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Dear reader,

You have received this newsletter because you subscribed to our newsletter and corresponding mailing list on the project's website (www.reevaluate.eu).

We, the REEVALUATE Consortium, thank you for your interest in the project.

In this fourth issue, we take a closer look at the next major phase of REEVALUATE: **the pilots**.

Across fashion, museum exhibition, and archaeological heritage, these pilot activities are helping the project bring its tools and workflows closer to real-world use. At the same time, the REEVALUATE Marketplace and the wider platform continue to evolve as the project connects digitization, contextualization, discovery, creative reuse, and trusted access to cultural heritage assets.

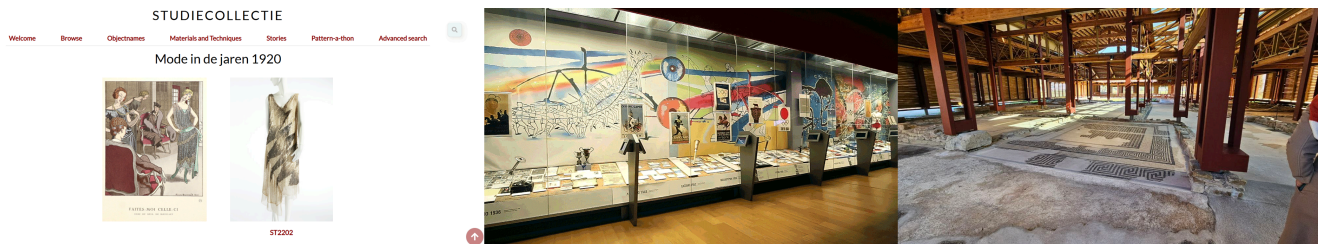
What's in this issue?

- The three REEVALUATE pilots
- Marketplace progress
- How the integrated platform connects the enablers

- Synergies, publications, events, website updates, and public deliverables

The three REEVALUATE pilots!

REEVALUATE is preparing three pilots in order to test, evaluate, and validate its enablers under realistic conditions. These pilots cover three distinct heritage contexts: fashion, Olympic Games and music, and the historic site of Aquileia. The pilots are designed as practical settings where we can assess how our tools support the digitization, management, discovery, contextualization, and reuse of cultural heritage assets.



[Read more here!](#)

Pilot 1: Fashion Time Machine

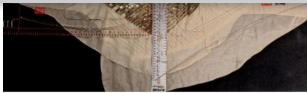
The first pilot is led by **MoMu – Fashion Museum Antwerp**, with support from **EFHA**, and explores how digitized fashion heritage can be reused across both digital and physical creative contexts. It starts from the digitization of fashion artefacts from MoMu's collection, including garments, accessories, and sketches, and combines this with collaborative contextualization involving the public, stakeholders, and experts from the fashion and creative industries.

The pilot includes two complementary showcases. The first is **Fashion Time Machine**, an application in which users can create and customize virtual outfits inspired by digitized fashion artefacts. The second focuses on the creation of **physical garments based on sewing patterns derived from museum items**, developed in cooperation with **Fibre Mood**. A creative hotspot for on-trend sewing patterns and inspiration, designed in Belgium by expert pattern makers. Together, these activities show how digitized collections can support both digital creativity and more hands-on forms of heritage reuse and engagement.

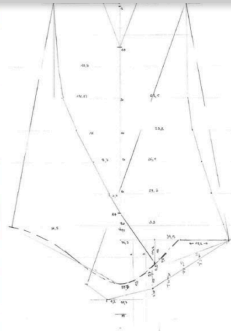
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• Take measurements



