**SUMMARY**

**Of the Pre-defined Project “Digitization of the Cultural Heritage of the Riga Art Nouveau Centre and Development of virtual museum”**

**No EEZLV04/INP/2013/3**

The Association of Culture Institutions of Riga Municipality (hereinafter referred to as the Association) as the Project promoter starts to implement the Pre-defined Project “Digitization of the Cultural Heritage of the Riga Art Nouveau Centre and Development of virtual museum” No EEZLV04/INP/2013/3 (hereinafter referred to as the project) within the Programme LV04 “Conservation and Revitalization of Cultural and Natural Heritage” (hereinafter referred to as the Programme) of The European Economic Area Financial Mechanism in the period 2009-2014.

The planned duration of the project: 29 months. The implementation of the project activities is started on 14 December 2013.

The total eligible costs of LVL 291 382.54 or EUR 414 600.00

The amount of the Programme co-financing is 50% LVL 145691.27 or EUR 207300.00.

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The location of the project implementation is Riga Art Nouveau Centre in Riga, Albert Street 12.

The Association is Riga City Council Education, Culture and Sport Department (hereinafter - Department) subordinate institution, which is financed from the funds of the Riga municipality. The Association shall ensure the preservation, research and promotion of the cultural and historical heritage in Riga municipality. The Association provides management of eight cultural institutions and museums, as well as care for three architectural monuments.

Art Nouveau is an art style that emerged in Europe at the turn of 19th/20th century. This style covered architecture, paintings, sculptures, applied arts, crafts and other art spheres. In Latvia it evolved mainly in major cities and Riga became its centre that experienced an economic boom in the 20th century. Constructions developed in Riga and in a short period of time around 800 Art Nouveau buildings were built. Just as in Scandinavia, in Latvia Art Nouveau was characterized by a search for national self-confidence. Latvian national identity quest began in the 19th century and vividly manifested in Art Nouveau as National Romanticism. In Latvia it existed for a short period of time, but left a bright trace in the development of Latvian culture. Currently, Riga is one of the few cities in Europe, where very rich Art Nouveau architecture, art and design objects are preserved. Due to this, the city is included in the UNESCO Heritage List as a world heritage site, and its main value is concentration of the most outstanding Art Nouveau buildings in Europe (UNESCO, 1997., REF.852).

Despite the fact that Riga is known as European metropolis of Art Nouveau, the part of Art Nouveau cultural heritage in Latvia has still not been adequately studied, explored and promoted. Art Nouveau of Riga is a part of the European cultural heritage, rooted in regional culture and should be available to every European citizen. It should be maintained, studied and availability of Art Nouveau heritage should be promoted, that is in accordance with the Latvian National Cultural Policy 2006-2015 (National Cultural Policy 2006-2015, "National State" 2006).

The project aims to digitise the cultural heritage of the Riga Art Nouveau – to documenting and transforming it in an electronic format, in order to ensure its preservation and create virtual museums to make available the cultural heritage of the Riga Art Nouveau for future generations.

As part of the project will be implemented in the following activities:

1. **The project management**

Objective – to ensure the implementation of the project.

The project group will be established, including project manager, project manager assistant, project finance manager and lawyer – procurement specialist.

To ensure the supervision of the project, the project steering group will be established, including members from the Ministry of Culture and the State Inspection for Heritage Protection and the Department. The project steering group meetings will be organized once every two months.

1. **The digitisation of cultural heritage and the creation of a database**

Objective – to document and transform the cultural heritage of the Riga Art Nouveau in an electronic format, in order to ensure its preservation.

Tasks:

1. to make research about 22 topics related with the cultural heritage of the Riga Art Nouveau;
2. to describe not less than 1000 units of the cultural heritage of the Riga Art Nouveau;
3. to create the photo fixation of 700 objects of the cultural heritage of the Riga Art Nouveau;
4. to prepare the digital copies of 300 objects of the cultural heritage of the Riga Art Nouveau;
5. to create the museum artefact database.

It is planned to to make research on the following 22 topics related with the cultural heritage of the Riga Art Nouveau: „Riga Art Nouveau architecture”, „Riga Art Nouveau architecture style directions”, „Riga Art Nouveau architecture masters”, “The development of Riga and building from 1899 up to 1914”, „Architect Constantine Pēkšēns”, „Nature themes in the Riga Art Nouveau architecture”, „Symbolism of the Riga Art Nouveau architecture and art”, „Riga's Art Nouveau period interiors”, „ Exhibition 1901 in Riga” „Art Nouveau period art” „ Art Nouveau photography”, „Riga 20th Century photographs”, „ Art Nouveau iconography and the Fine Arts”, „Metal art at the beginning of the 20th century”, „ Stained-glass of the Art Nouveau period”, „Riga’s porcelain at the beginning of the 20th century”, „Books and graphic of Art Nouveau period”, „ Social life of Art Nouveau period”, „ Fashion and accessories of the Art Nouveau period”, „Plants in the Art Deco period motifs” and „Craft of the Art Nouveau period”.

