



CHAPTER 8

Concrete, localized examples
to inspire and educate



STUDY CASE 1 - “BAROQUE SPACES”, MUSEO NACIONAL DEL PRADO, SPAIN

1 – Project details

Virtual Museum Name	“Baroque Spaces” (*Espacios Barrocos*)
Institution / Organisation	Museo Nacional del Prado, Madrid, Spain
Institution type	Museum
City & Country	Madrid, Spain
Website (if any)	https://www.museodelprado.es/recurso/espacios-barrocos/

2 – Virtual Museum Overview

Short description	<p>“Baroque Spaces” is an interactive webdoc educational project launched by the Museo del Prado in collaboration with Samsung. It enables students (upper primary and secondary) and teachers to explore the richness of the Baroque era through audiovisual capsules, interactive resources, and a transmedia narrative connecting 17th-century art with contemporary concerns.</p>
Creation / launch date	January 2025
Public link (URL)	https://content3.cdnprado.net/imagenes/proyectos/personalizacion/7317a29a-d846-4c54-9034-6a114c3658fe/ElPrado/interactivos/espacios-barrocos/index.html



3 – Content & Themes

Main themes / collections

Main themes include:

Understanding Space

- Time
- Inhabiting space
- Looking at the sky

Empty Space

- Theatricalization of the spiritual
- Worship spaces
- Death

Occupied Space

- Everyday spaces
- Health and education
- Food
- Marginal spaces

Simulated Space

- Baroque theatre
- Musical spaces
- Literary spaces
- Festivities and leisure

Content type

2D images

Why is it unique / innovative?

The project is an interactive web documentary (Webdoc) that provides a set of educational resources, allowing users to explore the Prado Museum's Baroque collection. The Webdoc enables filtering by knowledge area, educational level, and topic of interest, allowing users to select artworks for personalised tours in the classroom, at home, or within the museum itself from any device.

The digital tools used are:

1. Audiovisual capsules: Fifteen (15) capsules that allow students to explore different aspects of the Baroque period through educational videos. These videos guide the audience through this digital experience with scenes recorded inside the Prado Museum.

2. Interactive resources: The project includes interactive resources such as games, interactive images, and biographies of key Baroque figures. Tools like Genially are used to facilitate student learning and comprehension, making it an accessible resource.

3. Transmedia narrative: The project's transmedia structure allows users to immerse themselves in 17th-century daily life, religious spaces, leisure, and societal concerns. Students can design personalized tours through subthemes such as "Looking at the Sky", "Everyday Spaces", or "Baroque Theater".

These digital tools enable students to explore and learn about the Baroque period in an interactive and engaging way, enriching their educational experience.

MUSEO NACIONAL
DEL PRADO

SAMSUNG



4 – Objectives & Impact

Educational / cultural goals

The main objective of the “Baroque Spaces” project is to bring the richness of Baroque art closer to students and teachers in the final cycle of Primary and Secondary education. Through audiovisual capsules, interactive resources and a transmedia narrative.

The project aims to:

1. Foster dialogue between art and contemporary society: Enable students to understand and appreciate Baroque art in the context of their daily lives and current environment.
2. Enrich the educational experience: Provide innovative educational resources that facilitate the learning and exploration of Baroque art in an interactive and engaging way.
3. Promote the use of digital technologies in education: Integrate digital tools into the school curriculum to enhance accessibility and the quality of arts education.
4. Develop critical and creative skills: Encourage critical thinking and creativity among students through the exploration and analysis of Baroque art.

This project offers students the opportunity to connect with art in a more dynamic way.

Target audience

Students, General public, Researchers, Families

Results & impact

With the Baroque Spaces project, the Prado National Museum aims to open its doors to all audiences and extend beyond the physical space into the digital realm, offering a much more dynamic learning experience that can be applied both in the classroom and in personal settings. This flexibility facilitates its implementation in various educational contexts.

The expected outcomes of the project are:

1. Improved learning: Students are expected to gain a deeper and more meaningful understanding of Baroque art and its historical and cultural context.
 2. Development of critical and creative skills: The project seeks to foster critical thinking and creativity among students through the exploration and analysis of Baroque art.
 3. Integration of digital technologies: It is anticipated that students and teachers will become more familiar with the use of digital tools in education, enhancing their technological competencies.
 4. Encouraging dialogue between art and contemporary society: The project aims to connect Baroque art with students' daily lives and current environments, promoting a broader and more contextualized understanding of art.
 5. Accessibility and educational equity: By utilizing digital resources, the project seeks to make art accessible to a larger number of students, regardless of their geographical location or economic situation.
-

5 – Creation Process & Collaborations

Team involved	Project and Content Direction – Museo Nacional del Prado Ana Moreno Rebordinos, Pablo González Iglesias, Amalia Vaquero Martín	
	Scientific Research, Content Development, Scripts, and Web Files Ana María Valtierra Lacalle	
	Executive Production Sayavera Studio, María Yin	
	General Executive Direction María Yin	
	Creative Direction and Art Direction María Yin, Sayavera Studio	
	Web UX/UI: Lorena Sayavera Web Development: Metódica	Costume, Props, Makeup & Hair: María Pradera
	Video Producer: Walden Studio Director and Editor: Aitor Saavedra Head of Production and Postproduction: Olivia Cabello Assistant Director: Inés de la Hoz Gimbal Operator: Javier Piera Assistant: Kristhian Zacarías Sound Director and Postproduction: Daniel Bravo	Animation Direction: María Pradera, Juan Pajares Flexatowa Script: Olivia Cabello, Aitor Saavedra, María Pradera, Juan Pajares Flexatowa Animation: Juan Pajares Flexatowa, María Gil, Enrique Guillamón, Miguel Sánchez Graphic Design: María Pradera, Patricia Bolinches, Juan Pajares Flexatowa, Lorena Sayavera, María Gil, Enrique Guillamón
	Casting: María Pradera, Olivia Cabello, Lorena Sayavera	
	Actress: Andrea de San Juan	Special Thanks María Francisca Gallego, Cristina Artés González, Irene Pomar Marcos, and the entire