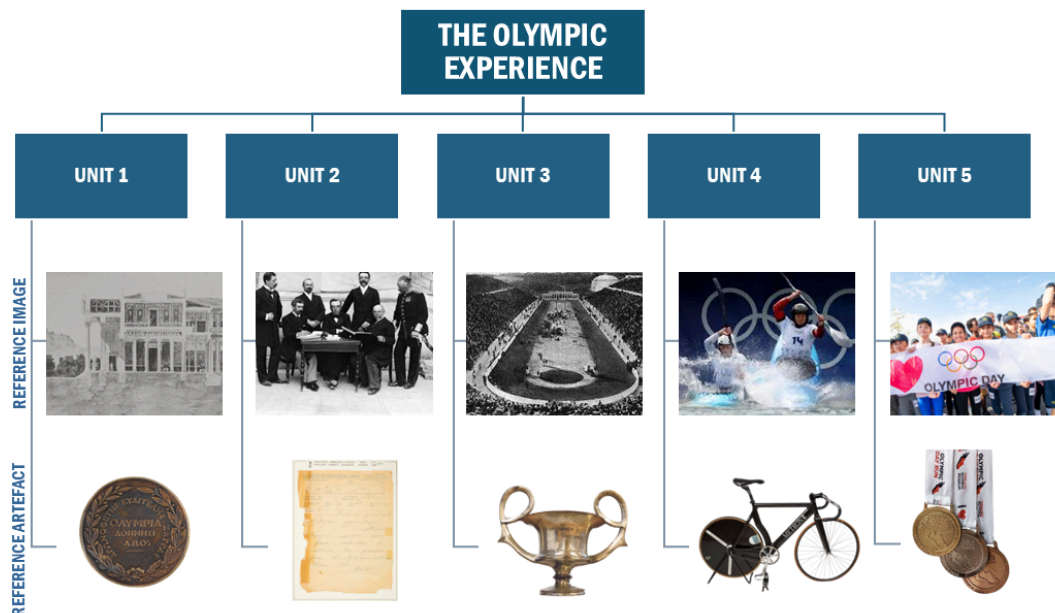
Find out how it works

Pilot 2: Olympic Games and Music

The second pilot centers on **The Olympic Experience**, an immersive exhibition at the Olympic Museum in Thessaloniki. The exhibition explores the relationship between the Olympic Games and music from antiquity to the present day, using digitized artefacts from both the Olympic Museum and the ethnomusicology collection of the **Ethnologisches Museum in Berlin**.

Presented across five thematic units, it combines projected media installations with multimedia content to create a multisensory museum experience.

Beyond the exhibition itself, the pilot also demonstrates how digitized cultural heritage can be activated for use in the wider creative industries. In this way, it highlights how museum collections can support not only exhibition and education, but also new forms of storytelling and creative production.



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Pilot 3: Aquileia

The third pilot focuses on the ancient city of **Aquileia** and on selected artefacts and sites connected to its rich archaeological heritage. Following the digitization of sites and artefacts, the pilot is developing a **virtual tour centered on Titus Macer's Domus**, with the aim of increasing awareness and accessibility for both local audiences and visitors.

The tour is designed to support both on-site and remote access. It is planned to include immersive experiences through **tablets or VR viewers, QR-enabled access to additional online content, interactive touch screens**, and a **fully virtual online version** for users outside Aquileia. Together, these elements show how digitised heritage can support self-guided exploration, broader public access, and new ways of engaging with archaeological heritage.

[Find out how it works](#)

Pilot news and community engagement

Alongside the development of the three pilots, REEVALUATE partners are also engaging with local communities, cultural professionals, and wider stakeholder networks through dissemination and stakeholder-oriented activities linked to each pilot.

Olympic Museum at the 1st International Conference on Cultural Prescription

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of Culture, the **Olympic Museum of Thessaloniki** developed and successfully implemented the Therapeutic Theatre Workshop entitled **“Dialogues of Theatrical Expression and Inner Exploration.”**

Through the creative integration of Art with the values of Olympism, participants had the opportunity to experience a meaningful and transformative process of personal development and self-awareness. At the same time, they expressed their experiences, cultivated a sense of belonging, and discovered new creative outlets. As part of the Project, the Ministry of Culture organized, from 13 to 15 March 2026, the **1st Conference on Cultural Prescription** in Greece. Among the participants were representatives of cultural organizations, researchers, as well as members of international networks, contributing to the formation of a fertile field for interdisciplinary dialogue and the exchange of knowledge and experiences.

The Olympic Museum of Thessaloniki, as the implementing body of one of the sub-projects, participated in this International Conference, where it presented, promoted and highlighted our joint project, **REEVALUATE**, which focuses on the participatory and sustainable management of digitized cultural heritage. The participation of the Olympic Museum in the Project “Pilot Actions of Cultural Prescription,” and consequently in the International Conference, highlighted the potential of utilizing cultural heritage with a social orientation, an objective that is fully aligned with the philosophy and objectives of the REEVALUATE project.



Learn more: [Olympic Museum of Thessaloniki](#)

“Dialogues of Theatrical Expression and Inner Exploration”

Aquileia pilot presented at the Aquileia 2025

town hall meeting

In January 2026, an update on the **Aquileia pilot** was presented during the “**Aquileia 2025**” **town hall meeting**, in collaboration with **Fondazione Links**, helping introduce local stakeholders to the pilot’s direction and objectives. The presentation highlighted the selection of the **Domus of Titus Macer** as the archaeological site to be digitized and outlined the plan to develop a virtual tour in the coming months.

