Cultural Heritage and the Metaverse: Linking the Cyber and the Physical to protect and share Cultural Heritage

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This session will focus on the potential synergies and issues stemming from the "metaverse" in the field of Cultural Heritage, potentially fostering and helping research and dissemination endeavours, but also distorting its representation, fruition, and market dynamics.

The session will be an investigation on innovative approaches vis-à-vis the challenges at stake in the field after 50 years from the UNESCO World Heritage Convention to take advantage of the new opportunities opened up by a series of converging technologies – including Digital Surveying, Digital Twins, Semantic Databases, NFTs and Virtual/Augmented/Mixed Reality – while minimizing their potential drawbacks, especially as to documentation, research, management and education.

Among others, we expect contributions on the following topics:

- how to model: Realism, lose realism, the uncanny valley, and the Stones of Venice: what is the "essence" of Cultural Heritage and its representation. Devising innovative best practices.

- why to model: NFTs, IP rights, digital cultural layering: aligning different goals, e.g. research, business, preservation, dissemination. New ways of patronage?

- what to model: Cultural Heritage, Digital Twins, and the Information Loop. Can we learn more than we model? Modelling between representation and simulation: the metaverse as a new sponsored research lab?

- case studies: experiences, proofs of concept and prospected approaches.

#Cultural Heritage #Digital Twin #NFTs #Metaverse #Modelling

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