

EUreka3D and EUreka3D-XR

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Project Coordinator
PHOTOCONSORTIUM

26 September 2025

Image: courtesy of CUT Cyprus University of
Technology



EUreka3D initiative

- **EUreka3D (2023-2024)** and **EUreka3D-XR (2025-2026)** are two projects coordinated by Photoconsortium International Association and co-funded by EU under the Digital Europe Programme
- EUreka3D focused on supporting CHIS with 3D digitisation, promoting **quality** and developing a **European based digital infrastructure**
- EUreka3D-XR continues the initiative with a focus on **transforming cultural contents** (e.g. 2D, 3D, video, texts, maps, stories) into **compelling narratives and extended reality (XR) scenarios**
- 12 partners from 8 EU countries and Switzerland participate in EUreka3D-XR

Promoting quality of 3D digitisation

The 3D Digitisation Guidelines are available for free download from the Eureka3D website

The Online Course is going to be accessible on the Europeana Learning Platform

Webinars, presentations and ad-hoc consultancy are delivered to Cultural Heritage Institutions (CHIs)

3D Digitisation Guidelines: Steps to success

A guide and a course based on the EU VIGIE Study on quality in 3D digitisation of tangible cultural heritage

DOWNLOAD
GUIDELINES



JOIN THE
ONLINE COURSE

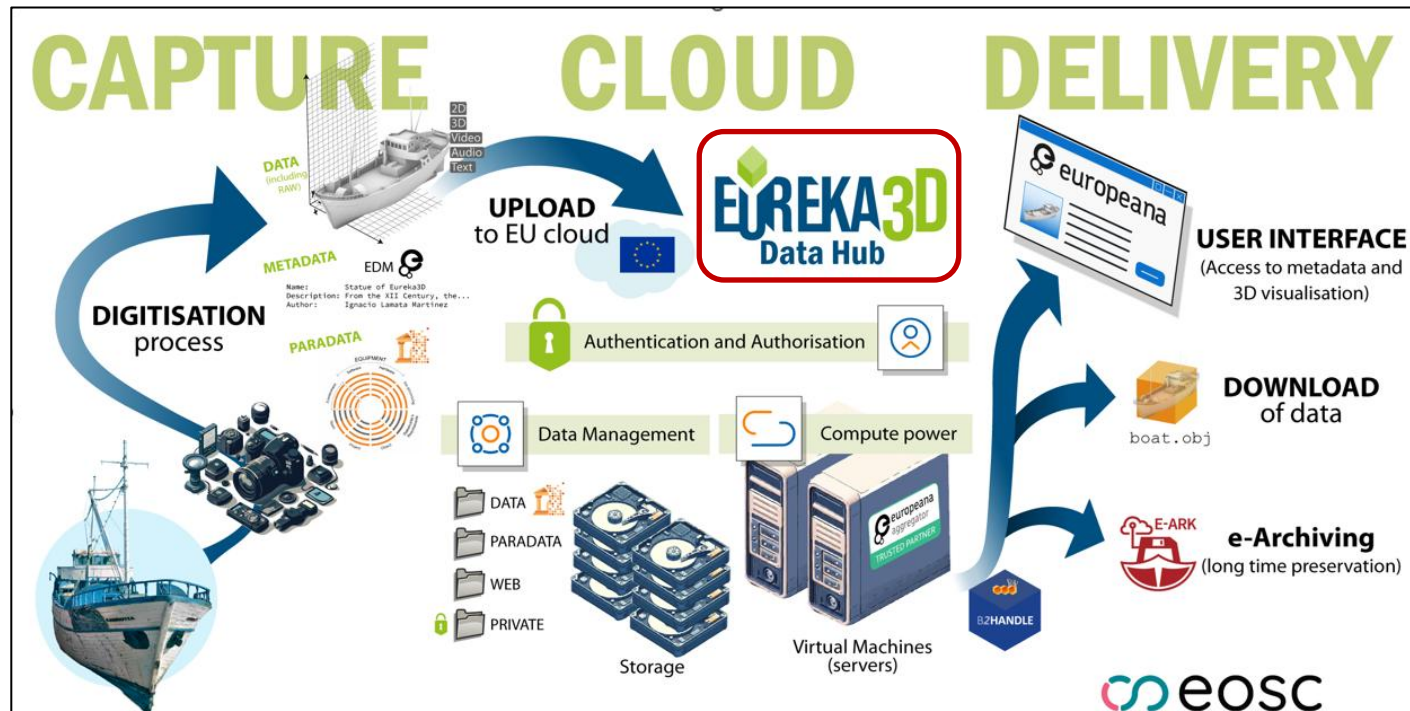


The Lambousa Fishing Trawler. EU BIA and UNESCO Chairs on Digital Cultural Heritage - Cyprus University of Technology. With the support and cooperation of the Municipality of Limassol