INICIO
RECURSOS
BIBLIOGRAFÍA
CRÉDITOS

— LA COMPRENSIÓN
DEL ESPACIO

El tiempo
Habitando el espacio
Mirar al cielo

— ESPACIO VACÍO

Teatralización de lo espiritual
Espacios de culto
La muerte

— ESPACIO OCUPADO

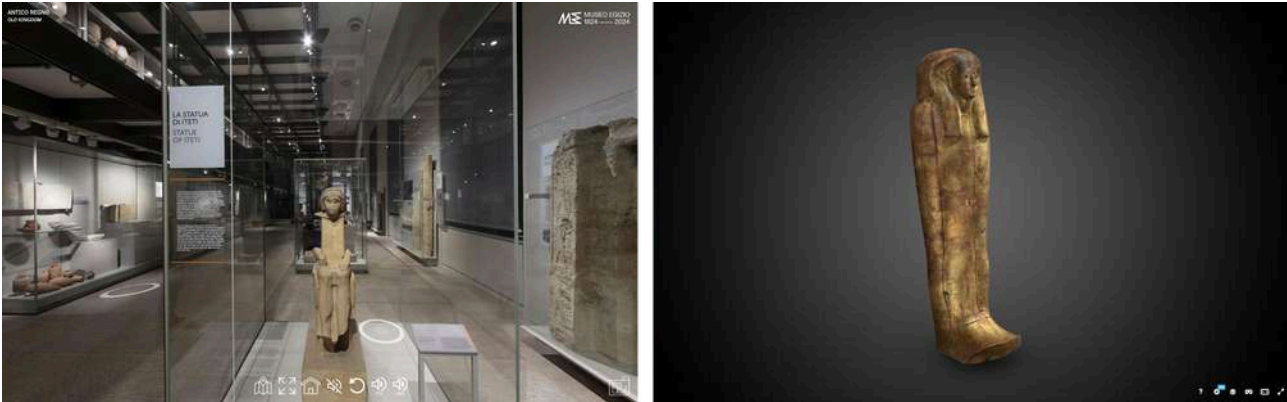
Espacios cotidianos
Salud y educación
Alimentación
Espacios marginales

— ESPACIO SIMULADO

Teatro Barroco
Espacios musicales
Espacios literarios
Festividades y ocio



CASE STUDY 2 - MUSEO EGIZIO, TURIN, ITALY



1 – Project details

Virtual Museum Name	Museo Egizio Virtual Tour & 3D Collections
Institution / Organisation	Museo Egizio (Turin, Italy)
Institution type	Museum
City & Country	Turin, Italy
Website (if any)	https://www.museoegizio.it/en/

2 – Virtual Museum Overview

Short description	The Museo Egizio offers a free Virtual Tour that allows visitors to explore galleries in 360°, with hotspots linking to object pages, videos, and textual insights. In parallel, the museum maintains a public Sketchfab profile with an extensive and growing 3D collection, complementing the room-scale context with object-level close-up inspection. The integration of 360° tours and 3D models creates a true virtual museum, complete with captions, descriptions, and multimedia enrichments (text, audio, video), all freely accessible online.
Platform used	Web-based 360° viewer (virtualtour.museoegizio.it), institutional web pages for tours, Sketchfab for 3D models, and YouTube/video for supporting content.
Creation / launch date	Virtual tours have been published and updated over time; new sections and updates announced in news items (e.g., Gallery of the Kings, 31 July 2025).
Public link (URL)	Virtual Tour: virtualtour.museoegizio.it Virtual Tours page: museoegizio.it/scopri/tour-virtuali/ Kids virtual tour: https://virtualtourragazzi.museoegizio.it/ 3D Gallery: sketchfab.com/Museoegizio

3 – Content & Themes

Main themes / collections	Ancient Egyptian collections: statues, stelae, sarcophagi, figurines, everyday objects; dedicated tours include Deir el-Medina and the Tomb of Kha and Merit.
Content type	2-D images, 3-D models, Video, Audio, Text panels, 360° tour
Why is it unique / innovative?	It combines room-scale navigation (360°) with object-centric inspection (3D), accessible free of charge via the web and without app installation. Users can move seamlessly between the museum context and detailed study of individual artifacts, supported by captions, descriptions, and media for education, research.

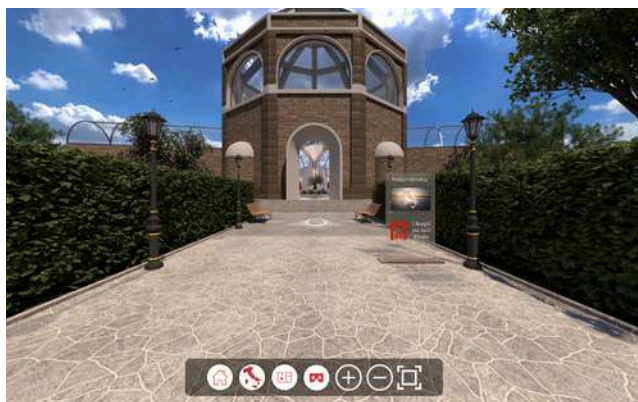
4 – Objectives & Impact

Educational / cultural goals	Provide free remote access to heritage; support schools and universities with high-quality, reliable content; promote inquiry-based learning and inclusion (the museum also provides IT/EN versions and subtitled educational videos).
Target audience	Students, General public, Researchers, Families
Results & impact	The Museo Egizio's Sketchfab profile currently lists around 145 public models (collections and individual artifacts), confirming the scale of its digital holdings. These resources are widely reused in educational and outreach contexts.

