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ArcheoROUTE
A COMPETENT BORDER REGION

DIGITAL INFO-FLYER

As an overview of the joint concept

THE MOST IMPORTANT POINTS ABOUT THE NOVEL JOINT APPROACHES

Prepared in the project ArcheoROUTE (ATHU-0100026) implemented in the Interreg VI-A Austria-Hungary Programme
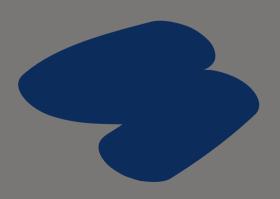
Briefly about the concept

Based on the above, the primary aim of the current concept was to define a methodology for the processes involved in the mixed presentation of archaeological offerings/values, which can be applied horizontally during the digitization process of an analogue archaeological value, and which establishes the framework conditions for cross-generational display through specific steps.

The concept considers as fundamental and follows in its structural layout the methodological guide developed within the ArcheON project, implemented in the INTERREG V-A Austria-Hungary Programme, which integrates the unique and diverse knowledge/insight of numerous scientific and tourism partners engaged in historical/archaeological work and its scientific processing.

Main parts:

- Foundational principles and main objectives
- Tourism innovations, innovative tourism
- Conceptual explanations
- Heritage protection
- Digital innovations in excavation
- Best practices in the digital presentation of archaeological assets
- Specific examples of cross-generational analogue and digital presentation methods for exhibitions
- Authenticity
- Mediation versus Preservation
- Value Transfer for Different Generations
- Framework conditions for cross-generational presentation.....

The following steps, both in content and order, serve as a "list of criteria" for the mixed (simultaneous analogue and digital) presentation of archaeological values:

1

Preservation, condition, and artefact conservation / site preservation / monument protection: the particular archaeological value or object must not be damaged in any way during the digitization process. The digitization method must adhere to the strictest preservation, condition, and artefact conservation / site preservation / monument protection standards. The original analogue archaeological object involved in the digitization process remains intact

2

Accessibility and capacity: the location of the presentation (whether a museum environment, heritage site, or other site) has been assessed for its "carrying capacity", meaning that the estimated increase in visitor numbers drawn by the attraction/exhibit/presentation will NOT damage the location.

3

Consideration of horizontal principles (social inclusion): when circumstances permit, the cross-generational presentation will partially or fully include a digitization process that makes the archaeological value accessible/enjoyable for people with disabilities (e.g., special 3D replicas, audio guide supplements)

4

Financial scope: when planning the digitization process, rational consideration is given to funding options. If the planned digitization process/method proves to be very cost-intensive, it is advisable to use alternative methods that allow for the digitization of additional archaeological objects/values as part of the particular attraction/exhibit/presentation.

5

Prioritisation: establishing a ranking of importance for the archaeological values or objects planned for digitization during the particular attraction/exhibit/presentation, creating an objective priority order based on funding possibilities.

6

Selecting the proper digital method: Ensuring that audiences of different ages are provided with suitable analogue and digital information and experiences so that the comprehensibility of digitised archaeological values or objects is not compromised (e.g., equipping 3D field models/objects with explanatory supplements).

8

Quality: the digitised archaeological value or object is presented in the best possible quality, regardless of the method used—be it VR/AR, CGI, or other projection/visualisation methods (which is essential, as poor execution or accuracy may reduce the experience and distort understanding. Inadequate digitization quality can lead to disappointment for visitors and create negative feedback).

7

Authenticity: the planned digitization process/method preserves/ensures the credibility of the archaeological value or object from a scientific processing standpoint, thus maintaining its authenticity.

9

Coolification "tuning": the digitised process considers the latest trends in presentation/display. From the perspective of younger generations, the digitised process makes learning as enjoyable and entertaining as possible, which can have a multiplier effect.

10

Training: at the location of the particular attraction/ exhibit/ presentation, the staff receiving visitors is prepared to present the digital content professionally and can interpret it with additional interesting information