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From Digital Innovation to Cultural Heritage Experiences: Highlights from the REEVALUATE Final Event in Aquileia

A day dedicated to digital cultural heritage

On **25 September 2026**, the REEVALUATE consortium gathered in **Aquileia, Italy**, for its Final Event, hosted by Fondazione Aquileia.

Bringing together project partners, cultural heritage professionals, researchers, representatives of European initiatives and interested stakeholders, the event presented the project's results and their potential applications beyond the original pilot settings.

The program unfolded across two locations: **Palazzo Brunner-Segré**, which hosted the morning presentations and interactive demonstrations, and the **Domus of Titus Macer**, where the afternoon activities connected digital heritage innovation directly with an archaeological site.

From hands-on demonstrations to conversations about policy and future collaboration, the event offered a comprehensive look at what REEVALUATE has developed and how its results can support cultural heritage institutions and creative professionals.



The REEVALUATE Final Event brought together project partners and cultural heritage stakeholders in Aquileia on 25 September 2026.

Morning Session — Presenting the REEVALUATE Journey

From challenges to practical solutions

The morning opened at Palazzo Brunner-Segré with a welcome from the hosts and an overview of the REEVALUATE project. The presentation revisited the central challenges addressed throughout the project: fragmented digitization practices, limited opportunities for public participation, insufficient contextual information, and the difficulties institutions face when managing rights and enabling creative reuse.

REEVALUATE's response has been to connect these activities through an integrated framework, supported by digital tools covering prioritization, contextualization, rights and provenance management, collaboration, and creative reuse. The event presented how these developments were brought together and tested through three distinct cultural heritage pilots: **Fashion & Gaming, Olympic Heritage & Music, and Virtual Tourism in Aquileia**.

Pilots & Enabler Café — Experiencing the tools firsthand

One of the morning's main activities was the **Pilots & Enabler Café**, an interactive session that moved beyond conventional presentations. Participants were invited to explore the project tools and engage directly with the partners responsible for their development.

Demonstrations covered the different stages of the REEVALUATE workflow:

- **Public Sensing Prioritization:** involving audiences in decisions about which cultural heritage assets to digitize.
- **AI-Driven and Human-Driven Contextualization:** enriching digital artefacts with contextual information through AI-supported suggestions and human contributions.
- **Marketplace and Creative Reuse:** discovering digital heritage collections, connecting institutions with creative professionals, and exploring new applications for cultural assets.

- **Context Validation:** assessing whether reused digital content respects the contextual restrictions established by heritage owners.

The session also connected these technological developments with practical examples from the three pilots. Rather than presenting the tools as isolated technologies, the Café demonstrated how they contribute to a connected workflow, from selecting and documenting heritage assets to making them accessible for responsible creative reuse. For participants, it provided an opportunity to ask questions, explore interfaces and discuss how similar approaches could be relevant to their own institutions and activities.



Participants explored the REEVALUATE tools and pilot applications during the interactive Pilots & Enabler Café.

Synergies Inspirational Session — Connecting European Projects

Following the demonstrations, the program turned to cooperation with other European research and innovation initiatives. Representatives of **BCThubs, IMPULSE and RESTORY** joined the Synergies Inspirational Session, sharing perspectives on related cultural heritage challenges.

BCThubs introduced its work on underwater cultural heritage and the development of innovation ecosystems that connect researchers, institutions and technology providers.

IMPULSE presented its approach to immersive digitization and the creation of new experiences through extended reality, storytelling and creative collaboration.

RESTORY brought a complementary perspective focused on historical narratives, oral and textual heritage, and the role of community knowledge in preserving cultural connections.

Together, the presentations demonstrated how European initiatives can approach different collections and heritage challenges while sharing interests in accessibility, community engagement, innovation and sustainable reuse. The session also highlighted the value of continuing cooperation beyond individual projects, including opportunities to exchange knowledge, connect technological developments and reach new communities.



