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Three Pilots, Three Stories: REEVALUATE Results in Practice

From cultural heritage collections to new creative experiences

How can a historic dress inspire contemporary fashion? How can Olympic objects and historical sound recordings contribute to new audiovisual experiences? And how can an ancient Roman house become accessible through a digital journey?

Across three European pilots, REEVALUATE has explored these questions by bringing together cultural heritage institutions, researchers, technology providers, and creative professionals.

The objective has been to move beyond digitization alone and demonstrate how cultural heritage assets can be enriched with contextual information, made discoverable, and responsibly reused.

From fashion and gaming to Olympic heritage, music, and archaeological tourism, the pilots have provided practical opportunities to test the REEVALUATE framework in different settings.

Here are the stories and results behind each pilot.

Pilot 1 — Fashion & Gaming: Giving a Historic Dress a New Life

From MoMu's collection to the Mildred sewing pattern and an interactive fashion experience

At MoMu – Fashion Museum Antwerp, a silk evening dress from the 1920s became the starting point for a contemporary creative-reuse experiment.

The historic garment, decorated with sequins, inspired **Mildred**, a modern sewing pattern developed by Fibre Mood in collaboration with the museum and project partners.

Rather than simply reproducing the original dress, the creative process translated its historical design into a pattern that contemporary sewing enthusiasts could use to make their own garments.

Mildred was made available through Fibre Mood and presented at the MoMu museum shop, demonstrating how museum collections can inspire tangible creative products beyond the exhibition space.

The pilot also explored new forms of digital engagement through the **Fashion Time Machine**. Developed as an interactive prototype, this experience allows users to dress a virtual avatar in digitized historical garments and interact with them using gaming and AI-driven motion-capture technologies.



From heritage to contemporary fashion: a 1920s sequined evening dress from MoMu (left) inspired the modern Mildred sewing pattern developed by Fibre Mood (right), demonstrating how historical fashion can find new life through reuse.

Results in focus

- **149 Mildred pattern downloads** recorded during the first pilot iteration.
- **987 social media interactions** associated with the Mildred campaign.
- Approximately **1,800 MoMu collection objects** included in the pilot's digitization and structured collection work.
- A working **Fashion Time Machine prototype** exploring interactive engagement with digitized fashion heritage.

These results demonstrate two complementary opportunities: transforming historical fashion into contemporary creative products and

using digital technologies to engage audiences with garments that are otherwise preserved primarily for study and exhibition.

The lesson: Cultural heritage can inspire new products and interactive experiences while maintaining a clear connection to its historical origins.

Pilot 2 — Olympic Games & Music: Connecting Objects, Sounds, and Creative Storytelling

Bringing together Olympic heritage, historical recordings, and contemporary audiovisual creation

The second pilot connects different forms of cultural heritage through collaboration between the Olympic Museum of Thessaloniki, the Ethnologisches Museum in Berlin, and creative-sector partners.

Its central idea is that cultural heritage does not have to be reused within the same format in which it was originally preserved.

Historical Olympic objects, photographs, and documents can become part of new narratives. Likewise, historic sound recordings preserved in ethnomusicological collections can contribute to contemporary audiovisual experiences.

The pilot brought these resources together through digitization, contextualization, and the REEVALUATE Marketplace, where thematic collections help organize and connect cultural heritage assets.

Public participation also played an important role.

Through interactive social media campaigns, audiences were invited to express their preferences and contribute to the selection of heritage objects. One example explored historical trumpet sounds associated with Olympic traditions, connecting musical heritage with public engagement.

The pilot also supported work toward creative audiovisual outputs and an immersive exhibition experience, demonstrating how collections from different institutions and cultural domains can contribute to a shared story.



Digitized sporting heritage from the Olympic Museum of Thessaloniki: 3D representations of historic athletic footwear and equipment, demonstrating how physical museum collections can be preserved, explored, and reused in digital environments

Results in focus

- **26 Olympic heritage artefacts** featured across public prioritization campaigns.
- **72 votes** recorded through the Olympic Museum's public-sensing activities during the first pilot iteration.

- Historical audio material from Berlin's ethnomusicological collections incorporated into the pilot's asset preparation and contextualization work.
- Thematic Marketplace collections connecting music, sport, instruments, and performance.

The experience highlighted both the potential and the practical challenges of combining different forms of cultural heritage. Historical recordings, museum objects, and audiovisual material require distinct digitization and documentation approaches, as well as careful attention to context and reuse conditions.

The lesson: Connecting heritage from different collections can support new forms of storytelling, especially when public preferences and expert knowledge help shape how the material is selected and interpreted.

Pilot 3 — Aquileia: Making Archaeological Heritage Accessible Through Virtual Tourism

From the Domus of Titus Macer to a digitally reconstructed cultural heritage experience

In Aquileia, Italy, the third REEVALUATE pilot explored how archaeological heritage can be documented, interpreted, and shared through digital technologies.

Working with Fondazione Aquileia and technical partners, the pilot focused on the **Domus of Titus Macer**, an ancient Roman residential complex.