5 – Creation Process & Collaborations

Team involved	Museum curators and digital/media team; education and communication units; technical partners for 3D digitisation and processing (acknowledged on object pages).
Main project phases	Selection of works → 360°/3D capture and audiovisual production → metadata and captions → 360° tour authoring and web publishing → updates and outreach.
External collaborators	Collaborations with universities, research groups, and technical partners, credited on public platforms per object or collection.

CASE STUDY 3 - THE MOST BEAUTIFUL VILLAGES IN ITALY



1 – Project details

Virtual Museum Name	Mu.Di The Virtual Museum of the Most Beautiful Villages in Italy
Institution / Organisation	Associazione “ I borghi più belli d’Italia”I Borghi più belli d’Italia The Most Beautiful Villages in Italy
Institution type	Museum
City & Country	Rome, Italy
Website (if any)	https://museovirtuale.borghiplusbelliditalia.it
Primary contact for information	info@borghiplusbelliditalia.it

2 – Virtual Museum Overview

Short description	The Mu.Di. is a virtual museum but, above all, a cultural hub that showcases the richness of Italy’s most beautiful villages. So far, 315 villages have joined the initiative, highlighting a cultural heritage that goes beyond the major cities. The Mu.Di. offers the chance to explore a widespread museum that, through high-tech scanning of artworks, sophisticated virtual reality techniques, 3D modelling, and advanced rendering, makes it possible to enjoy works currently preserved in these 315 villages in an immersive way, also organizing engaging virtual exhibitions. It’s a new way to discover the treasures of an Italy still waiting to be explored.
Platform used	The website was developed by KooTj, and the virtual tours were created with 3DVista.

Creation / launch date	Virtual museum have been published in the 2024 and updated over time; new sections and updates announced in news items.
Public link (URL)	<p>Home: https://museovirtuale.borghipiubelliditalia.it/museovirtuale.borghipiubelliditalia.it</p> <p>Virtual Tour di test: https://museovirtuale.borghipiubelliditalia.it/virtual-tour/test-virtual-tour/museovirtuale.borghipiubelliditalia.it</p> <p>Works archive: https://museovirtuale.borghipiubelliditalia.it/archivio-opere/museovirtuale.borghipiubelliditalia.it</p> <p>Contacts: https://museovirtuale.borghipiubelliditalia.it/contatti/museovirtuale.borghipiubelliditalia.it</p> <p>Hall virtuale / area centrale del tour: https://museovirtuale.borghipiubelliditalia.it/vt/hall/CONT.G.NEWS+1</p>

3 – Content & Themes

Main themes / collections	A collection of works originating from churches, museums, palaces, and historic sites of the participating villages. Each piece is accompanied by detailed records, curiosities, and descriptions of its context and provenance.
Content type	Digital museum / cultural heritage collection – curated artworks and artifacts from Italian villages. Virtual tours / 360° experiences – immersive online visits to artworks and locations. 3D/VR experiences – interactive environments and high-resolution 3D models. Art & history information pages – descriptive texts, provenance details, and cultural context. Exhibition/educational content – themed virtual exhibitions and learning resources.
Why is it unique / innovative?	<p>Mu.Di. is unique and innovative because it transforms Italy's widespread village heritage into a single, always-open digital museum. Through high-resolution 3D scanning, advanced rendering, and immersive virtual tours, it allows anyone anywhere to experience artworks that normally remain scattered across more than 300 small towns—places often hard to visit in person.</p> <p>This combination of cultural preservation, nationwide reach, and cutting-edge virtual technology sets Mu.Di. apart from traditional museums or standard online galleries.</p>

4 – Objectives & Impact

Educational / cultural goals	<ul style="list-style-type: none"> • Preserve and share heritage – Digitally safeguard artworks and architecture from more than 300 Italian villages, ensuring long-term access even if the physical sites are remote or fragile. • Promote widespread cultural access – Allow anyone, anywhere, to explore Italy's small-town artistic treasures without the limits of travel or opening hours. • Educate through immersive experiences – Use high-resolution 3D scans, virtual tours, and interactive storytelling to teach history, art, and local traditions in a more engaging way. • Support local communities – Highlight lesser-known villages to encourage cultural tourism and sustainable economic benefits. • Foster appreciation of diversity – Showcase the regional variety of Italy's art, architecture, and craftsmanship, broadening understanding of national and local identities.
-------------------------------------	---

Target audience

- Art and culture enthusiasts – People interested in Italian art, architecture, and history who want to explore beyond the major cities.
- Students and educators – Schools, universities, and researchers seeking high-quality digital resources for art history, heritage studies, and immersive learning.
- Travellers and cultural tourists – Visitors planning trips to Italy who wish to preview or discover lesser-known villages.
- Local communities and municipalities – Small towns looking to promote their heritage and attract sustainable tourism.
- General public worldwide – Anyone curious about Italy's cultural richness but unable to visit in person.

Results & impact

The Mu.Di's Sketchfab profile currently presents roughly 489 public 3D models (spanning both collections and individual artifacts), highlighting the breadth of its digital holdings. These resources can be used for education and outreach initiatives.

