



THE BEST IN HERITAGE

Projects of Influence

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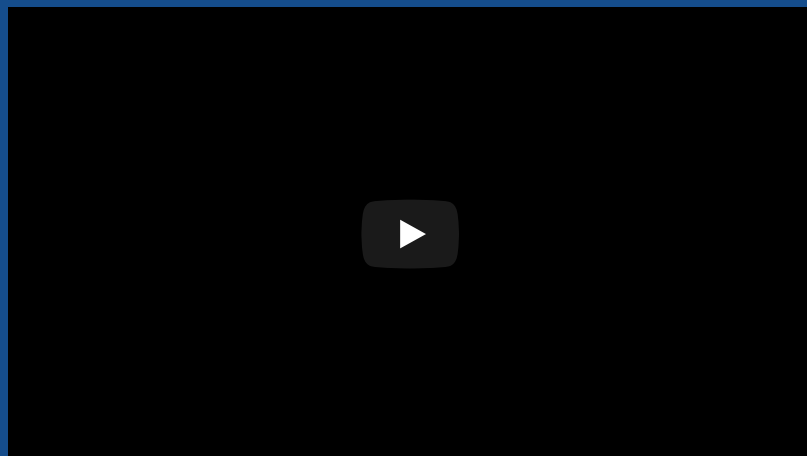
Sydvestjyske Museer: Augmenting the Historic City: Trade and Merchants' Life in Ribe

2016 MUSE Awards / Games and Augmented Reality Gold

How Museum Audience Understands The Past Through Audio-Visual Media

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The town Ribe in Denmark calls itself the oldest town in Scandinavia, as its history can be traced back to around year 700, when Vikings established a marketplace. Today, the town consists of a 10th century cathedral in the midst of many timbered houses.



The Museum of Southwest Jutland owns a complex of trade buildings, of which the oldest dates back to 1582, and works on mediating the city and its buildings' past in a non-obstructive manner.

This happens through a project with two main objectives: Firstly, to examine how especially audio-visual media helps visitors understand the past, and how it links the museum space inside an old

merchant's house with surrounding urban space. Secondly to acquire this knowledge

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we produced an iBeacon location-based mobile application merging exhibition rooms of a 1583 merchant's house with the old town's cultural heritage. Via this app, the old harbour comes back to life via Augmented Reality, the town's role as ox trade assembly point and vibrant markets is experienced through immersive video, animations and interactive 3D models which also communicate building structures and room functions.

The Best in Heritage

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