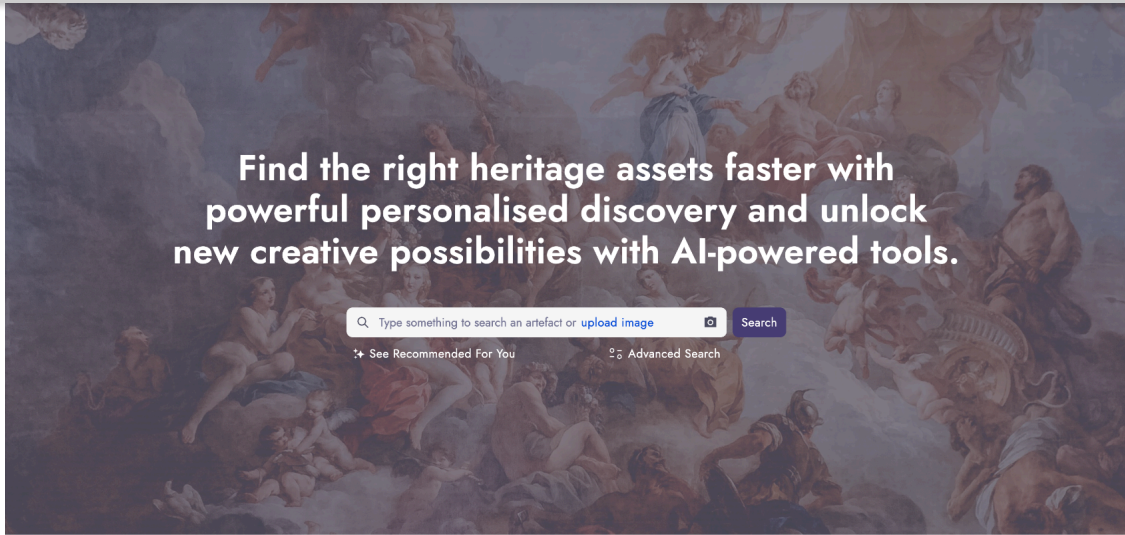
This type of stakeholder engagement is an important part of the pilot’s wider approach, helping build local awareness and supporting more inclusive access to cultural heritage. It also serves as an early step in involving the community around the Aquileia pilot and its digital heritage activities.



Marketplace progress


The **REEVALUATE Marketplace** is one of the project's central results and is designed to connect cultural heritage institutions with external users such as educators, researchers, and creative professionals. Its purpose is to support the **safe, open, and legally compliant reuse** of digitized cultural heritage artefacts through a dedicated web-based environment.

The Marketplace includes a **Collection Manager** for institutions and a **Public Marketplace** for discovery and reuse. Institutions can upload and manage artefacts, while external users can explore collections, search for relevant content, and engage with different reuse pathways. The Marketplace is where the REEVALUATE enablers come together, linking content management, discovery, creative reuse, validation, and rights-related functions in one.



Explore Latest Collections


1 Item



Marathon

Marathon for Olympia


2 Items



Trumpets


Trumpets are aerophones in which vibrating lips set the air column in motion. Early forms like the Greek salpi...

7 Items



Olympic Games

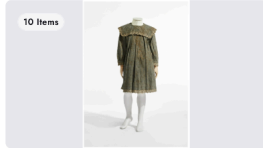
20 Items



Music and Sports - SPK 2.3.2026 - Test V3

Music and Sports - SPK 2.3.2026 - Test V3 Pilot 2: The 'Music & Sport' pilot project demonstrates the power ...


10 Items



Studie Collectie Objecten

Objects from the MoMu Study Collection

11 Items



Pattern Collection

This collection features cutting patterns of MoMu's Study Collection

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Funded by the European Union

The project has received funding from the European Union's Horizon Europe research and innovation programme under [grant agreement No 101132389](#). The communication reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

