



Cooltura: social media and augmented reality to approach the Alhambra's culture to tourism

LOCATION: Granada

DURATION: 1'36"

SUMMARY: The Alhambra is one of the three European spaces which are part of the Tag Cloud Project. Its goal is creating digital cultural content to approach culture to visitors through mobile apps. Cooltura is the name of this platform that is being tested in this monument in Granada.

VTR:

The Alhambra in Granada is one of the three cultural spaces in Europe part of the Tag Cloud pilot project. Its goal is developing mobile apps that allow visitors learning culture using games, social media or augmented reality through a platform called Cooltura.

Miguel Páramo
Polytechnic University of Madrid

"Trying to offer interesting stories to users, apps with interactive content, being able to share in social media so the experience becomes more gratifying, more collaborative."

The project is coordinated by the Polytechnic University of Madrid, counting on the collaboration of institutions in Spain, Norway, the United Kingdom, Italy and Germany.

Lucía M^a Pérez
Alhambra Informatics Department

"Due to the characteristics, the diversity of the Alhambra is very important for this project because there are different ways to test the app."

The goal is that visitors have access to personalized cultural contents.

Belén Prados
Alhambra New Technologies
Advisor

"Approaching culture and the cultural heritage to society and to all profiles, personalizing contents."

The first versions of Cooltura are being tested with users. Once tourists have downloaded the app, they will just have to approach their mobile phones to a small panel to have access to contents.

"Today every child knows how to use a tablet or a smartphone, we have to jump on the bandwagon."

TESTER

"I think that mixing culture with technology is good, because it is like inviting teenagers to enter a world that maybe they ignored."

All the information contained in the apps will be stored in the Cloud, so contents can be modified and adapted with no need to update the app.

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