

Digital Journey across Musical Places in Europe and Extended Realities

WHAT'S PLACEMUS XR?

**MUSIC IS NOT ONLY THE ART OF TIME.
IT IS ALSO THE ART OF SPACE.**



PlaceMUS XR is a European research and innovation project that transforms how we experience musical heritage. Instead of presenting music as archival content, the project creates immersive, interactive journeys where sound, architecture, landscape, memory, and storytelling harmonize.

By combining Virtual Reality (VR), Augmented Reality (AR), immersive sound design, 3D environments, story maps, and user analytics, PlaceMUS XR enables users to explore Europe's musical heritage both remotely and on-site.

The project envisions Places of Music as Extended Realities — living scores where spatial, acoustic, social, and historical contexts form the ensembles in which musical events find their fullest resonance.



Users can:

- ◆ Create, share, and reuse interactive content
- ◆ Explore immersive 3D soundscapes
- ◆ Navigate story-driven musical itineraries
- ◆ Experience music in its architectural and cultural setting

PROJECT VISION

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PlaceMUS XR turns musical heritage into a living theatre of exploration.



FROM ARCHIVE TO EXPERIENCE



FROM OBJECT TO SOUNDSCAPE



FROM STATIC DISPLAY TO IMMERSIVE JOURNEY

ECHOES & THE EUROPEAN CULTURAL HERITAGE CLOUD

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PlaceMUS XR integrates its tools and datasets into the European Collaborative Cultural Heritage Cloud (ECCCH), within the framework of the ECHOES initiative.

The project adopts interoperable ontologies and shared standards to ensure:

- ◆ Open access
- ◆ Reusability
- ◆ Cross-institutional collaboration
- ◆ Long-term digital sustainability

By contributing to the Cultural Heritage Cloud, PlaceMUS XR supports the creation of a shared European digital ecosystem for research, preservation, and innovation.

Find out more about ECHOES on the website:

www.echoes-ecch.eu



NUMBERS OF THE PROJECT

11

BENEFICIARY PARTNERS

3

ASSOCIATED PARTNERS

6

COUNTRIES INVOLVED

11

DIGITAL TOOLS & WEB SERVICES**AT LEAST**

7

MUSICAL ITINERARIES

48

MONTHS DURATION

METHODOLOGY

PlaceMUS XR adopts a strongly interdisciplinary methodology integrating:

- ◆ Musicology and Humanities
- ◆ Social Sciences
- ◆ Acoustics and Engineering
- ◆ Artificial Intelligence
- ◆ Digital Heritage and XR Technologies
- ◆ User Studies and Accessibility Research

Musical forms are contextualised within places through historical sources, live and recorded performances, archival materials, and tangible traces of musical culture still echoing in urban environments.



THE EXPERIENCE UNFOLDS ACROSS THREE COMPLEMENTARY SCALES:



TERRITORIAL LEVEL

Interactive georeferenced cartography combining space, time, and semantic layers.



SITE LEVEL

Interactive 360° environments enriched with sonic and temporal dimensions.



DETAILED LEVEL

Immersive VR spaces with spatialised sound to explore architectural-acoustic relationships and emotional impact.



Accessibility and inclusivity are central:

Tools are designed for diverse audiences, including users with limited technical resources or disabilities.

OPEN & INTEROPERABLE

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- ◆ Open data principles
- ◆ Shared Knowledge Base
- ◆ Heritage Digital Twin Ontology
- ◆ Scalable & reusable tools

TOOLS ECOSYSTEM

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A complete production pipeline for immersive musical heritage.

**CREATION****VISUALISATION****INTERACTION****ANALYTICS****ACCESSIBILITY****SOUND COMMUNICATION DESIGN**

IMPACTS

PlaceMUS XR expands access to Europe's musical heritage and establishes sonic heritage as a fundamental research and cultural dimension.

The project generates impact across multiple sectors:

- ◆ Museums and Cultural Institutions
- ◆ Creative and Cultural Industries
- ◆ Educational Institutions and Conservatories
- ◆ Tourism and Territorial Promotion
- ◆ Policymakers and Cultural Stakeholders

By complementing traditional visual approaches with listening-based experiences, PlaceMUS XR tunes into new layers of meaning rooted in soundscapes, narratives, and oral traditions.

Curators and designers can rehearse exhibition layouts and sound diffusion strategies in virtual environments before physical implementation.



EXPECTED BENEFITS

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STRONGER CULTURAL TOURISM

2

CROSS-SECTOR KNOWLEDGE TRANSFER

3

INNOVATIVE MUSEUM DESIGN

4

INCLUSIVE AND MULTISENSORY ENGAGEMENT

5

SUSTAINABLE OPEN-DATA MODELS



ABOUT THE CONSORTIUM

PlaceMUS XR brings together a highly interdisciplinary consortium combining expertise in SSH and STEM domains: musicology, arts, ontology, acoustics, artificial intelligence, engineering, XR technologies, and digital storytelling.

The consortium includes:



RESEARCH INSTITUTIONS



UNIVERSITIES



CREATIVE INDUSTRIES



CULTURAL FOUNDATIONS



HERITAGE ASSOCIATIONS



The project is coordinated by
CNR – National Research Council of Italy,
with partners from:

- ◆ Italy
- ◆ United Kingdom
- ◆ France
- ◆ Hungary
- ◆ Poland
- ◆ Georgia



PARTNERS



Consiglio Nazionale delle Ricerche
Italy (Coordinator)



Ministero della Cultura
Italy



Fondazione CHANGES
Italy



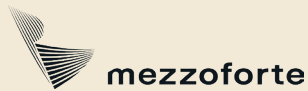
Centre National De La Recherche Scientifique
France



Ministère de la Culture
France



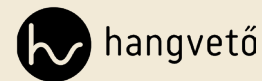
Université De Tours
France



Mezzo Forte
France



The Open University
United Kingdom



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Hungary



Georgia Folk Life
Georgia



3D Research Srl
Italy



SD Cinematografica
Italy



Politechnika Krakowska
Poland

ASSOCIATED PARTNERS



Museo del Violino
CREMONA
Museo del Violino
Italy



Comune di Bologna, Museo Internazionale e Biblioteca della Musica
Italy



Complesso Monumentale e Biblioteca dei Girolamini
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