5 – Creation Process & Collaborations

Team involved

Associazione "I Borghi più belli d'Italia" – the cultural organization that conceived and promotes the Mu.Di. project as part of its mission to preserve and share the heritage of Italy's most beautiful villages. KooTj – the digital agency listed in the site footer as "Powered by KooTj", responsible for the website's design, development, and overall digital platform. 3DVista – the professional software used to create the immersive 360° virtual tours integrated into the site.

Main project phases

1. Concept & Planning
 - Definition of goals: create a nationwide digital museum for Italy's most beautiful villages.
 - Partnership agreements between the Associazione I Borghi più belli d'Italia and the digital agency KooTj.
 - Selection of pilot villages and artworks to include.

2. Content Collection & Digitization

- High-resolution photography and 3D scanning of artworks and architectural spaces in over 300 villages.
- Collection of historical, descriptive, and educational metadata for each piece.

3. Platform Design & Development

- Website architecture and UX design by KooTj.
- Integration of multimedia content and database of artworks.
- Setup of hosting, security, and content management system.

4. Virtual Tour Production

- Creation of immersive 360° tours using 3DVista software.
- Advanced rendering, 3D modeling, and VR features.

5. Testing & Quality Assurance

- Cross-device testing (desktop, mobile, VR headsets).
- Accessibility and performance optimization.

6. Launch & Public Release

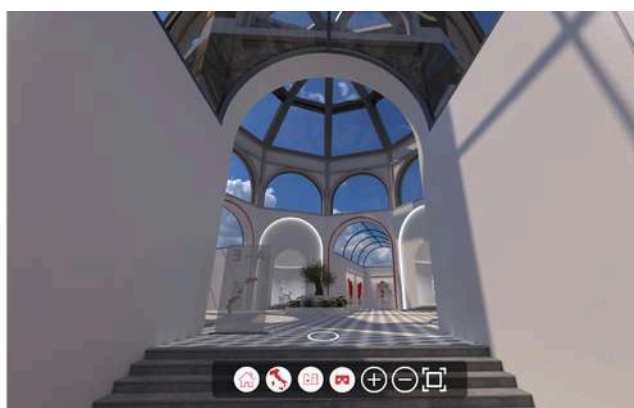
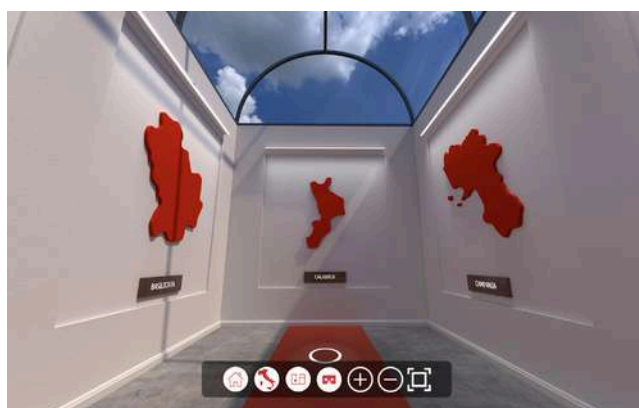
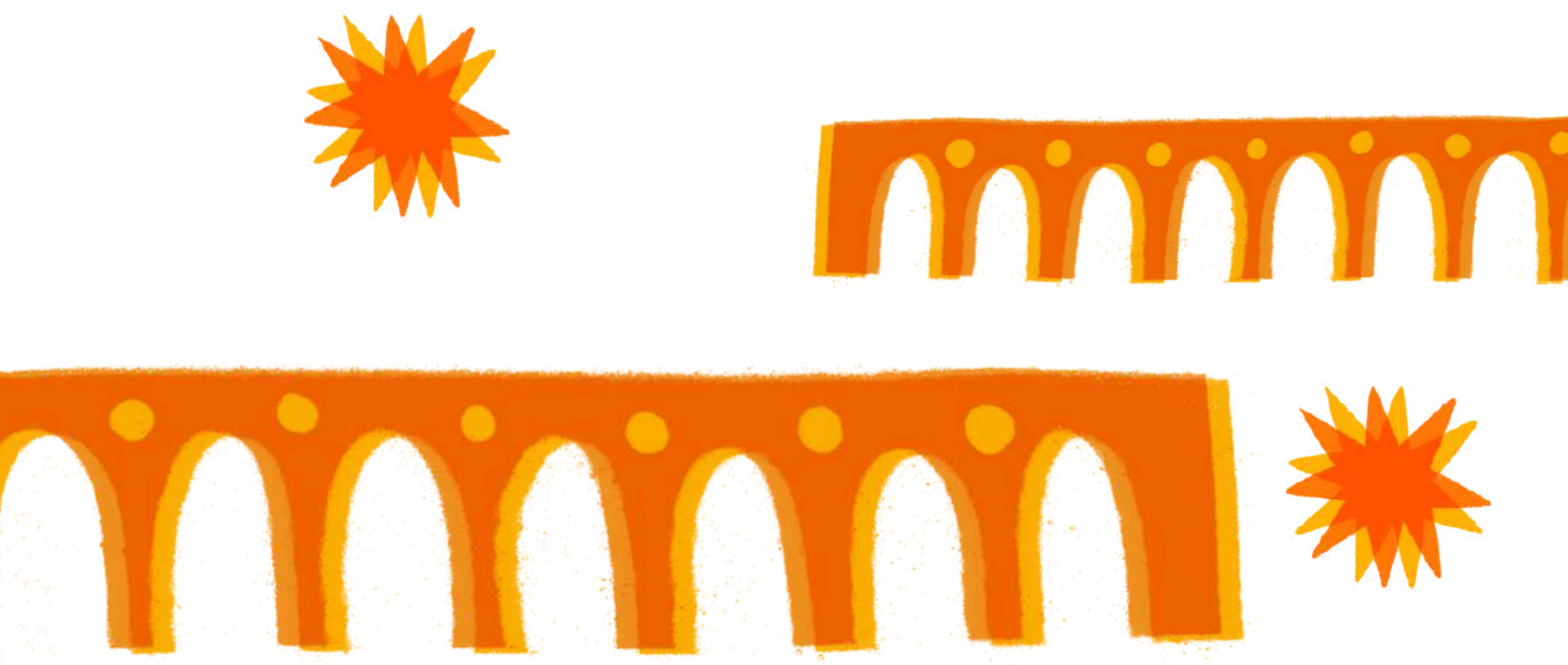
- Official rollout of the Mu.Di. website and first set of virtual tours.
- Promotion through the Associazione's national network and media coverage.

