

D02.22 - Project Presentation

Contractual Delivery Date: 05/2011

Actual Delivery Date: 06/2011

Nature: Dissemination content

Version: V1.0

Public Deliverable

Abstract

This deliverable is a public presentation of the project that can be used for public dissemination purposes.

© Copyright by the **CHESS** consortium, 2011

CHESS is a project co-funded by the European Commission within the 7th Framework Programme –. For more information on **CHESS**, please see www.chessexperience.eu

This document contains material, which is the copyright of the CHESS consortium members and the EC, and may not be reproduced or copied without permission, except as mandated by the European Commission Grant Agreement no 270198 for reviewing and dissemination purposes.

The information contained in this document is provided by the copyright holders "as is" and any express or implied warranties, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose are disclaimed. In no event shall the members of the **CHESS** collaboration, including the copyright holders, or the European Commission be liable for any direct, indirect, incidental, special, exemplary, or consequential damages (including, but not limited to, procurement of substitute goods or services; loss of use, data, or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of the information contained in this document, even if advised of the possibility of such damage.

© Copyright by the **CHESS** consortium

Preparation Slip			
	Name	Organization	Date
From	A. BEDU	RF	17/05/2011
Approved by	J. HIMMELSTEIN	DXT	6/06/2011
For delivery	J. DUCHON	DXT	6/06/2011

Document Change Record			
Issue	Item	Reason for Change	Author
V0.1	Initial draft		A. BEDU
V0.2	Second draft	Adapted template	A. BEDU
V0.3	Third draft	Minor corrections	A. BEDU
V0.4	Fourth draft	Added Logo, Facts & figures and contacts	A. BEDU
V1.0	First Release	Added CHESS User Group chapter	A. BEDU M. ROUSSOU

Table of contents

1. Project Objectives	5
2. Description of work.....	6
3. Expected Results	7
4. Consortium	8
5. The CHESS user group.....	9
6. Contacts.....	11
7. Project facts & figures	12
8. Project Logo	13

References

Annex I – Description of Work, **CHESS** project, Grant agreement 270198, October 2010.

Acronyms

CHESS	Cultural Heritage Experiences through Socio-personal interaction & Storytelling
SDK	Software Development Kit

1. Project Objectives

The CHESS Project is a European research and technology development initiative supported by the European Commission in the frame of the seventh framework programme.

The main objective of the CHESS project is to research and develop solutions to help cultural institutions make cultural heritage more engaging, especially for the young generations of ‘digital natives’. Actually, a challenge for cultural heritage sites is to capitalize on the pervasive use of such media, while also facing the competition from the leisure-based entertainment industry, which attracts visitors through spectacular exhibits and events with experiential as well as educational and cultural qualities.

To meet this objective, the CHESS Project has several challenges to address, such as making not only cultural heritage sites more attractive but also providing new means to make cultural knowledge, interpretation, and analysis more effectively conveyed to the public. It has also to manage the subject of digital cultural heritage content and assets that can be expensive, technically difficult to make, and hard to renew.

To face these challenges, the CHESS Project is particularly focusing on the following topics:

- Enhance user experience for visitors by personalizing and (dynamically) adapting information about cultural artefacts to each individual or group of individual visitors and (re) injecting the sense of discovery and wonder in the visitor’s experience
- Make this user experience available on different physical platforms, for example on web browsers and mobile devices
- Enable the authoring of personalized interactive stories by the cultural content experts
- Research, implement and evaluate an innovative conceptual and technological framework enabling these capabilities for the widest possible audience

This tightly integrated framework will be applied and tested with cultural content in different types of sites; most notably two world-renowned cultural partners: the New Acropolis Museum situated in a famous urban archaeological site (the Acropolis of Athens and its surrounding antiquities), and the Cité de l’Espace in France, the main European space museum with 4 million visitors since its creation and an exhibition settled in its 4000 square meters indoor and 4 hectares outdoor areas.

Finally, the driving force of the CHESS project is its experience-oriented, user-centered approach, which aims at ensuring that its users’ needs are correctly addressed, thus maximizing the acceptance of this highly innovative system and its potential for use in pragmatic situations.