Representatives of BCThubs, IMPULSE and RESTORY joined REEVALUATE to exchange experiences and explore future collaboration.

Policy and Stakeholder Perspectives — What Comes After Innovation?

The final part of the morning addressed an important question: **What is needed for digital cultural heritage solutions to be adopted and sustained beyond research projects?**

An interactive policy discussion invited participants to reflect on the wider conditions supporting responsible digitization and creative reuse. The conversation connected technological progress with practical institutional needs, including digital skills, accessibility, cultural sensitivity, intellectual property rights and opportunities for collaboration.

The discussion reinforced an important consideration for the cultural heritage sector: developing useful tools is only part of the challenge. Institutions also need the knowledge, organizational capacity and appropriate frameworks to integrate these technologies into their everyday activities.

These perspectives are relevant to REEVALUATE's wider work on policy recommendations, exploitation and the long-term sustainability of its results.

Afternoon Session — Bringing Digital Heritage to the Domus of Titus Macer

Three pilots, presented in an archaeological setting

In the afternoon, participants moved to the **Domus of Titus Macer**, within Aquileia's archaeological area. The setting provided a direct connection between the project's technological developments and the physical heritage they are intended to help preserve, interpret and share. The afternoon presentations revisited the three pilot experiences from the perspective of their practical applications.

The **Fashion & Gaming pilot** showed how MoMu's historical collections inspired contemporary sewing patterns and interactive approaches to experiencing fashion heritage.

The **Olympic Heritage & Music pilot** illustrated the potential of combining digitized sporting objects and historical sound collections to support audiovisual storytelling and new museum experiences.

The **Aquileia pilot** demonstrated how archaeological documentation, community involvement and expert contributions supported the development of a virtual tour of the Roman residential complex.

Presented together, the three stories illustrated the different possibilities of the REEVALUATE framework, from tangible creative products to audiovisual applications and virtual exploration.



The afternoon session revisited REEVALUATE's three pilot experiences, including the Olympic Heritage & Music pilot.



The Olympic Heritage and musics pilot presentation.



The Fashion and gaming pilot presentation.

Exploring Roman heritage through a virtual experience

A particular highlight of the afternoon was the presentation of the **virtual tour of the Domus of Titus Macer**, developed through the Aquileia pilot. The digital experience brings together archaeological documentation, 3D reconstruction and contextual information, allowing users to explore parts of the Roman residence and discover more about its history.

Presenting the application at the archaeological site emphasized how digital technologies can complement physical visits rather than replace them. The virtual tour demonstrates a practical approach to making archaeological interpretation more accessible, while connecting reconstructed spaces with the surviving physical remains.

The afternoon concluded with reflections on the experiences presented and the broader opportunities for cultural heritage innovation.



The Domus of Titus Macer provided the setting for exploring how digital reconstruction and virtual tourism can complement archaeological heritage.

Looking Beyond the Final Event

The Final Event brought together the main elements of REEVALUATE's work: research, technological development, real-world experimentation, stakeholder participation, and cooperation across European cultural heritage initiatives.

Its central message was clear: **digital cultural heritage creates greater value when technology, trustworthy context, institutional knowledge and opportunities for creative reuse work together.**

The project now moves through its final implementation phase, with its integrated platform, pilot experiences and supporting resources offering a foundation for further knowledge exchange and potential uptake.

REEVALUATE extends its thanks to **Fondazione Aquileia** for hosting the event, to the project partners who contributed to the program, and to **BCThubs, IMPULSE, RESTORY** and all participants who joined the discussions and demonstrations.

Explore More

REEVALUATE website: https://reevaluate.eu/

Final Event recap: https://reevaluate.eu/2026/10/22/blog-reevaluate-final-event-in-aquileia/

European project synergies: https://reevaluate.eu/2026/10/22/blog-reevaluate-final-event-in-aquileia-2/

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