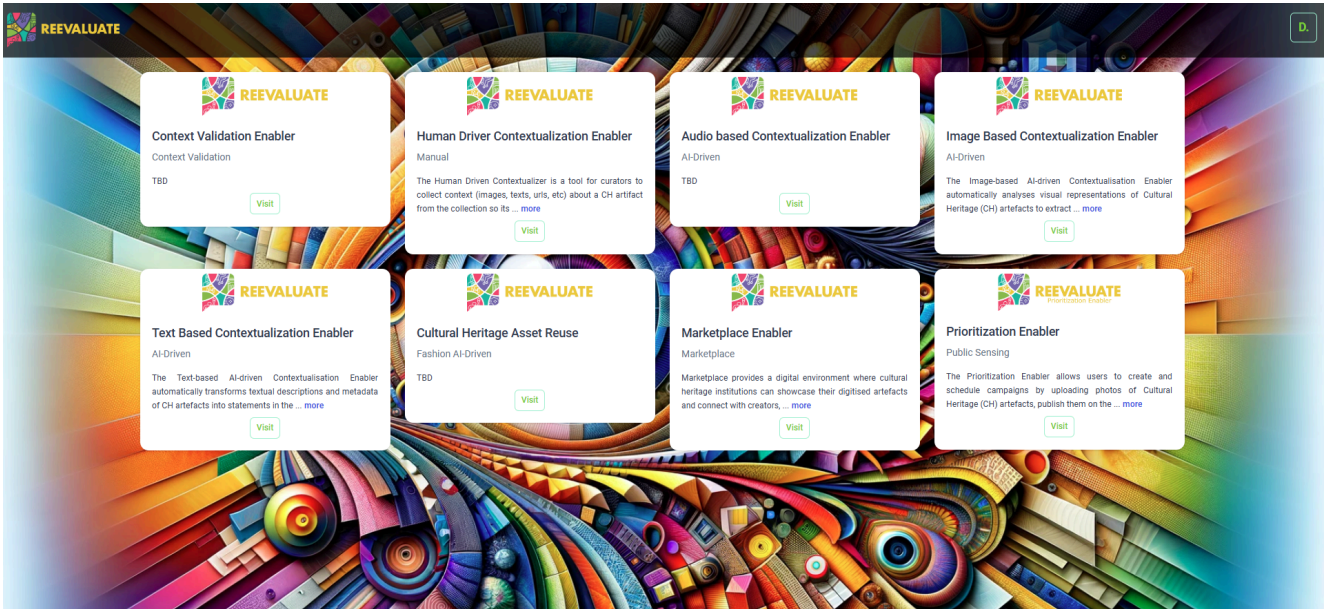
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An integrated platform built around complementary enablers

A key strength of REEVALUATE is that it does not treat digitization as an isolated step. Instead, the project is developing a broader workflow in which different enablers contribute to different stages of the heritage asset lifecycle: helping decide what to digitize, enriching artefacts with context, making them easier to discover, enabling creative reuse, checking

In practice, this means REEVALUATE is moving toward a platform approach in which digitized artefacts can become better described, easier to find, more reusable, and safer to access across different settings. The pilots allows these combinations to be tested in realistic environments and with real user needs in mind.

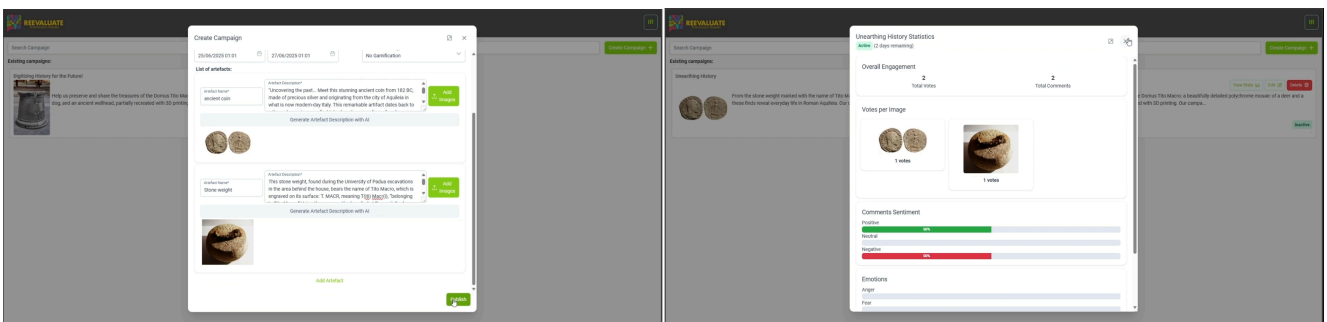


Find out more

Public Sensing Prioritization Enabler

The **Public Sensing Prioritization Enabler** helps cultural heritage institutions make more informed decisions about what to digitize and why. It combines public engagement with evidence-based prioritization, allowing institutions to better understand which artefacts attract social interest and how that interest can inform digitization planning.


Within the wider REEVALUATE workflow, this enabler helps connect institutional priorities with public interest. Using a campaign-based engagement framework around artefacts, it makes digitization prioritization more participatory and helps institutions align their efforts with both organizational goals and wider cultural relevance.



CONTEXTUALIZATION ENABLER


The **Contextualization Enabler** is designed to enrich digital artefacts with contextual metadata. By combining AI-based enrichment of visual and textual material with curator feedback and public contribution workflows, it helps improve the quality, usability, and interpretability of heritage data.