7. Ongoing Updates & Expansion

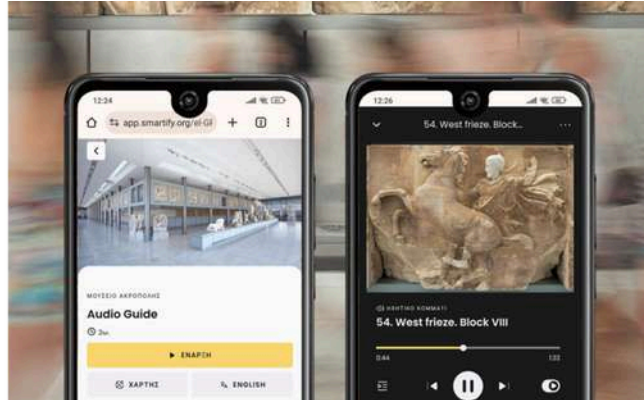
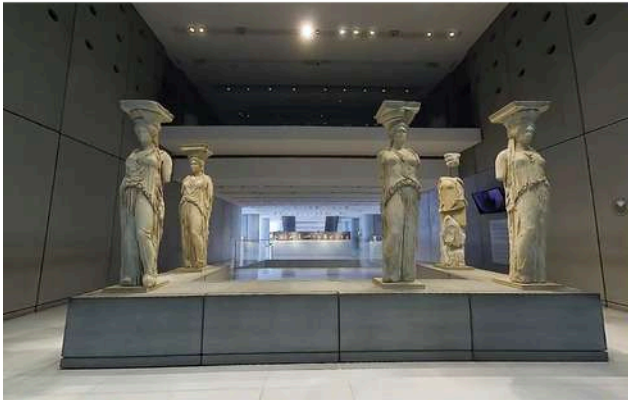
- Continuous addition of new villages, artworks, and exhibitions.
- Maintenance of the platform, periodic technological upgrades, and new virtual events.

External collaborators

Participating villages and local cultural institutions – more than 300 individual borghi and their local museums, parishes, and archives that provided artworks, historical data, and access for digitization.



CASE STUDY 4 - DIGITAL ACROPOLIS MUSEUM, GREECE



1 – Project details

Virtual Museum Name	Digital Acropolis Museum
Institution / Organisation	Acropolis Museum Dionysiou Areopagitou 15, 11742 Athens
Institution type	Museum
City & Country	Athens, Greece
Website (if any)	https://www.theacropolismuseum.gr/en/digital-museum

2 – Virtual Museum Overview

Short description	The Digital Acropolis Museum is an immersive digital platform that allows users to explore the galleries and collections of the Acropolis Museum online. It provides a high-resolution, 360° interactive environment where visitors can navigate through the museum's spaces and zoom in on artifacts. The project aims to extend the museum's physical experience to a global audience, promoting education, accessibility, and cultural engagement through.
Platform used	Web-based platform using 3D scanning, 360° imaging, and interactive digital storytelling tools, media players.
Creation / launch date	2020 (expanded digital services after COVID-19)
Public link (URL)	https://www.theacropolismuseum.gr/en https://www.theacropolismuseum.gr/en/virtual-tour-acropolis-museum https://www.theacropolismuseum.gr/en/digital-guide

3 – Content & Themes

Main themes / collections	The virtual museum focuses on the archaeological heritage of the Acropolis of Athens. Its main themes include the Archaic and Classical periods, the Parthenon sculptures, the everyday life of ancient Athenians, and the relationship between the monuments and their historical context.
Content type	Content types: 2-D images, 3-D models, Video, Audio, Text panels, VR, 360° tour.
Why is it unique / innovative?	<p>The Acropolis Museum's virtual platform is unique for its combination of high-fidelity 3D reconstructions and narrative interpretation directly linked to the original archaeological site visible from the museum itself. It merges real and digital experiences, embodying a model of contextual museology.</p> <p>It provides unprecedented visual fidelity, allowing users to examine sculptures and architectural details in true scale and context. Through the integration of 3D photogrammetry, panoramic imaging, and structured metadata, the platform enables an immersive and research-oriented engagement with the museum's collections.</p>

4 – Objectives & Impact

Educational / cultural goals	<p>The virtual museum aims to make the cultural and educational value of the Acropolis accessible to a global audience. It supports teaching, research, and tourism, while promoting awareness of the importance of preserving world heritage. Through interactive and immersive experiences, it enhances understanding of ancient Greek art and architecture.</p> <p>The project has broadened access for international audiences, especially during the COVID-19 pandemic, and continues to serve as an educational tool for remote learning.</p>
Target audience	General public, students, researchers, families.
Results & impact	The project has broadened access for international audiences, especially during the COVID-19 pandemic, and continues to serve as an educational tool for remote learning.