2. Description of work

To achieve the aforementioned objectives, the CHESS consortium members will perform the main following tasks, each partner bringing its specific interest, experience and know-how.

A first recurrent task will consist in involving final users of the CHESS potential outcomes (consortium museum partners, museum authors, curators, visitors...) through user workshops during the project in order to design and develop a truly user-centered system for adaptive cultural experiences, which means assess their needs, iterate on the solutions proposed by the consortium and validate the adequacy of the solution with regard to the day-to-day usage of such tools.

A second task will be to research and develop a modular and open framework for both the authoring and experiencing of CHESS interactive stories by multiple users. This framework would be comprised among other components of:

- An adaptive storytelling engine for visitors of cultural sites in charge of orchestrating the adaptive cultural experience by unfolding the interactive stories according to the users' profiles, interactions and progress. This component would support multiple visitors, connected to the system with different means, and the tracking of their progress and interactions in the narrative structures as well as on the site, virtually or physically,
- An authoring tool specifically for cultural content providers, enabling non-computer experts (authors - i.e. content providers, curators, and museum staff) to import the content of digital libraries, turn it into rich elements and assemble it to create adaptive narrative structures (CHESS stories) that can be experienced by multiple users (visitors), at home or on the site, according to their profile and their equipment,
- Seamless interfaces and interaction methods for experiencing CHESS on different systems (web and mobile, remotely and/or in situ), being accessible to users (visitors) who do not have or do not master the latest high-tech skills or devices.

CHESS team will also have to develop a comprehensive evaluation methodology to thoroughly assess CHESS by defining a holistic multi-method and multi-level evaluation methodology covering the study of both usability and user experience qualities of CHESS, an evaluation in multiple phases of the development process to ensure connection to user requirements and corrective measures, an evaluation of the authoring system in terms of effectiveness, efficiency and user satisfaction and evaluation of the prototype to assess the experiential quality of the resulting cultural experience and its impact.

Finally, the project members will disseminate widely in all the relevant communities and prepare for a successful commercial exploitation by providing an attractive website and efficient communication material, performing public demonstrations, participating to scientific conferences, setting up demonstration and commercial network, leveraging the high visibility of the CHESS project cultural partners (AM and CITE) and of the CHESS User Group as multipliers to attract attention outside of the project perimeter.

3. Expected Results

The main expected results of the CHESS project are:

- The CHESS Framework that will be comprised of interfaces, services, databases... It will be used to create the authoring and experiencing systems. It will also be delivered with a SDK for future extensions and developments.
- The CHESS Asset manager that will enable to import, adapt and use a wide range of cultural content on a wide range of systems such as smartphones, kiosks or web browsers for stories elaboration.
- The CHESS Authoring tool will allow cultural institutions experts (authors) to produce personalized content for visitors, using assets conjointly with the storytelling engine.
- The CHESS adaptive storytelling engine will generate the interactive experience that will be delivered to the visitor.
- The CHESS user models.

4. Consortium

Organization	Short Name	Country
DIGINEXT	DXT	France
NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS	NKUA	Greece
THE UNIVERSITY OF NOTTINGHAM	UNOTT	United Kingdom
FRAUNHOFER-GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V	IGD	Germany
REAL FUSIO FRANCE SAS	RF	France
MOUSEIO AKROPOLIS	AM	Greece
CITE DE L'ESPACE	CITE	France

5. The CHESS user group

In addition to the museum partner members of the CHESS consortium -AM and CITE-, the project places emphasis on the existence of an active, diverse and open User Group (UG). The CHESS User Group is a group of different types of cultural organisations –museums, science centres, natural history museums, contemporary art centres, artists’ groups, etc. – mainly aiming at providing CHESS with access to diverse collections and, therefore, the possibility to test and apply designs and results in different contexts. These cultural organisations may include not only objects but also themes and concepts, ranging from industrial, archaeology, science and natural history to contemporary artistic expression. The User Group could even include groups that do not have a collection per se, but engage in other forms of cultural expression, such as performance art or theatre. This is to ensure that the platform that CHESS develops can address needs of many types and can, technically, cover a wide range of situations.