This matters because reuse depends on more than simply having a digitized file. It also depends on understanding what an artefact is, how it should be described, and how it connects to broader cultural meaning. By supporting context enrichment and structured knowledge integration, the enabler helps make artefacts more meaningful, more interoperable, and better prepared for reuse.


Reevaluate

Search

Provide Context to Artifact



Artifact One

A beautiful painting of a sunset, showcasing vibrant colors and intricate details that capture the essence of a serene evening.

Author: John Doe **Category:** PAINTING

Context

This artifact was created by John Doe, a talented artist who specializes in painting landscapes and nature scenes. The painting features a stunning sunset with vibrant colors and intricate details that capture the essence of a serene evening. The artist's use of light and shadow creates a sense of depth and movement, drawing the viewer into the scene. This painting would make a beautiful addition to any art collection and is sure to be a conversation starter in

References

<https://www.example.com/artifact-one>, <https://www.example.com/john-doe>, <https://www.example.com/sunset-painting>

Collaboration Enabler

The **Collaboration Enabler** supports the discovery, retrieval, and reuse of digitized cultural heritage assets. It combines multimodal search with matchmaking functions, helping users find relevant artefacts and receive recommendations based on their interests and interactions. In practical terms, it helps reduce friction in finding suitable material and strengthens links between content owners and potential re-users.

Its role is especially valuable in a platform setting. When users can search with text, images, or mixed inputs and also receive tailored recommendations, collections become easier to navigate and more useful across institutions and domains. This supports not only access, but also collaboration and reuse preparation.

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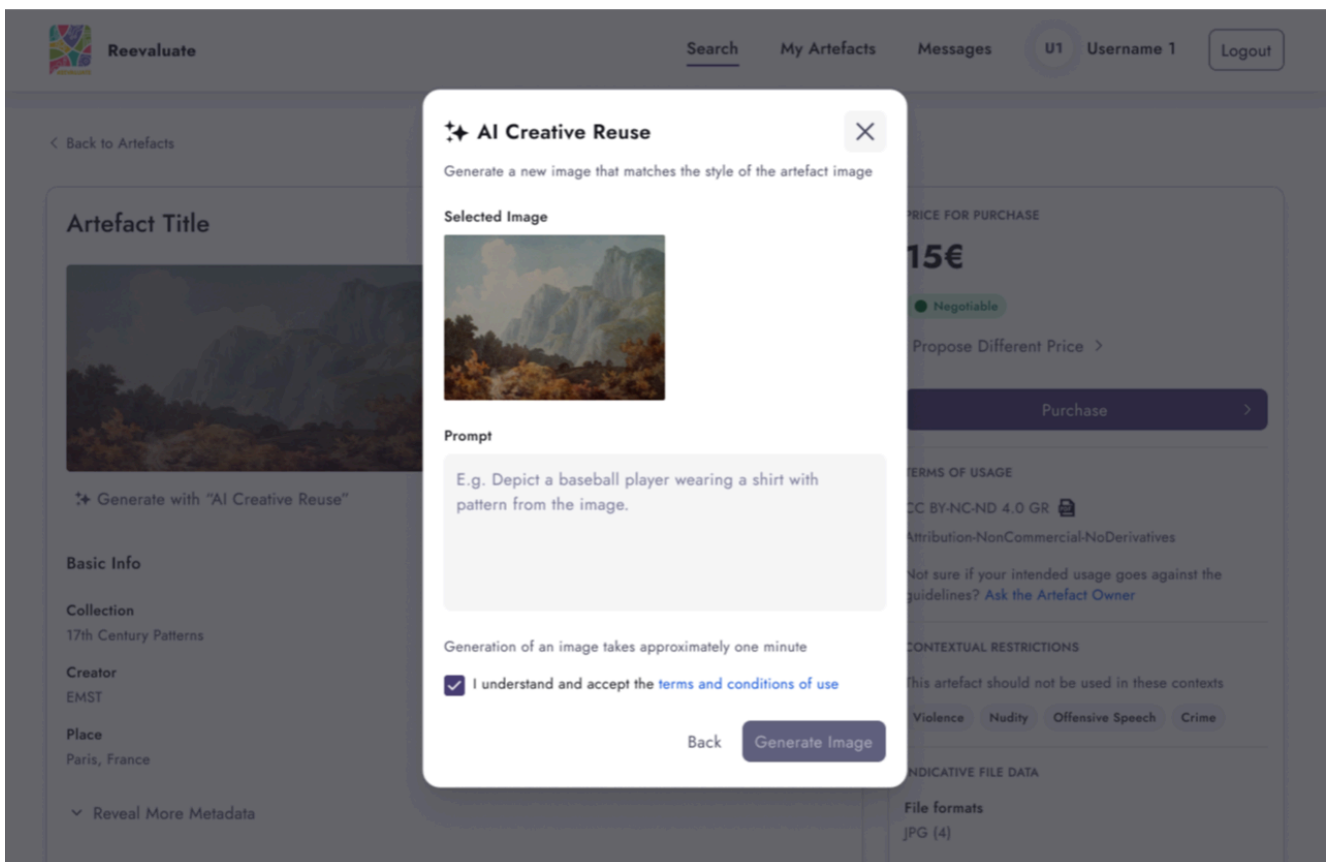
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AI-driven creative reuse