1. **Digital exhibition project development and creating a digital exhibition.**

Objective – to arrange a virtual museum exhibition and multimedia conference hall equipped with translation equipment, which will enable different target audiences to acquaint themselves with the unique collection of Art Nouveau in modern digital exhibition with digital photographies and professional studies.

There will be 10 different thematic content programmes, arranged in three rooms with digital exhibition (10 touchscreen display, photo studio and two hologrammes, an interactive kiosk). Virtual museum with digital exhibition would open opportunities for comparing Art Nouveau heritage of Riga and other European cities and for future research, attracting audiences of different ages, especially young people. Multimedia conference hall would meet the requirements for a broader space for reception of group of visitors for discussion, research seminars, which provide the opportunity to carry out educational, lifelong learning, as well as competence-building programmes for pupils, students.

Digitization of Art Nouveau heritage of Riga and design of the virtual museum – arrangement of modern, accessible to the public art space, providing further education in Riga and popularisation of the national cultural heritage in Europe.

1. **Publicity to increase the level of knowledge of the Latvian and European society by improving the Riga Art Nouveau Centre home page.**

Objective – to provide information about the project and to increase the level of knowledge of the Latvian and European society about the cultural heritage of the Riga Art Nouveau.

Tasks:

1. Regular (quarterly) will be prepared press releases about the project. Cooperation with the Norwegian National Centre for Art Nouveau in Alesund will be established and maintained, as well as cooperation with existing virtual centers of Art Nouveau in other countries. Virtual exhibition would make the Riga Art Nouveau Museum as strong element of the brand of Riga. Press conferences, as well as the closing event will be organised.
2. Developed an interactive website. Materials from researches on the Art Nouveau heritage will be used for updating information on the website, which will be supplemented with 340 illustrative units. There will be created accessibility of Art Nouveau heritage of Riga in the e-environment.
3. Improved tourism area of Riga with an innovative exhibition of Art Nouveau that would promote Art Nouveau cultural heritage in the context of other European cities. In each quarter about 4000 museum visitors – inhabitants and guest of Riga will be served. Creation of the virtual museum will contribute to the development of tourism. It will promote cultural environment of Riga in preparation for the Europe-wide activities in 2014 when Riga will be the European Capital City of Culture. Creation of the virtual museum will position Riga as Art Nouveau metropolis and will contribute to the Latvian national cultural promotion in the European context.

The project will involve one partner - the Norwegian National Art Nouveau Centre in Alesund. It is opened in 2003, the centre was opened by Her Majesty Queen Sonja. Permanent exhibitions include topics such as "From the ashes to Art Nouveau" and "New Art" and "The Beautiful Art Nouveau". Centre is a member of the European Art Nouveau city network "Reseau Art Nouveau Network". The Art Nouveau Centre in Alesund has the permanent exhibition of authentic Art Nouveau interiors and temporary exhibitions. The centre has a number of multimedia expositions. Exhibits include a wide range of Norwegian Art Nouveau objects, jewellery. The exposition includes objects of the center of Alesund, and other museum. The Art Nouveau Centre runs multimedia presentations, lectures on Art Nouveau. The Documentation Centre is operating therein, which consists of archive and library, it is possible to use the article sources, drawings, photographs and other material on the development of Art Nouveau in Norway. Archive has a special role: Art Nouveau of Alesund and Norway is documented there.

Norwegian National Art Nouveau centre with its created virtual multimedia exposition has been chosen for cooperation and Alesund partner experience will contribute to the project implementation of the RANC. There will be organised two change of experience trips of Alesund Art Nouveau centre to Riga, and three trips of representatives of project working group to Alesund, Norway.

In order to facilitate the result of cultural heritage available to the public, the project aims to achieve at least the following project outcome indicators:

1. The documentation of the cultural heritage of 1000 units in digital format and set up a computerised database;

2. Organised three virtual museum exhibition space and one multimedia conference room;

3. The designed 10 interactive programmes of the virtual exhibition.

Project „Digitization of the Cultural Heritage of the Riga Art Nouveau Centre and Development of virtual museum” of the results shall be divided in several directions:

- The digital database supplementation and improvement;

- The virtual exhibition programmes periodic updating with data from data bases;

- The home page www.jugendstils.riga.lv information updating;

- Cooperation with the Norwegian National Art Nouveau Centre;

- Creation of the Lifelong Learning Programme by using opportunities of multimedia conference room and the virtual exhibition.

An intangible cultural heritage and cultural diversity is a source of sustainable development. It is essential to pass on to future generations the cultural value system, by improving the urban environment, thus contributing to the economic, social and cultural development. The Virtual museum exhibition will be appropriately maintained and updated in accordance with the concept of the development of the Riga Art Nouveau Centre. Virtual exhibition will be permanent, available to the general audience: the Art Nouveau industry professionals and experts, cultural workers, university teachers, pupils, teachers, students, museum professionals, foreign and Latvian tourists and other interested parties in Latvia, in Europe and in the world.