Artcast4D Project - Horizon Europe
www.artcast4d.eu

Artcast 4D: Unleashing creativity!

Artcast4D: Unleashing creativity! is a Research and Innovation Action, funded by the European Commission under the **Horizon Europe funding Programme**, that aims to design, develop, and test a global framework for Cultural Creative Industries in Europe for producing efficient, cost-effective software and hardware, multi-user, multi-site, multi-platform non-invasive immersive and interactive users' experiences.

Artcast4D aims to approach culture as an emotionally engaging "**communicative experience**" in public spaces, to test its potential on 4 different pilots and 4 different scenarios. Pilots will showcase the potential of immersive experiences to boost CCIs as a driver of innovation and competitiveness using impact assessment and measurement techniques.

ISSY MEDIA

Issy is one of the major hubs of the Greater Paris Innovation field

ICT is the economical driving force of the city : about 50% of employees and of companies,including Capgemini, China Telecom,Cisco, Microsoft, Orange, Qualcomm; Eutelsat, Canal+, France 24, RFI, Softbank Robotics, Withings…

Issy-les-Moulineaux Pilot Site

- This pilot is a basis for experimentation and validation of the technological platform that the consortium will develop.

- The participants are citizens from the city whether artists as other group of people.

- The goal is to imagine and define a given interactive 2D/3D environment to achieve the creation of new art pieces and new inspirations for local artists and citizens to use technology in culture creation.
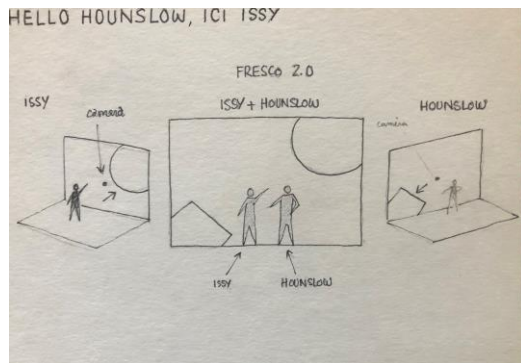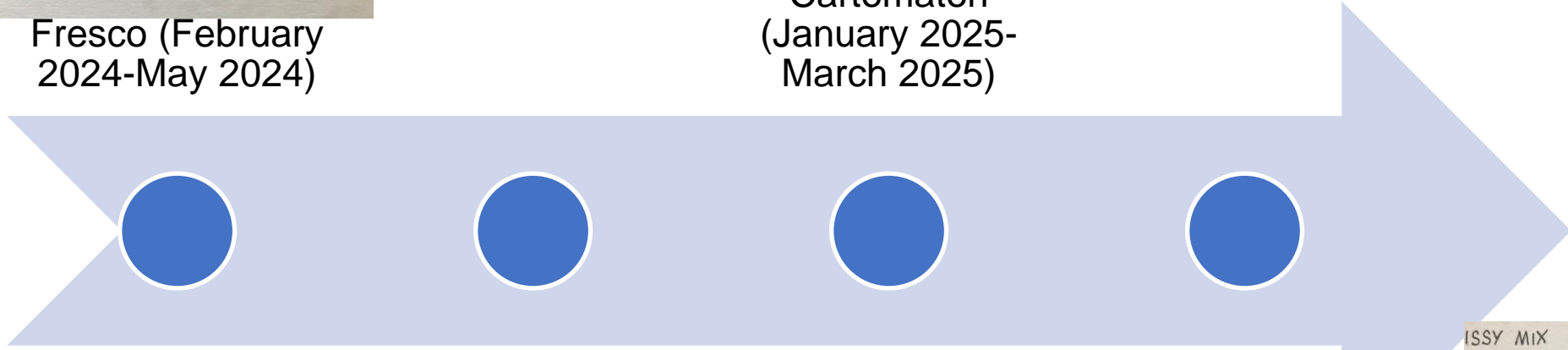
4 main activities
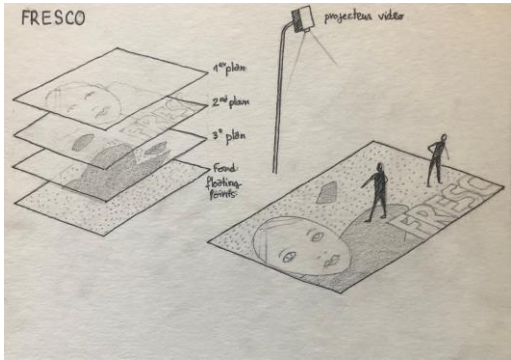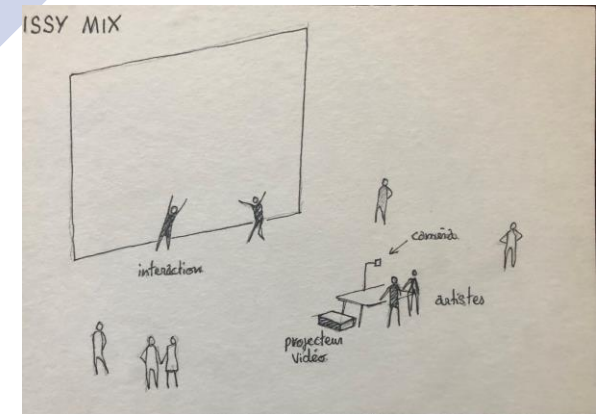

