

Kulturarv i nya former
Old Heritage in New Clothes

Pilot project for Nordic Handscape

National Board of Antiquities
Finland



Introduction

Nordic Handscape –project aims to evaluate and develop possibilities of using mobile technologies and location-based digital services for sharing information about cultural heritage. This document is the project plan for the Finnish national pilot project for Nordic Handscape.

The pilot project of the National Board of Antiquities for Nordic Handscape is planned with the following general guidelines:

- the target audience of the pilot project shall be as broad as possible
- the pilot project shall attract new user groups
- the pilot project shall be contentually innovative
- the pilot project shall focus on the user
- the pilot project shall be interactive
- the pilot project shall operate on different levels of perspective

Objectives of the national pilots

The national pilots will help us to evaluate mobile devices and technologies in disseminating cultural content to different user groups and on different environments and platforms. The pilots will use existing mobile technologies with new cultural content. Each work package uses a different approach to mobile cultural heritage, from small scale environments to large areas and from simple guides to content-rich narratives.

The pilot project of the NBA is divided into two work packages (WP 2-3), which will each give a different angle to the national pilot. The first work package(wp2) will have a wider geographical extent and will present and give information about archaeological sites worth a visit in southern Finland. The second work package will operate in and around a specific place, the Louhisaari manor in south-western Finland, and use mobile devices to give visitors different experiences of the site through specialised narratives.

Evaluation

From each work package an evaluation will be made of the users' experience and the possibilities of developing the pilots into permanent services. The evaluation methods for each WP will be described under the WP:s. The user evaluation will include an appraisal of the technical operability of the application, an evaluation of the added cultural value, an evaluation of the use costs and an evaluation of the learning experience. The project evaluation will include a summation of these and an appraisal of the pilots in relation to new user groups, economical viability and sustainability of the applications.

Links to other projects

The primary link will be to the ACCU-project (Culture 2000-program), which uses the Louhisaari manor as the focal point of the national project. The ACCU-project is dedicated to usability and accessibility issues of cultural heritage. WP3 of Nordic Handscape Finland will operate in close co-operation with ACCU project, co-ordinated by the National Board of Antiquities.

WP2 will evaluate the possibilities to co-operate and share information with MuseoSuomi/KulttuuriSuomi project of HIIT (Helsinki Institute of Information Technology).

National Work Packages WP2-3

WP2: Archaeological visits

The maintenance of archaeological sites in Finland is the responsibility of the Section for Site Management of the National Board of Antiquities. The maintenance of the archaeological heritage involves the care and maintenance of archaeological sites and their environment, as well as the planning and organization of the use of the site areas. Its purpose is to bring out the elements of culture history in the contemporary landscape, and to ensure their preservation in the future. Managed and well cared-for archaeological sites help heighten the identity of the local population and strengthen their commitment to their home region.

There are a large number of interesting archaeological sites in Finland that can be taken advantage of in tourism and recreation. For example Käräjämäki in Eura, Linnamäki in Porvoo, and Rapola in Valkeakoski are familiar tourist attractions. All in all there are ca. 350 maintained sites in Finland. They range in size from solitary burial cairns covering a few square metres to occupation sites or hill forts covering several hectares. A majority of them is situated in southern Finland. Most of the sites are situated outside settled areas and most of them are not equipped with signs. This presents an additional challenge to location services.

For the WP2 national pilot, archaeological sites are presented through mobile GSM positioning or



GPS positioning using WAP-enabled mobile phones. Information is provided from a database of archaeological visit sites at the NBA. Sites can be searched by the user in relation to the position of the mobile device, or through a set of search criteria. The application will give either a textual SMS driving direction to the site and/or a map service will provide a map of the location of the site for WAP-enabled devices. Basic information of the selected site is available from the database.

The Rapola hill fort stands on a bulge in the ridge some 400 metres long and 200 metres wide. Using this natural structure as a foundation, the Iron Age occupants built a kilometre-long encircling wall. Although the log ramparts have long disappeared, their stone and sand foundations still remain.

For selected sites (5-10), further information will be available. This information will present the most important aspects of the sites *in situ*, for example during the visit of the Rapola Iron Age hill-fort, the user can request a reconstruction picture to be sent as an MMS message to his/her mobile phone at a specific point in the area during the visit. This point will be indicated by a signpost. The mobile application will give the user the opportunity to request further information of the site to a mobile device. All further information can be requested to be sent to any given e-mail address as a PDF compilation.

WP2 pilot is aimed for users interested in archaeological sites. The information available will be adjusted to an interested adult public. Most of the sites are accessible only by car, and most of the sites are not suitable for very young or elderly people or for people with physical handicaps.

For the pilot phase evaluation, named test users will be used for evaluation of the pilot. Possibility of feedback will be arranged as user questionnaires.

WP3: A Walk in the Park/Louhisaari manor

Louhisaari manor is situated in SW Finland, in the parish of Askainen. Nothing certain is known about Louhisaari's buildings before the completion of the present main building in 1655. The Louhisaari group of buildings is one the very few examples in Finland of the palatial architecture of the Late Renaissance which was characterised by the strict symmetric arrangement of the buildings and the plan.

After belonging to the Fleming family since the 15th century, Louhisaari manor was in 1795 bought by the Mannerheim family, which owned it until 1903. The Marshal of Finland C.G.E. Mannerheim was born at Louhisaari in 1867. The castle is surrounded by an English landscape park.



The present shore pavillion was built after the design of A. F. Granstedt in 1825.

Louhisaari manor is visited by thousands of visitors each year. They are given a guided tour inside the castle. Most of the visitors are elderly or adults. The park of the manor is not included in these tours, since time doesn't allow the groups to be taken to the park, but it is nevertheless accessible to visitors. Since the area is a protected cultural heritage site, virtually no constructions can be made in the park.

The WP3 national pilot will concentrate on the park of Louhisaari manor. The pilot will be a downloadable guide to the area. The user can select between three different narratives: a regular guide, a guide to the botanical interests of the area and a children's adventure guide. The first two guides will have an active map interface with analogous signposts in the park. The user will navigate the interface by accessing the information for each "hot-spot" in the park. The narrative will consist of text (possibly provided alternatively as audio) and pictures, giving a guided tour of

the park. The children's guide can be navigated by solving clues that point to the locations of the next hotspot.

The aim of the pilot is to make accessible the park which cannot be guided regularly. The pilot also seeks to attract new user and visitor groups to the site.

Evaluating the impact of the pilot project at Louhisaari will be achieved through open possibility of user feedback questionnaire at the end of all itineraries and periodical, more comprehensive interviews.

Timetable

The provisional timetable for the pilot project is following:

Formulation of detailed plans	summer/autumn 2004
Consultation and technical execution	winter 2004 - spring 2005
Testing	summer 2005
Launching	autumn 2005

Organisation

The project will be supervised by a project group. The project group consists of Vesa Hongisto (Knowledge management centre), Pirjo Hamari/Miikka Haimila (Knowledge management centre), Helena Edgren (Museums and Exhibitions), Mirja Miettinen (Section for site management), Pirjo Uino (Department of Archaeology) and Ulla Saimela (ACCU project). Vesa Hongisto will act as a project manager.