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Social cohesion, Participation, and Inclusion
through Cultural Engagement

D8.10 SPICE video promo

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Project information

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Project website: <https://spice-h2020.eu>

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SPICE consortium

No.	Short name	Institution name	Country
1	UNIBO	ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA	Italy
2	AALTO	AALTO KORKEAKOULUSAATIO SR	Finland
3	DMH	DESIGNMUSEON SAATIO - STIFTELSEN FOR DESIGNMUSEET SR	Finland
4	AAU	AALBORG UNIVERSITET	Denmark
5	OU	THE OPEN UNIVERSITY	United Kingdom
6	IMMA	IRISH MUSEUM OF MODERN ART COMPANY	Ireland
7	GVAM	GVAM GUIAS INTERACTIVAS SL	Spain
8	PG	PADAONE GAMES SL	Spain
9	UCM	UNIVERSIDAD COMPLUTENSE DE MADRID	Spain
10	UNITO	UNIVERSITA DEGLI STUDI DI TORINO	Italy
11	FTM	FONDAZIONE TORINO MUSEI	Italy
12	CELI	MAIZE SRL	Italy
13	UH	UNIVERSITY OF HAIFA	Israel
14	CNR	CONSIGLIO NAZIONALE DELLE RICERCHE	Italy

Document History

Version	Release date	Summary of changes	Author(s) -Institution
0.1	02/03/2023	Release of first script version	UNIBO, CNR
0.2	31/03/2023	Release of first version of the video – internal review	UNIBO
0.3	12/04/2023	Release of second version and contributions from partners AALTO, DMH, UH, IMMA, GVAM, AU	UNIBO; CNR
0.4	21/04/2023	Second review at consortium level, inputs from AALTO, IMMA, UH	UNIBO, CNR
0.5	26/04/2023	Final version released	UNIBO
1.0	28/04/2023	Version submitted	UNIBO

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Executive summary

D8.10 SPICE final video promo consists in a video targeting casual users that, with inspiring images from SPICE research and application activities, and fundamental concepts, communicates the essence of SPICE results. The clip focuses on basic SPICE ideas: the Interpretation-Reflection Loop, the data-centric approach, and Citizen Curation: the citizens that actively engage in curatorial activities in order to learn more about themselves and develop a better understanding of, and empathy for, other communities. This has been shown in inspiring words and project's images that any person could understand, regardless of their technical or academic background.

Process of production of the deliverable

The initial ideas, script, and concept for the film were presented to the SPICE reference persons on March 2, 2023. Following reading and internal discussion among the referents, minor changes were made to the text, then allowing it to move to the next step. Then, in a choral manner, the voiceover and background music, chosen from a selection that the creative department submitted to the referents, have been selected. Once previous details have been finalized, the first version of the video has been released. Discussion among partners resulted in feedback that was reported to the creative department, which in turn released a new version with requested changes, such as changes and refinement of logos, replacement of some images, and duplication of a frame to allow easier reading. The new version was submitted to comments from the reference persons and project partners, who raised new comments about the video, requesting additional technical changes. Most of the requested changes have been incorporated into a new version, without changing the initial structure of the video.

Conclusions

For the making of the video, the creative department has made choices by following a clearly visible pattern in the structure of the video, and has made explicit the message to be conveyed. In the following, we report the standards and criteria that the creative department used in making the video:

- As a general premise, the first criterion for choosing the footage used in the video was compliance with the specifications in terms of resolution and quality: first and foremost, we discarded all shared material that was not video, in full Hd (1920x1080 pixels) or in horizontal format.
- Starting from a high-level concept as the main message of the video (Art can help us understand the world around us), in the first seconds (06" - 11") we included generic footage to immerse the viewer in the semantic field of visual art enjoyed through museum entities.
- In the seconds to follow (12" - 42"), we wanted to bring forward the projects, focus groups and audiences, towards which they are oriented (children, people with disabilities, the elderly, etc.), as well as the different ways in which technology is used to facilitate experience and accessibility.
- The final part of the video explicitly tells more detailed and technical aspects of the project (cultural heritage, partners, technology).
- With respect to the signs in graphics, in the opening (0" - 05") and closing (57" - 1') we dedicated two frames to the SPICE project logo and EU emblem. In the closing, a recap with the logos of the partners who contributed to the project is shown.

Link to the video

The video is available on the SPICE YouTube channel at this link:

https://www.youtube.com/watch?v=gn7JI4EEG84&ab_channel=SPICEProject

Annexes

Final Script

“Humanity is hard to explain.

We are capable of creating beauty;
sharing.

At the same time, we have also failed to
Connect,
pretending as if other realities or opinions didn't exist.

We believe that **art** has the power
to evoke **emotions** and **values,**
showing us perspectives we had never considered.

Through **art,** we can learn about the world around us

Thanks to cultural heritage,
New immersive technologies
And the expertise of fifteen partners around Europe,
We are designing new ways to make people
Connect.

At Spice, we foster diverse participation in culture;

Because we believe
that art has the power
to make things Change.”

The images and videos that were used in the video partly are materials provided by the partners,
and partly were selected by the creative team from an image licensing platform.