



iHERITAGE is an ENI CBC MED project.

OBJECTIVE

To support technological transfer and commercialization of new AR/VR tools aimed at enhancing the access to Mediterranean UNESCO cultural heritage.

WHO WILL BENEFIT?

- 300 researchers and ICT specialized staff
- 300 employees from public authorities
- 6,000 NEETS, young people and women
- 10 million tourists
- 2 million general end users
- Managers and staff of UNESCO sites
- Universities, researchers, SMEs and spin-offs

EXPECTED ACHIEVEMENTS

- 18 research agreements among universities, researchers and SMEs
- 6 new training programs
- 76 new innovative products/services
- Creation of the Regional Centre for Safeguarding and Valorization of Mediterranean Intangible Cultural Heritage (CRESPIEM)

WHAT WILL BE IMPROVED?

iHERITAGE will foster the creation of innovative AR/VR/MR contents related to some of the world's most outstanding tangible and intangible cultural heritage. It will also increase entrepreneurial capacities of young people, public institution staff and researchers through training courses. In the long term, iHERITAGE will lead to the creation of a regional centre dedicated to Intangible Cultural Heritage of the Mediterranean region and of the first ICT Cluster of Mediterranean UNESCO cultural heritage.



The Chamber of Commerce Industry and Agriculture of Beirut and Mount Lebanon (CCIA-BML) is a non-profit private organization working for the public benefit.

CCIA-BML represents the interests of the private sector, contributes to the formulation of economic policies and to the elaboration of legislation that impacts business activity, develops partnership and dialogue between the business sector and the government. The Chamber provides a broad array of services to enterprises: consular services, carnets ATA and TIR, training, economic reports, business development projects, matchmaking events, business delegations, and arbitration and mediation.

CCIA-BML partner n° 10 in the project

Project Website :
<https://www.enicbcmed.eu/projects/iheritage>

Local Website :
<https://iheritage.ccib.org.lb>

Email:
information@ccib.org.lb

Phone:
00961-1-353190



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company/iheritage-med-platform



channel/UCIEMkokoMzso32F maqm-EJA



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iHERITAGE will provide new solutions through an innovation-driven growth process to promote cross-border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest Information and Communication Technologies (ICT).

The project will address socio-economic challenges at cross-border level through the active involvement of young people, women and NEETs.

The project will support collaborations among universities, SMEs, start-ups and spin-offs devoted to the creation of AR/VR/MR products. Eventually, iHERITAGE will improve access to UNESCO cultural heritage, on site and off site.



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UNESCO HERITAGE SITES IN LEBANON



ANJAR

The city of Anjar was founded by Caliph Walid I at the beginning of the 8th century. The ruins reveal a very regular layout, reminiscent of the palace-cities of ancient times, and are a unique testimony to city planning under the Umayyads.

Anjar is an example of an inland commercial centre, at the crossroads of two important routes: one leading from Beirut to Damascus and the other crossing the Bekaa and leading from Homs to Tiberiade. The site of this ancient city was only discovered by archaeologists at the end of the 1940s. Excavations revealed a fortified city surrounded by walls and flanked by forty towers.

Anjar was never completed, enjoying only a brief existence. In 744, Caliph Ibrahim, son of Walid, was defeated and afterwards the partially destroyed city was abandoned. Vestiges of the city of Anjar therefore constitute a unique example of 8th century town planning. Built at the beginning of the Islamic period, it reflects this transition from a protobyzantine culture to the development of Islamic art and this through the evolution of construction techniques and architectural and decorative elements that may be viewed in the different monuments.



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This Phoenician city, where a triad of deities was worshipped, was known as Heliopolis during the Hellenistic period. It retained its religious function during Roman times, when the sanctuary of the Heliopolitan Jupiter attracted thousands of pilgrims. Baalbek, with its colossal structures, is one of the finest examples of Imperial Roman architecture at its apogee.

The city of Baalbek reached its apogee during Roman times. Its colossal constructions built over a period of more than two centuries, make it one of the most famous sanctuaries of the Roman world and a model of Imperial Roman architecture. Pilgrims thronged to the sanctuary to venerate the three deities, known under the name of the Romanized Triad of Heliopolis, an essentially Phoenician cult (Jupiter, Venus and Mercury).

The importance of this amalgam of ruins of the Greco-Roman period with even more ancient vestiges of Phoenician tradition, are based on its outstanding artistic and architectural value. The acropolis of Baalbek comprises several temples. The Roman construction was built on top of earlier ruins which were formed into a raised plaza, formed of twenty-four monoliths, the largest weighing over 800 tons.



BAALBEK



TYRE

Located on the southern coast of Lebanon, 83 km south of Beirut, the antique town of Tyre was the great Phoenician city that reigned over the seas and founded prosperous colonies such as Cadiz and Carthage and according to legend, was the place of the discovery of purple pigment.

From the 5th century B.C., when Herodotus of Halicarnassus visited Tyre, it was built for the most part on an island reportedly impregnable, considered one of the oldest metropolises of the world, and according to tradition founded in 2750 B.C. Tyre succumbed to the attack of Alexander of Macedonia who had blocked the straits by a dike. First a Greek city, and then a Roman city were constructed on this site, which is now a promontory.

Tyre was directly associated with several stages in the history of humanity, including the production of purple pigment reserved for royalty and nobility, the construction in Jerusalem of the Temple of Solomon, thanks to the material and architect sent by the King Hiram of Tyre; and the exploration of the seas by hardy navigators who founded prosperous trading centres as far away as the western Mediterranean, that ultimately assured a quasi-monopoly of the important maritime commerce for the Phoenician city. The historic role of Tyre declined at the end of the period of the Crusades.



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