The **AI-Driven Creative Reuse Enabler** is one of the project's most distinctive tools. It supports the generation of new variations of existing artefacts by combining a reference image with a text prompt describing the desired change. In REEVALUATE, it contributes directly to the Fashion Time Machine pilot and also links to Marketplace functionality. This shows how digitized heritage can become a source for inspiration, experimentation, and new creative expression. Rather than stopping at preservation and display, REEVALUATE explores how heritage assets can also support creativity while remaining connected to structured and governed workflows.



Context Validation Enabler

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support contextual, ethical, and reputational checks around reuse outputs. In the wider project workflow, this makes it possible to assess generated or reused content against restrictions or contextual considerations defined by institutions.

In public-facing terms, this is important because trusted reuse is not only about access. It is also about helping institutions and users navigate sensitive, inappropriate, or misaligned reuse situations more carefully. The result is a stronger governance layer around digital heritage reuse.



IPR, provenance, and trusted reuse

REEVALUATE places strong emphasis on **rights traceability, licensing governance, and trusted reuse**. Within the Marketplace concept, artefacts are connected to a rights and traceability layer, while the project's wider logic treats this as an essential condition for enabling reuse in a practical and responsible way.

This is an important message for both cultural heritage institutions and external users: reuse becomes far more practical when artefacts are not only digitised, but also better governed. By combining metadata, validation, and provenance-related support, REEVALUATE is working toward a heritage environment where reuse can become more transparent, more manageable, and more robust.

