and [Kennisland](#) (a Dutch think-tank focused on social innovation).

The **European Culture Forum** takes place at the Brussels Palais des Beaux Arts (Bozar) on 4-6 November. The Forum focuses on three main topics: measuring the true value of culture, exploring new funding models for culture, and audience development - making cultural participation a reality.

For more information

European Commission: [Culture](#)

[Androulla Vassiliou's website](#)

Follow Androulla Vassiliou on Twitter [@VassiliouEU](#)

[@diversity European idea competition](#)

[European Culture Forum](#)

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Annex: The @diversity winners

First category: Make Culture



ReWalk Europe will use digital tools to help tourists enjoy an alternative way of visiting an EU city by experiencing walking tours created by artists.

United Kingdom | Tim Jones | www.motiroti.com



SMartART enables museums and other cultural spaces to provide information to audiences via an image rather than a code. Content is detected by using software available for camera equipped smartphones.

Italy | Paolo Mazzanti, Roberto Caldelli | LCI Images and Communication Lab, University of Florence | ici.micc.unifi.it/labd/



SonicPaintings brings stories in paintings to life by creating interactive soundscapes, which react to the position of the spectator in front of the exhibit. SonicPaintings broadens the way traditional art is perceived by using multi-sensory technologies.

Netherlands | Zbigniew Wolny

Second category: Spread Culture



StoryGuides - Europe through Legends is an augmented reality tour guide app, based on interesting anecdotes and historical facts about a city's heritage.

Slovenia | Matjaz Kotnik, Mitja Čander, Uroš Ahačič | www.zalozba-kms.si



HE/DE la guía a la ciudad amueblada is a multimedia guide which challenges its users to create culture out of abandoned pieces of furniture. The app also invites people to participate in workshops and training that will help them develop their creativity.

Spain | Luta Valentina Morciano | www.lutavalentina.com



WIKI RAIL is the world's first interactive audiovisual guide for rail travellers. Information about the busiest EU rail routes will be available in real time and will be presented in film, audio-photographic media or augmented reality. Monuments, localities, and historical events can be experienced while travelling by train.

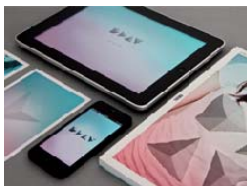
Germany | Achim Michael Hasenberg | www.filmband.de



Yugo is an app/widget which proposes to its users one cultural event per day, based on smart usage of user's personal profile and her/his current location. The app can make these suggestions thanks to a personal profile based on a novel combination of existing data and techniques currently scattered among different Web services.

Slovenia | Zarja Vintar, Ljupco Todorovski, Vlatka Ljubanovic, Jana Jazbec, Aleksander Srdić, Sara Grabnar | www.kofein.si

Third category: Access Culture



Deaf Magazine is a lifestyle magazine about the culture of German sign language, linking analogue and digital media and connecting the written word directly with sign language. By combining written language and sign language with visual content, culture helps to overcome communication barriers.

Germany | Alexandros Michalakopoulos Andreas Ruhe, Angela Koser | www.deafmagazine.de



museofabber.com - Access to printable museum collections will increase the ability of museums to provide access to museum source materials globally by creating a web platform which will facilitate the management of 3D digital files and the distribution of 3D print replicas of museum artefacts.

Greece | Nikolaos Maniatis | www.museotechniki.com



Poetrycloud is a literary 'instagram' which will redefine the concept of an anthology, using digital tools to access European children's poetry favourites across generations.

United Kingdom | Neal Hoskins | www.wingedchariot.com



Travelling Hospitals will take hospitalised children on a virtual voyage to discover other countries and cultures.

France | Mariana Santillan, Andrea Fischer, Miguel Conde, Natacha Vicente, Pascale Malinowski

Fourth category: Young Culture (authors <25)



Narrated Film Downloads will make it easier for visually impaired people to enjoy films and increase returns on investment for film distributors. It also aspires to become a mainstream product - a narrated film or audio film, rather than an audio description for the visually impaired'.

United Kingdom | *Dean Rhodes-Brandon* | www.yourlocalcinema.com