Hence, the purpose of the User Group body is threefold:

- i. To provide input and advice to the CHESS project on user requirements and the subsequent design of scenarios and experiences,
- ii. To participate in various phases of the evaluation of the tools and prototypes developed by the project,
- iii. To act as channels and multipliers for the exploitation of the project’s results.

An initial body of cultural organisations had expressed interest, at the proposal stage, in joining the CHESS User Group:

- Nottingham City Museums and Galleries, UK: network of museums, heritage sites (such as Nottingham Castle), and galleries in the city of Nottingham and greater region.
- The Museum of Cycladic Art, Greece: ancient history and archaeology museum, <http://www.cycladic.gr/>
- The Intech Science Centre, UK: interactive science and technology centre and Planetarium, <http://www.intech-uk.com/>
- Tourismus Medien Produktion, a German agency developing interactive cultural events, <http://www.tourismus-medien.de/>
- The Piraeus Bank Group Cultural Foundation’s Thematic Network of 10 museums, Greece: unique museums such as the Open-air Water Power Museum, the Museum of the Olive and Greek Olive Oil, the Silk Museum, the Museum of Industrial Olive Oil Production, the Rooftile and Brickworks Museum, the Museum of Marble Working, and the Museum of the Environment at Stymfalia, <http://www.piop.gr>
- Blast Theory, UK: performance and interactive media artists’ group, <http://www.blasttheory.co.uk>
- FoAM, Belgium, The Netherlands and Singapore: artists’ research collective, <http://f0.am/>
- Nottingham Contemporary, UK: contemporary art gallery, <http://www.nottinghamcontemporary.org/>

Additionally, the group has already started to grow as the project progresses, targeting a manageable number of members. The User Group is essentially comprised of individuals working in these organisations and carrying a range of expertise, from curators to educators. In other words, the User Group will act as an advisory board as well as an end-user constituency, helping in the identification of user needs, providing feedback on the scenarios and participating in the evaluation.

To facilitate the work of the User Group and more effectively accomplish the CHESS user centred approach in a face-to-face, hands-on manner, three focussed Workshops with end-user participation will be held. These workshops are:

- i. Workshop #1 will be a hands-on working meeting with cultural domain experts - members of the CHESS User Group as well as top researchers and other related to the topic external end-users, possibly from different countries or different disciplines. This workshop will aim at presenting the collected user requirements as well as an early mock-up of the overall system and specifications, for both the experiencing systems and the authoring tool. The workshop is scheduled to take place on June 8, 2011 at the Acropolis Museum in Athens, Greece and, in addition to the project partners, 15 individuals from various organisations have confirmed their participation.
- ii. Workshop #2 will be held during the 2012 ECSITE conference on the Cité de l'Espace premises. It will be the occasion to present the beta release, and initiate its validation, to the conference attendees including the general public that will attend this event.
- iii. Workshop #3 will be held towards the end of the project (at Month 32) and its purpose is three-fold: to demonstrate the prototype in an event open to the public, to present the project's results to an international audience in the form of a scientific event, and to initiate the important summative usability and user experience evaluation processes. This workshop will be organised by the Acropolis Museum as it, naturally, will be taking place on the Museum's premises.

6. Contacts

Coordination:

DIGINEXT
CHESS Office
5 Rue Brindejonc des Moulinais, BP 15872, 31506 Toulouse Cedex 5 - France

Contact:

Jerome Duchon
Tel: +33 (0)5 61 17 66 66
Fax: +33 (0)5 61 17 65 78
E-mail: jerome.duchon@diginext.NO-SPAM.fr (remove the « NO-SPAM » tag)

European Commission Project Officer:

Zofia Frajher
Tel: +352 430 132 375
E-mail : zofia.frajher@ec.europa.NO-SPAM.eu (remove the « NO-SPAM » tag)

Website:

<http://www.chessexperience.eu>

7. Project facts & figures

CHESS project will last 36 months, ending in February 2014.

The CHESS consortium is composed of 7 partners originated from 4 different countries.

The total funding from the European Commission will be 2,859,712 € for the 3 years.

The actual cost of the project will attain 4,240,040 € for the 3 years.

8. Project Logo