< Back to Homepage

My Artefacts

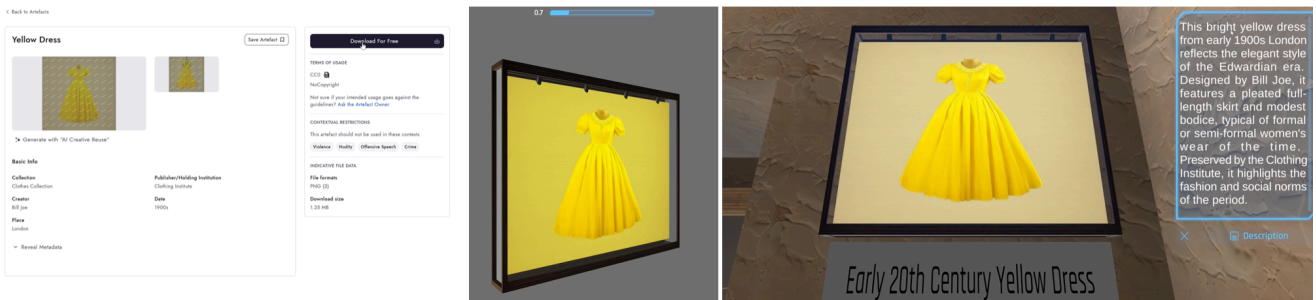
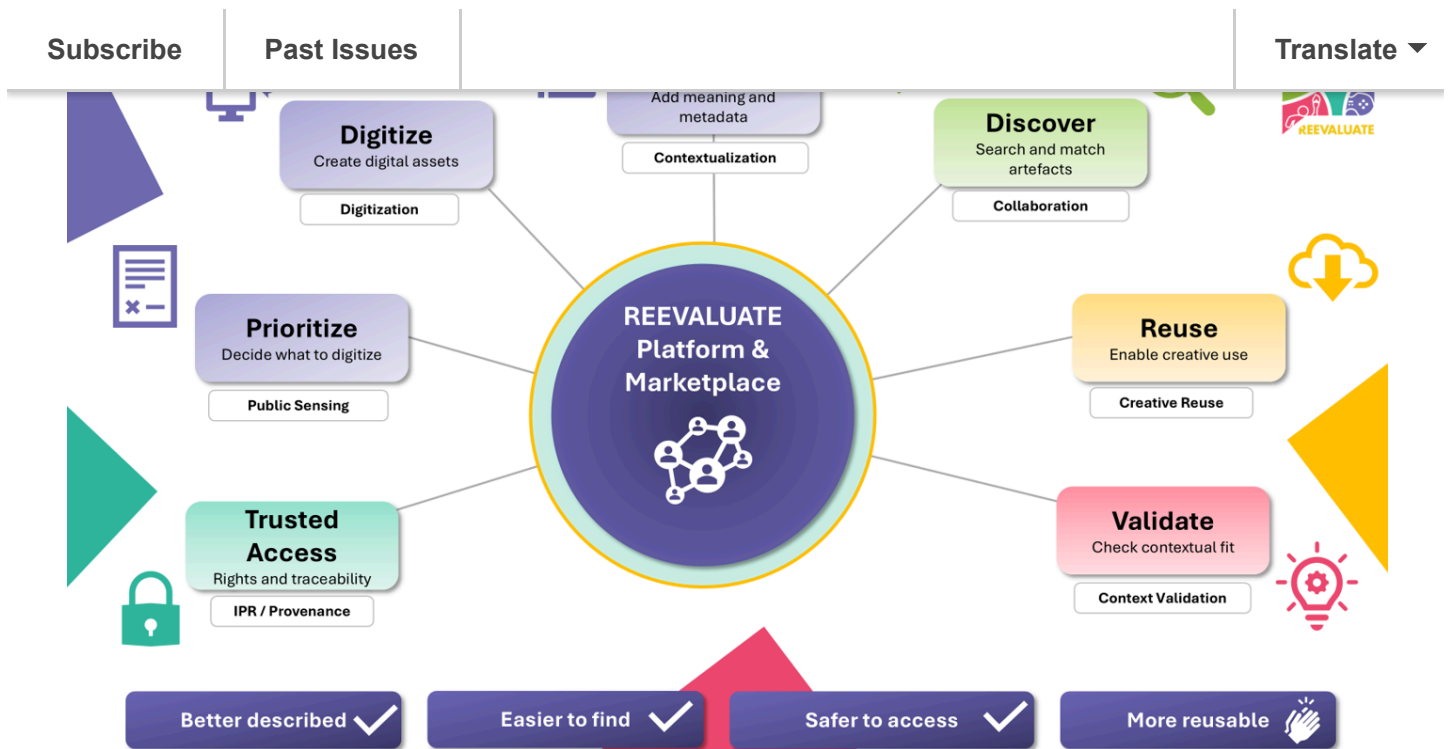
Purchased/Borrowed Artefacts Saved Artefacts

The screenshot displays a user interface for managing digital artefacts. It features a grid of six artefact cards. Each card contains a thumbnail image of a painting, a title, a collection title, an institution name, and a 'Download' button. The cards are organized into two rows. The first row shows three cards: 'Abstract Painting' (Purchased), 'Cold Landscape Painting' (Borrowed until 16/7), and 'Abstract Cloud Painting' (Purchased). The second row shows three more cards, which are partially obscured. Each card also includes a bookmark icon in the top right corner of the thumbnail area.

From artefact to reusable digital asset

One of the clearest ways to understand REEVALUATE is as a project that helps move from a **digitized artefact** to a **reusable digital asset**. This journey begins with prioritization and digitization, continues through contextualization and knowledge structuring, and expands into discovery, creative reuse, validation, and trusted access.

That broader workflow is important because digitization alone does not automatically produce reuse. Reuse requires artefacts to be easier to understand, easier to discover, and easier to work with in practice. REEVALUATE's combination of pilots, Marketplace, and enablers is therefore building toward a more complete ecosystem for digital cultural heritage.



