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Press Release #1

INT-ACT: Innovating Cultural Heritage Preservation through Cutting-Edge XR Technology

The Intangible Cultural Heritage, Bridging the Past, Present, and Future (INT-ACT) project, funded by the Horizon Europe program, is dedicated to preserving and celebrating the intangible cultural heritage across Europe. Spearheaded by Aalto University as the coordinator, this ambitious project is supported by a robust budget of approximately €2 million and will span a duration of 36 months, starting from January 1st, 2024.

Bringing together esteemed academic and research institutions such as the University of Edinburgh in the UK and the University of Évora in Portugal, along with industry experts like ITML from Greece and URBASOFIA from Romania, the project also benefits from the local insights of the Municipality of Kavala from Greece and the innovative prowess of XR pioneer company ARILYN from Finland.



INT-ACT focuses on the vital role of intangible cultural heritage—traditions, practices, and knowledge that shape our identities and foster a sense of belonging. By serving as a bridge between past, present, and future, the project aims to offer new perspectives for societal transformation and tackle contemporary social challenges amidst significant global shifts.

The initiative will create innovative augmented reality (AR) experiences at four cultural heritage sites across Europe, located in Portugal, Scotland, Finland, and Greece. Through these demonstrators, INT-ACT aims to develop a framework for preserving and enhancing cultural heritage in ways that unite local narratives and





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communities, while addressing specific societal challenges such as cultural tourism, aging societies, disappearing communities, and immigration and multiculturalism.

This remarkable cultural initiative promises to make a significant impact as the consortium collaborates with local communities, effectively bridging the past, present, and future through innovative cultural engagements.

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