5 – Creation Process & Collaborations

Team involved

The virtual museum was developed by the Acropolis Museum's Digital Media and Education departments, in collaboration with the Greek Ministry of Culture and private technology partners. Phases included 3D digitization of artifacts, development of an online portal, integration of multimedia guides, and launch of virtual tours.

Main project phases

Data Entry: 27.755 digital files on 10.557 objects, among which all of the Museum exhibits, were inserted into the Museum Collections Database (MuseumPlus)

Digitization: scanning of a big part of the archival records on the Museum collections-496 handwritten excavation logs were digitized as well as 110.000 photographs, 18.410 index cards, and 7.500 conservation reports of portable finds

Photographing: 500 museum exhibits were photographed from all angles. The high resolution coloured digital photographs that were produced have enriched the museum's photographic archival material.

3D Scanning: 60 significant museum exhibits were scanned with the use of digital photogrammetry.

Website: The creation of a website which forms the core of communication between the Museum and its public, offering equal and free access to the Museum collections and exhibits.

"Acropolis Museum Kids": Creation of website for children between six and twelve years old from all over the world.

External collaborators

Smartify: For the Museum's Digital Guide, which is a free digital experience offering personalized, interactive access to the permanent collections.

Cosmote: a collaboration with the Greek Ministry of Culture and Sports, with the support of the Acropolis Museum, to create COSMOTE CHRONOS, an augmented reality mobile application that revives the Acropolis at its peak.

OTE S.A.

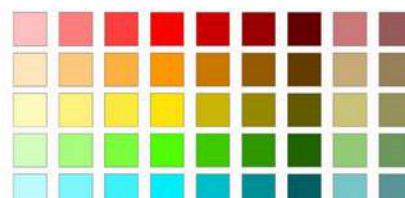
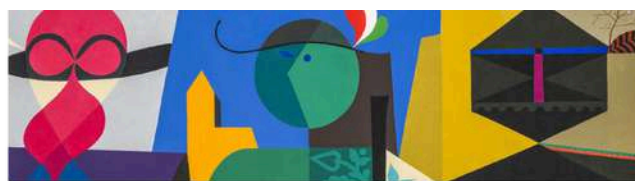
National Documentation Centre: which collaborated on the creation of the Acropolis Educational Resources Repository.

A.M.S. Archiving Services Ltd

TALENT S.A., InDigital SA, Audigys, MainSys S.A.



CASE STUDY 5 - MUSEUMAP, HUNGARY



1 – Project details

Virtual Museum Name	MuseuMap
Institution / Organisation	MNM OMMIK Museum Methodology and Information Centre of the Hungarian National Museum
Institution type	Museum
City & Country	Budapest, Hungary
Website (if any)	www.museumap.hu
Primary contact for information	Rita Kovács – website editor – kovacs.rita@mnmm.hu

2 – Virtual Museum Overview

Short description	<p>The MuseuMap portal is an aggregation platform operated by the Museum Methodology and Information Centre of the Hungarian National Museum (MNM OMMIK). Since its launch in 2015, it has served as an online channel for Hungarian museum digitization, collecting digital museum records from across the country.</p> <p>In addition to the professional collection and publication of digital records, the portal also aims to present artefacts in an online spatial environment. Its range of services is continuously expanding to meet the needs of partner institutions and users. One such development is the MuseuMap Gallery, a subpage launched in 2020, which introduces the portal's materials in a more playful and accessible way.</p>
Platform used	Sketchfab Platform, MuseuMap Gallery
Creation / launch date	2015

Public link (URL)

Kiállítások Sketchfab – <https://museumapgallery.mnm.hu/kiallitasok>

3 – Content & Themes

Main themes / collections

- The MuseuMap portal aggregates digital museum records from across Hungary.
- It contains detailed metadata, descriptive texts, high-quality images, and in some cases 3D models of artefacts.
- Collections come from partner museums nationwide, representing Hungary's cultural heritage in digital form.
- The MuseuMap Gallery presents these materials in a playful and accessible way, with additional features such as virtual exhibitions, games, and thematic selections.

Content type

2-D images, 3-D models, Video, Audio, Text panels, Games/Quizzes, 360° tour

Why is it unique / innovative?

- It is the national aggregation platform for Hungarian museum digitization.
- Offers integration with Europeana, connecting Hungarian museum data to the European cultural heritage network.
- Provides AI-supported color search, enabling users to search artefacts based on visual color palettes.
- Allows 3D model publication on multiple platforms (MuseuMap, Gallery, Sketchfab).
- Users can create custom galleries and presentations (MyMuseuMap) downloadable in PDF or PPT format.
- The MuseuMap Gallery uses gamified and interactive methods to make museum collections more engaging. It provides opportunity for a larger and more inclusive outreach.

4 – Objectives & Impact

Educational / cultural goals

- To support museum digitization and make Hungarian cultural heritage widely accessible online.
- To engage the public through playful, interactive, and visually appealing digital tools.
- Through the Museum History Hub (Learning menu), it supports education and digital learning with interactive teaching materials and explanatory videos.
- Promotes cultural dissemination, heritage preservation, and public participation in the digital museum sphere.

Target audience

General public, students, researchers, families.

Results & impact

- National-level aggregation since 2015.
- Continuous expansion of partner institutions and user services.
- Increased international visibility for Hungarian museums through Europeana connection.
- Broad public engagement through interactive exhibitions and games.

