Innovative mobile applications for planning, orientation and promotion of cultural heritage and pilgrimage routes

CERTESS- Study visit Salzburg, 4th of July 2013

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New ideas for historical sights

• THETRIS- Central Europe

• Pilgrimage Europe- ETC

• Background and Motivation

• Main objectives and added value

• Realisation steps, challenges

• Next steps and transferability
General objectives

• preservation and the sustainable exploitation of cultural heritage by developing long-term strategies to raise awareness of local actors.

Specific objectives

• to explore the partners’ cultural heritage sites and develop and test different tools to preserve them

• to help partners to better manage heritage sites, generate income for local communities and create stronger regional identities

• Pilote Action of DGS: Cherish your parish! e-Platform Parish A-Live! interactive event calendar and topic-related inputs by the regional stakeholders of Murtal/ Styria.

• Focus on young generation and schools (14+ years): “Spiricache” and Treasurehunt-Quiz to discover regional treasures by solving questions on tangible and intangible cultural heritage (3D- technology and augmented reality)
Pilgrimage Europe SI-AT

- Project is coming to an end in 2014
- Sustainable access to results and maintenance of quality of information
- Initiative „Pilgern800“ from 2015-2018, need for pilgrimage guides
- Synergies between church, tourism and pilgrims on the way
- Technical challenges and updating of information
Background and Motivation

1.) Common tool for church, tourism and public interest
   - Higher number of people who get attracted by pilgrimage and cultural heritage
   - Exchange of information becomes easier between the stakeholders

2.) More transparency, structure and sustainability in (barrierfree) tourism:
   - Know-How and background information on special cultural, spiritual and touristic highlights along the pilgrimage route (with contact persons)
   - Available in 3 languages (german, english, slovenian)
   - App also available after the end of the project and maintenance outside project- mechanism

3.) Navigation, Innovation and Community:
   - Smartphone- App can be used for navigation and route planning
   - For networkers: possibility to do a quiz along the way, connect to other people that were on the route and/ or give feedback/ ratings
Mission „in short“

• Easier contact making

• Insight for public into cultural heritage of churches (science to public)

• 360° Panorama Videos (if churches are closed)

• Spiritual texts and meditations

• Support along the route, planning and preparation possible from at home
Pilgrimage 2.0 with „Kirche unterwegs“ added value

**Video und Audio**
- Spirituality & cultural heritage (CH)
- Pilgrimage in a modern context
- Service/ Liturgy live and on demand
- Spiritual impulse and reflection on CH

**Pictures, Indoor-Panorama**
- Planing and Tutoring
- Virtual Pilgrimage Guide or help for real pilgrimage guides
- Insight also into closed churches - 360° Panoramas
- Mobile route planning and advices

**Communication and Know-How**
- Exchange of knowledge, Rating, Feedback
- List of contact persons from div. Areas of interest
- planned: Feedback and Rating, Pilgrimage Community
Realisation and challenges

- August 2012: First concept preparation, application check
- September 2012: search for cooperation partners (internal and external) and meetings to define interests
- October 2012: E-mails to several IT-companys for comparing the costs and offers
- October 2012: Meetings with 2 best IT-companies to define the content and the work load, money negotiations
- November 2012: Choosing of Fa. Codeflügel and start to collect the content material, definition of milestones
- December- April 2013: programming and collecting information (texts, translations, photos, 360° panoramas, audiofiles, speakers, permissions and contact persons, service times, pilgrimage guides information
Realisation and challenges

- March 2013: first announcement to the press & media, preparation of the Pilgern 2.0 QR-Code exhibition

- April 2013: inauguration of the itinerant Pilgern 2.0 exhibition in Vorau (at the same time marketing for App)

- May 2013: testing and final editing

- June 2013: Finding a name and registering, press releases and journalist invitations, Peregrinari Mariazell

- July 2013: available for the public! Implementation of the youth-quiz and treasure hunt, Feedback from pilgrimage guides, etc...
Next steps and transferability

Success factors:

- Project Designs and already available input/ content
- Partner organisations/ sustainable maintainance
- Costs and long-term finance (sponsors)
- Insure a constant dialogue (different ways of thinking and talking)
- Time for Testing/ Updating
- How to reach the target group
- Press collaborations and Marketing
- Further questions?
Turn ideas into practice!

Some impressions of the app...

Let’s experience the virtual pilgrimage route together!
Screenshots from the TEST-VERSION June 30.6. 2013
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Screenshots from the TEST-VERSION June 30.6. 2013

Kultur

Kulturinfos

http://m.steiermark.com/de/poi_m/mariazeller-weg-von-slovenien-ueber-mureck_51243

Graz-Mariatrost
Pfarr- und Wallfahrtskirche Mariä Geburt, Basilica Minor

216 Stufen muss der Pilger über die Freitreppe auf den Kirchberg erklimmen.
Dort empfängt ihn die Inschrift über dem Portal: „Gehet in das Haus Eurer Mutter!“

Vom Berg am Nordostrand von Graz aus grüßt Mariatrost weithin
die Wallfahrenden.
Ab 1714 wurde das Gotteshaus als Wallfahrtskirche errichtet.
Man erzählt sich, dass 1480 ein Heer von Türken die
eine frühere Kirche „Hl. Kreuz zum Landestrost“ zerstört habe.
Wahrscheinlicher ist, dass eine Burg bestand, der 1635 das
Purbergschlössl folgte.
Man erzählt weiter, der Schloßherr Johann Maximilian von
Wilerstorf

Die Kanzel mit Heiligs von Veit Koniger gilt als Ulmazstück der
Kirche.
Sie zeigt Szenen aus dem Leben Mariä, die Tugenden Glaube,
Hoffnung und Liebe.
Der mächtige Hochaltar füllt die gesamte Altarwand mit seinem
Aufbau.
Überlebensgroße Engel zwischen gedrehten Säulen tragen
Weihrauchfässer.
Erhöht im Zentrum und umgeben von einem Strahlenkranz steht
die Gnadenmutter. Die zierliche, gotische Figur entstand um 1470
und wurde barock verändert.
Hunderttausenden Menschen hat sie schon Trost, Gnade und
Segen gespendet,

Virtueller Pilgerbegleiter

Hörtext

Jetzt anhören
Virtueller Pilgerbegleiter

Hörtext
Jetzt anhören

Text

Privileges
In a world,
Where everything is in motion, where everyone is going somewhere.
We are slowly setting out on our way.

In a world
that is built on making profit and on achieving goals,
We are able to appreciate time and the journey as a reward in itself.

In a world
That constantly reminds us of failure around us,
We are looking at the beautiful and the good.

http://www.katholische-kirche-steiermark.at/dioezese/ordinariat/amt-fur-offentlchkeitsarbeit?d=pilgern-20-1#.Udqxbsp0myY
Thank you very much for your attention!

For further inquiries:

www.katholische-kirche-steiermark.at/specials/app
www.graz-seckau.at/pilgern
www.thetris.eu

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