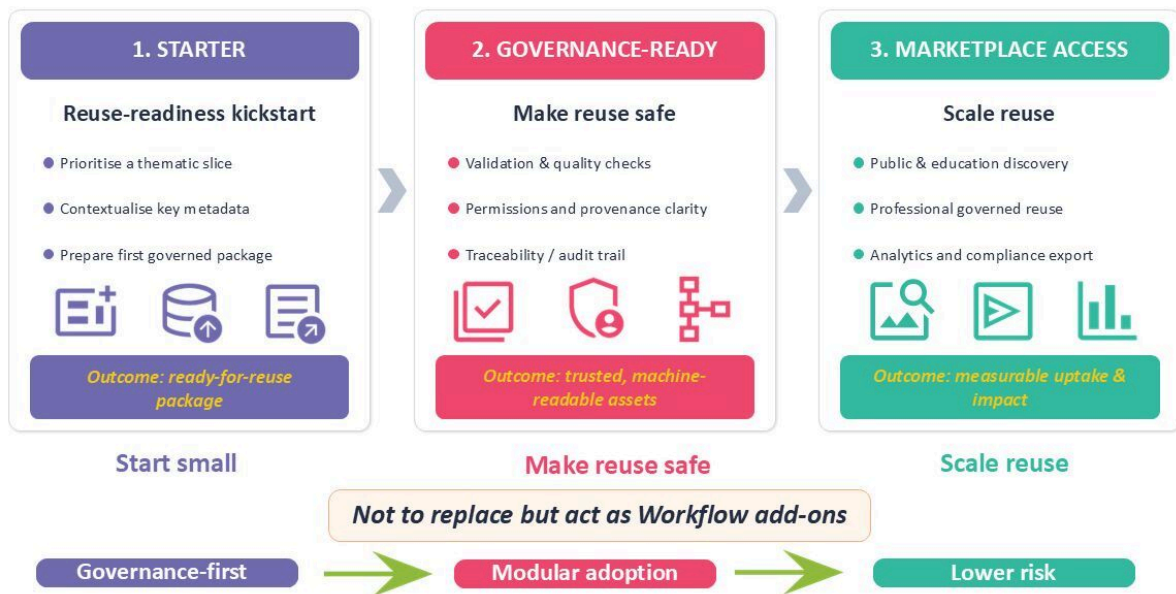
From pilot results to repeatable services

A key part of REEVALUATE's exploitation work is understanding how project results can move beyond a one-off demonstration and toward **repeatable, governance-aware service models**. Rather than treating reuse as a single technical step, the project is framing adoption as a gradual process: starting with small, reuse-ready packages, strengthening them through validation, permissions, provenance, and traceability, and then scaling access through the Marketplace.

This staged approach reflects an important principle in REEVALUATE: **trusted reuse must be practical as well as innovative**. By supporting modular adoption and building on existing workflows rather than replacing them, the project aims to lower barriers for cultural heritage institutions and external users alike. In this way, REEVALUATE is helping create the conditions for reuse that is not only creative, but also **safer**, more **measurable**, and more **sustainable** over time.



Adoption ladder for governed reuse



From pilot results to repeatable services

REEVALUATE is continuing to strengthen its ecosystem-building work through targeted synergies with other EU-funded projects and clusters. Recent exchanges have focused on [SCENE project](#) for policy knowledge transfer and reuse-impact KPI logic, [HAMLET project](#) for co-creation and policy exchange around games and cultural heritage, [INT-ACT](#) project for emerging cultural heritage cluster-building and common actions, and [BCT Hubs project](#) for technical exchange, including 3D and photogrammetry-related assets of underwater cultural heritage. These collaborations help position REEVALUATE within a wider European landscape of projects working on digital heritage, reuse, and cultural innovation.

A particularly important development has been the project's clustering work with INT-ACT and other related initiatives ([RESTORY](#), [ARTCAST4D](#) and [CONCILIARE](#)). REEVALUATE held dedicated meetings with INT-ACT on cluster formation, and this work later fed into the broader Connect EU Heritage clustering effort, which supports shared visibility, stakeholder mapping, and reusable communication assets across projects. In parallel, REEVALUATE has also recently accepted an invitation to join the [Games for Culture Cluster \(GCC\)](#), further strengthening links with projects and stakeholders working at the intersection of culture, games, and digital innovation.

In addition, our communication synergy with project [ARGUS](#) for Cultural Heritage preservation awareness is still going strong.

These synergies matter because they generate value beyond communication alone. They support **visibility**, **policy intelligence**, **technical exchange**, and the groundwork for **future joint actions** – all of which help REEVALUATE strengthen its long-term relevance within the wider European cultural heritage ecosystem.

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transfer
✓ Reuse-impact KPI logic



exchange
✓ Games & CH links



✓ Emerging CH cluster-building
✓ Common actions under discussion



✓ Technical exchange
✓ 3D/photogrammetry assets

Value for REEVALUATE:
(i) visibility, (ii) policy intelligence, (iii) technical exchange, (iv) future joint actions

Closing

REEVALUATE is moving into a particularly exciting phase. With the three pilots taking shape, the Marketplace progressing, and the project’s enablers increasingly connected within a broader workflow, the project is steadily advancing toward a more practical and reusable digital heritage ecosystem. From public engagement and contextualization to discovery, creative reuse, validation, and trusted access, REEVALUATE is exploring how cultural heritage assets can become more usable, more meaningful, and more connected to real-world creative and institutional needs.

Stay connected with REEVALUATE through our website and social media channels for more pilot stories, tool updates, publications, and project news.

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Meet the REEVALUATE partners



Funded by the European Union

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