5 – Creation Process & Collaborations

Team involved	Operated by the Museum Methodology and Information Centre of the Hungarian National Museum (MNM OMMIK). Professional and methodological support team ensures high-quality digitization and platform development.
Main project phases	2015: Launch of the MuseuMap portal. 2020: Launch of the MuseuMap Gallery, expanding the platform with playful and interactive content. Ongoing: Continuous expansion of services, digitization support, and user engagement tools (AI search, 3D models, educational programs).
External collaborators	Partner museums across Hungary contributing digitized artefacts. See: MuseuMap - Partnereink Europeana, providing European-level aggregation and visibility. Sketchfab, hosting and displaying 3D models.



CASE STUDY 6 - MUSEUM AUSCHWITZ-BIRKENAU, POLAND

1 – Project details

Virtual Museum Name	Virtual Museum Auschwitz-Birkenau
Institution / Organisation	Auschwitz-Birkenau State Museum
Institution type	Archive
City & Country	Oświęcim, Poland
Website (if any)	www.auschwitz.org
Primary contact for information	Dr. Piotr M. A. Kowalski - Director of Digital Initiatives info@auschwitz.org



2 – Virtual Museum Overview

Short description

The Virtual Museum Auschwitz-Birkenau offers an immersive, online experience of the former Auschwitz concentration camp, providing a digital platform for historical education and remembrance. Visitors can explore key sites of the camp, including the barracks, gas chambers, and exhibits showcasing the lives of the victims of the Holocaust. The museum aims to ensure that the atrocities of the Holocaust are never forgotten while making this important historical site accessible globally. Launched in 2017, the virtual museum allows visitors to take self-guided tours through multimedia exhibitions, offering access to photographs, survivor testimonies, and educational content. This project, in collaboration with leading digital platforms, aims to reach a global audience, especially students and researchers, to engage in historical reflection and further learning.

Through virtual technology, the museum provides an unprecedented level of accessibility, enabling people worldwide to witness the reality of life at Auschwitz and reflect on its deep cultural and historical significance. The museum's goal is to maintain the memory of the victims while educating future generations about the dangers of intolerance and hatred.

Platform used

The platform uses 3D imaging, video content, digital archives, interactive maps, and survivor testimonies. It employs Google Arts & Culture's virtual tour features for seamless navigation.

Creation / launch date

2017

Public link (URL)

<https://panorama.auschwitz.org/tour1.en.html>

3 – Content & Themes

Main themes / collections	History of Auschwitz concentration camp Holocaust education Survivor testimonies and stories War crimes and human rights violations
Content type	Video, Audio, 360° tour
Why is it unique / innovative?	This virtual museum is innovative due to its high level of immersion and accessibility, allowing people from around the world to experience the historical site digitally. The interactive 360° tours, survivor interviews, and digital archives make it an exceptional resource for education, particularly in teaching about the Holocaust and human rights.

4 – Objectives & Impact

Educational / cultural goals	<ul style="list-style-type: none"> - To educate a global audience about the atrocities of the Holocaust. - To preserve the memory of the victims of Auschwitz. - To promote understanding of human rights and combat intolerance and discrimination.
Target audience	Students (age from 12), General public.
Results & impact	<ul style="list-style-type: none"> - Over 2 million visitors annually. - 90% of educators and students reported a better understanding of Holocaust history after using the virtual tour. - Over 10,000 school groups have participated in digital learning activities through the platform.

5 – Creation Process & Collaborations

Team involved	Auschwitz-Birkenau State Museum Digital Department Google Arts & Culture Technical and educational collaborators (e.g., historians, archivists)
Main project phases	Planning and digital archiving (2015-2016) Development of 3D models and digital tours (2016-2017) Launch and user engagement (2017-present)
External collaborators	Google Arts & Culture Educational institutions Survivors of concentration camp and their memories Spacery360.pl; ai360.pl

CASE STUDY 7 - MADEIRA WHALE MUSEUM, PORTUGAL



1 – Project details

Virtual Museum Name	Madeira Whale Museum Virtual Experience
Institution / Organisation	Museu da Baleia da Madeira – MBM
Institution type	Archive
City & Country	Canical Machico – Madeira Portugal
Website (if any)	https://www.museudabaleia.org/en/
Primary contact for information	geral@museudabaleia.org

2 – Virtual Museum Overview

Short description	<p>Since 2014, Dr. Horácio Bento de Gouveia School has collaborated with the Madeira Whale Museum (MBM) to develop artistic and digital projects focused on ocean sustainability and marine heritage. This partnership combines art, science, and technology to promote environmental education and awareness. Students create artworks inspired by whales and marine ecosystems, using digital tools such as Canva, Tinkercad, and Padlet to design and share their creations. These projects link museum content to real-world issues and encourage creative reflection on ocean preservation. By merging artistic expression with digital innovation, the initiative extends the museum experience beyond its walls, engaging the community through exhibitions and virtual platforms.</p>
Platform used	Sketchfab Platform, MuseuMap Gallery
Creation / launch date	2015

Public link (URL)	https://ecohbg2.wordpress.com/
--------------------------	---

3 – Content & Themes

Main themes / collections	Art, Environmental Education, Ocean Sustainability, Whales and Marine Life
----------------------------------	--

Content type	2-D images, 3-D models, Video, Audio, ext panels, Games/Quizzes, AR
---------------------	---

Why is it unique / innovative?	The project bridges formal education and museum learning through creative use of technology. Students co-create digital artworks that reinterpret marine heritage and sustainability themes. It transforms the museum into an interactive learning laboratory, linking art, science, and citizenship through hybrid spaces—school, museum, and community.
---------------------------------------	---