Fresco (February 2024-May 2024)

Cartomaton (January 2025-March 2025)
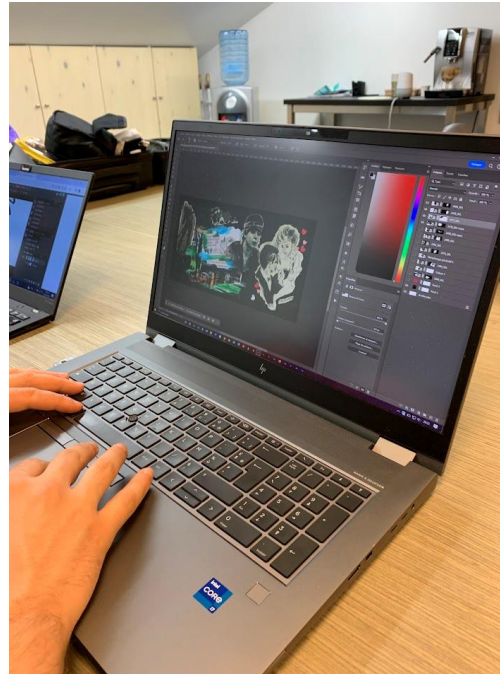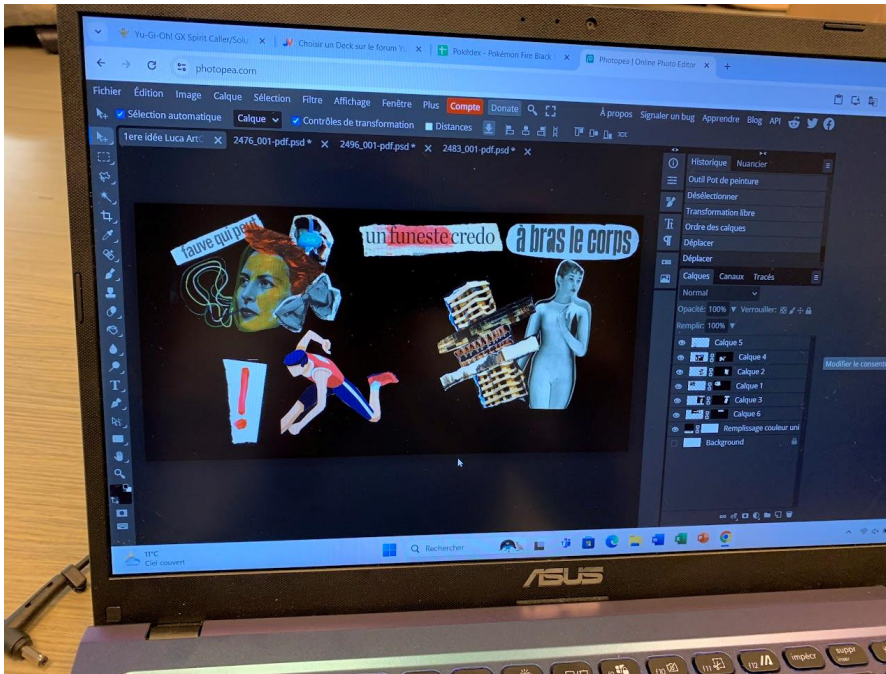

Hello Hounslow, Ici Issy (November 2024)

Live performances (April-May 2025)

Issy-les-Moulineaux pilot – Fresco Workshops started in February 2024

Dissemination in Issy-les-Moulineaux

- Conference held during the 2023 Viva Issy festival with presentation of the project and demonstration of the AAASeed technology at the Museum of playing Cards

- Dissemination plays an important role : The art piece created during the workshops will be exposed in the city centre.

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