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From 3D to XR Tourist Experiences

In the presentation, I will present the recent approaches to digital interpretation in cultural heritage, using 3D digitisation and XR technologies. The presentation will be based on past experiences working with several tourism destinations across Slovenia and international Research&Development projects in the framework of Data Space for Cultural Heritage. The presentation will raise the main challenges with regard to 3D digitisation and digitalisation, namely authenticity/accuracy, data sovereignty and lack of skillset in the heritage sector.

Matevž Štraus holds an Erasmus Mundus MSc in Urban Studies (universities in Brussels, Vienna, Madrid and Copenhagen), along with an MSc in Market Communication and a BA in Analytical Sociology from the University of Ljubljana. He has spent the past 10 years working at the intersection of cultural heritage and innovation, leading several award-winning projects. Matevž is the Heritage+ Lead at Arctur (www.arctur.si), where he leads projects in 3D digitisation, 3D reconstruction, and the creation of new digital user experiences (using XR technologies). Matevž is also a director of ID20 Institute (www.id20.si), which develops new approaches to interpreting cultural heritage, mostly related to Idrija miners' houses (www.rudarske-hise.si), Idrija žlikrofi (www.idrijski-zlikrofi.si), and industrial culture (www.betrib.si).

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