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BACKGROUND:

The CLOUD ART project starts from a basic assumption: the digitization process will increasingly affect the contents of our planet and produce a very significant amount of data and related archives. Archiving digital content is an emerging issue also for contemporary art, that has always anticipated visions and demands of our society.

The contents coming from different tangible or intangible sources are dematerialized and digitized to become accessible and available in archives all over the world using the web as their main communication channel.

Our proposal intends to investigate **how the new technological potential can support or transform new remote experiences** in the field of contemporary art, but more generally in the currently standardized archiving process.

In addition, the demand for content to be delivered directly to home has considerably increased due to COVID-19 pandemic and made this project proposal even more urgent and interesting as against new market demands (in terms of products and professionalism).

It has long been understood that archiving is not a standardized procedure but it requires in-depth studies and research to address the needs of 3 macro areas:

- 1. ACQUISITION**, create new protocols for digital archiving in line with the new types of content of new artwork forms but also able to be acquired and open to the use of future technologies through open software design systems
- 2. PRODUCTION**, create new hardware and software technologies, or even exploiting existing technologies that had never been applied creatively but can actually integrate the digital experience of further experiences;
- 3. USE**, promote new online usage methods to fill the gap of remote use with complementary, hybrid, multilevel experiences in order to achieve an eXtended form of reality but most of all reformulate the methods of use.

The research of the company partnership will introduce a new methodology. In order to do an innovative approach it will be useful to propose in a WP a kind of hackathon/ideas contest with the precise goal to find out the best subject able to prototype the research idea of the CLOUD ART project.

CALLS of interest:

HORIZON EUROPE – Cluster 4 - Digital, Industry and Space:

HORIZON-CL4-2021-HUMAN-01-13: eXtended Reality Modelling (RIA);

HORIZON-CL4-2021-HUMAN-01-21: Art-driven use experiments and design (RIA);

HORIZON EUROPE – Cluster 2 - Culture and Creativity:

HORIZON-CL2-2021-HERITAGE-01-04: Preserving and enhancing cultural heritage with advanced digital technologies;

HORIZON-CL2-2021-TRANSFORMATIONS-01-05: Integration of emerging new technologies into education and training

Lead Partner: University of Udine (Italy) with the support of the Central Directorate for research and education of the Friuli Venezia Giulia Region

Other partners: other EU universities, scientific parks, an international institution, other subjects/entities of the cultural and creative sectors

We are looking for a SMEs in Europe and UK.

Expertise required for the SMEs partnership. The company involved as CLOUD ART partners shall be representative of the digital sector in a broad and diversified way and able to realize a working prototype.

We are looking for a company capable of acting innovation at 4 different levels:

a. DATABASE,

1. have access to a mapping system of the technologies developed in the last 10 years;
2. providing the project with a collection of old and new technologies to be used or re-used in different fields for new experiences;

Digital Transformation field: advanced or high performance computing, cloud computing, edge computing.

Application: database management, database advanced software, mapping system.

b. PLATFORM,

1. creating a digital archiving software with a digitization system open to the potential of technologies still to be developed.
2. creating a platform for European companies to build mixed working groups (software engineers, designers and artists) and interact with customers in order to offer integrated and inclusion-oriented activities

Digital Transformation Technologies: Internet of Things, big data and data mining, cognitive systems, artificial intelligence, Quantum computing.

Application: advanced software development in both digitization and digitalization.

c. PROTOTYPE,

experimenting and planning the creation of different prototypes in collaboration with a cross-disciplinary team;

Digital Transformation Technologies: Augmented and virtual reality, visualisation, simulation, gamification & interaction technologies, eXtended Reality in general.

Application: new online digital experiences, HCI human computer interaction, ID interaction design, EX User Experience design.

- d. PARADIGM,** switching from the business standard idea of a problem-solving approach in favour of a problem setting approach.

Social Digital Innovation fields: Social Inclusion, Accessibility, Network perceptions,
Social shared future.

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