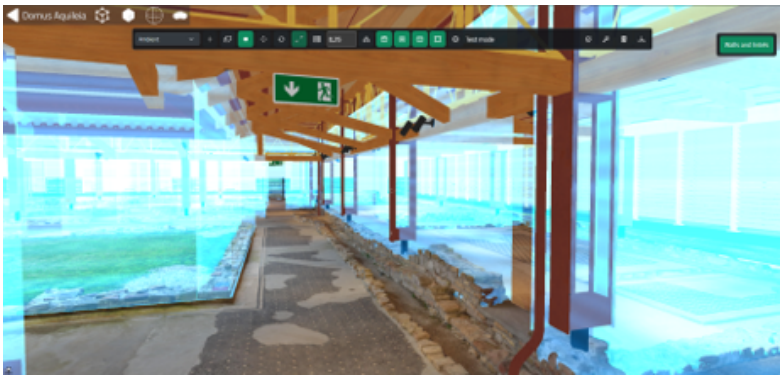
The work combined different digitization techniques, including drone photography, photogrammetry, and 3D scanning, to document both the archaeological area and selected objects.

But digital reconstruction was only part of the process.

The pilot also involved the local community in heritage prioritization and invited experts to contribute contextual information, helping ensure that the digital experience reflected the archaeological significance of the original material.

A central outcome was the development of a **virtual tour of the Domus of Titus Macer**, connecting digitized archaeological assets with an accessible digital environment.

The virtual tour illustrates how digital representations can help visitors explore heritage sites, understand their historical features, and engage with material that may be difficult to interpret from the surviving remains alone.



Virtual reconstruction of the Domus of Titus Macer in Aquileia: a digital experience presenting a hypothetical reconstruction of the ancient Roman residence, demonstrating how archaeological heritage can be explored and interpreted through VR.

Results in focus

- **20 digital heritage assets** and one archaeological area documented during the first pilot iteration.
- **44 expert contextualization contributions** submitted, with **42 approved** by curators.
- Public prioritization activities involving selected archaeological artefacts.
- A **virtual tour experience** bringing together digital reconstruction and archaeological interpretation.

The pilot demonstrated how digitization can support virtual tourism while also creating opportunities for community participation and expert-led contextualization.

The lesson: Digital heritage experiences become more meaningful when technological reconstruction is combined with local engagement and reliable historical interpretation.

What Have the Three Pilots Demonstrated?

Although the three pilots addressed very different forms of cultural heritage, they shared one central objective: making digitized assets useful beyond their initial documentation.

In Antwerp, historical fashion became the starting point for a contemporary sewing pattern and interactive digital experience.

In Thessaloniki and Berlin, Olympic objects and historical music recordings were brought together to support public engagement and new forms of audiovisual storytelling.

In Aquileia, archaeological digitization and expert knowledge contributed to an immersive virtual exploration of a Roman site.

Together, these experiences have provided practical evidence for the development and testing of the REEVALUATE framework.

They have also reinforced several important lessons: digitization methods must reflect the characteristics of each heritage asset; contextual information is essential for meaningful reuse; public and expert participation can strengthen the process; and provenance and intellectual property considerations must remain part of creative development.

Above all, the pilots show that **the value of digitized cultural heritage extends beyond preserving a digital copy. It lies in what people can responsibly discover, understand, create, and experience with it.**

Explore REEVALUATE

Discover more about the project's use cases, tools, and results:

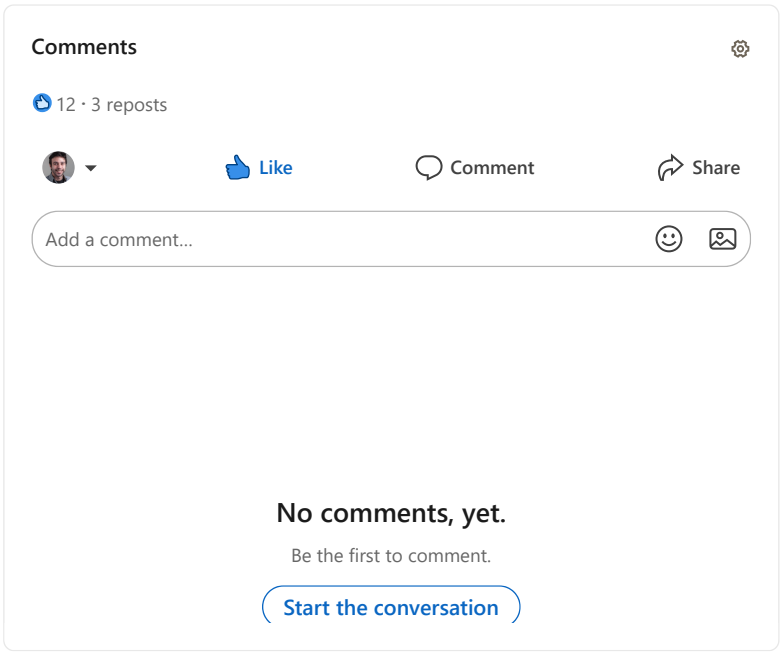
Project website: https://reevaluate.eu/

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