4 – Objectives & Impact

Educational / cultural goals	<ul style="list-style-type: none"> - Promote environmental awareness, creative expression and interdisciplinary learning. - Foster digital literacy, critical thinking, and citizenship aligned with SDG 14 – Life Below Water. - Strengthen collaboration between school, museum and local community.
-------------------------------------	---

Target audience	Students (age 10-13), General public, Families
------------------------	--

Results & impact	Over 200 students involved across multiple school years. The initiative increased engagement with environmental issues, enhanced students' digital and artistic skills, and encouraged public dialogue on ocean sustainability through exhibitions and online sharing.
-----------------------------	--

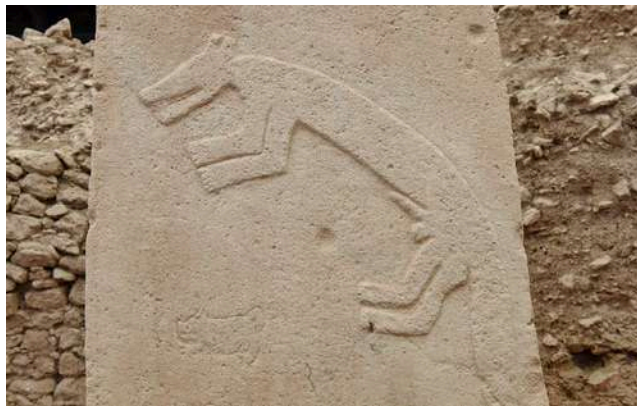
5 – Creation Process & Collaborations

Team involved	Art teachers, Science teachers, ICT coordinators, MBM museum educators
----------------------	--

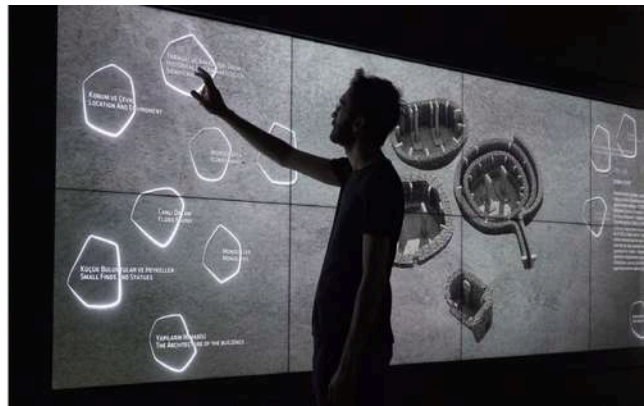
Main project phases	Research and concept development Artistic creation and digital design Museum collaboration and AR integration Public and virtual exhibition
----------------------------	--

External collaborators	Madeira Whale Museum (MBM) educational team, Municipality of Machico
-------------------------------	--

CASE STUDY 8 - GÖBEKLITEPE VIRTUAL MUSEUM, TURKEY



© The Directorate General of Cultural Assets and Museums of Türkiye



© Illusionist Digital Arts Studio

1 – Project details

Virtual Museum Name	Göbeklitepe Virtual Museum
Institution / Organisation	Abdülkerim Bengi Anatolian High School
Institution type	High School
City & Country	Tarsus, Turkey
Website (if any)	https://abdulkerimbengi.meb.k12.tr
Primary contact for information	Gülsüm Ünal Cüvelek – English Teacher / Project Coordinator Benetton6333@gmail.com

2 – Virtual Museum Overview

Short description	<p>The Göbeklitepe Virtual Museum was created as part of the Museums Uniting Students and Educators in Digital and Historical Exploration (MUSED) Erasmus+ project. It introduces visitors to Göbeklitepe, one of the world's oldest known temples located in southeastern Turkey, dating back to around 9600 BC. The virtual museum allows users to explore digital reconstructions of archaeological sites, 3D models of stone pillars, and interactive educational content about Neolithic life and rituals. It aims to blend historical authenticity with innovative digital storytelling, making ancient heritage accessible to everyone. Students actively participated in designing the exhibition storyline, digital artifacts, and English–Turkish information panels, combining technology, art, and history.</p>
Platform used	ThingLink and Artsteps (3D virtual environment tools)

**Creation /
launch date**

June 2025

Public link (URL)

<https://www.artsteps.com/view/gobeklitepe-virtual-museum>

3 – Content & Themes

Main themes / collections

- Neolithic archaeology
- Early human settlements and rituals
- Cultural heritage of Şanlıurfa

Content type

2-D images, 3-D models, Video, Audio, Text panels, Games/Quizzes, 360° tour

Why is it unique / innovative?

It presents Göbeklitepe as a living, interactive space rather than a static exhibit. Through 3D exploration, immersive storytelling, and multilingual content, it connects ancient civilization with today's learners. The virtual museum democratizes cultural access, allowing students worldwide to "visit" a UNESCO site digitally.

4 – Objectives & Impact

**Educational /
cultural goals**

- To promote awareness of Turkey's archaeological heritage.
- To develop students' digital literacy and cultural communication skills.
- To encourage international collaboration through Erasmus+ activities.

Target audience

Students (age 14–18), General public, Researchers, Families

Results & impact

Students improved historical understanding, language skills, and teamwork. The museum was showcased during Erasmus Days and received positive feedback from partner countries for its creativity and accessibility.

5 – Creation Process & Collaborations

Team involved

Abdülkerim Bengi Anatolian High School teachers and students (English, ICT, and History departments).

**Main project
phases**

1. Research on Göbeklitepe and script creation.
2. Multimedia collection and 3D model preparation.
3. Virtual museum design and narration.
4. Erasmus Days public presentation.

External collaborators

MUSED project partners from Italy, Spain, Greece, Madeira (Portugal), Poland, and Hungary.