European based digital infrastructure for 3D cultural contents

EUreka3D Data Hub
services:

- Safe storage
- Federated AAI (Authentication and Authorisation Infrastructure)
- PIDs
- 3D viewer
- Interoperability with europeana.eu



Transforming digital contents into user experiences

Reimagining Culture in 3D and XR
Hybrid Capacity Building Event

SAVE THE DATE!
26 September 2025
10am - 1pm CET
In Brussels and online

MORE INFO



EUREKA3D XR European Union's REKconstructed content in 3D to produce XR experiences

Co-funded by the European Union

Driving digital transformation in Cultural Heritage Institutions
Online Training Programme

SESSION 1 - 19 November 2025
Heritage Policies and strategies for the digital transformation of practices

SESSION 2 - 26 November 2025
The impact and transformative power of Digital Cultural Heritage

SESSION 3 - 3 December 2025
Good practices and experiences for creation, access and re-use

Three weekly appointments
19/11/2025
26/11/2025
03/12/2025

3 - 3.45pm CET
Keynote speech

4 - 5pm CET
Interactive working session



Co-funded by the European Union

INTERNATIONAL CENTRE OF DIGITAL CULTURE

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EUREKA3D XR

EUREKA3D-XR supports the common European data space for cultural heritage led by Europeana Foundation.

The goal of the project is to deliver:

- **5 open-source digital tools for the data space** to reuse 3D digital content
- **3 use-cases and XR scenarios** to demonstrate within concrete applications benefits and success stories realized with the EUREKA3D-XR tools
- **New contents in the data space:** a rich corpus of open access digital cultural contents, editorials and training resources
- A programme of **capacity building** events and activities

The 5 new tools of EUReka3D-XR

AR TOUR BUILDER

Online tool for creating custom AR tours, retrieving 3D objects from Cultural Heritage repositories and associating them with locations on a map.

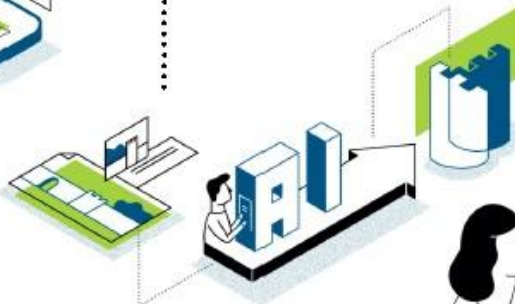


AR TOUR EXPERIENCE

Mobile app that allows visitors to experience phygital tours, superimposing 3D digital objects onto the physical world.

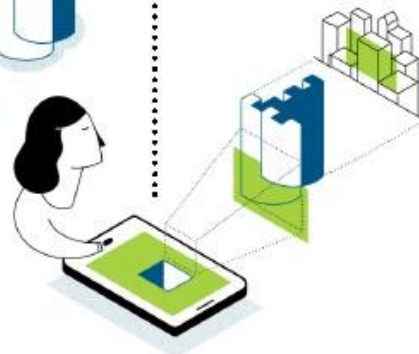
AI 3D BUILDER

3D Modelling software pipeline that reconstruct cultural heritage sites using AI technologies, digital photo and archival documents.



3D XR STUDIO

Web tool for creating XR/AR experiences using a range of predefined layouts for UX and UI.



AVATAR BUILDER

AI-based tool to create the digital representation of human characters that interact with visitors of cultural heritage sites.

The 3 XR scenarios of EUreka3D-XR

The 5 tools are used in three demonstration scenarios, that serve as a proof of concept, case studies and inspirations for other Cultural Heritage Institutions to create their XR storytelling.

SHOWCASE SCENARIOS

GIRONA (CAT)

The virtual visualisation of the middle-ages walls of the city of Girona.



BIBRACTE (FR)

The AR narrative of the hidden side of the Bibracte archaeological site.



PAPHOS (CY)

The creation of a new life of Saint Neophytos Englystra in Cyprus in the virtual space.



Girona walls: virtual visualization

CRDI, research centre of the Municipality of Girona, uses the AI 3D Builder and the 3D XR Studio by Swing.it, to produce the virtual visualisation of the middle-ages walls of the city of Girona:

- Scientifically accurate
- Based on archival records
- AI-assisted 3D modelling
- VR tour + walking tour in Girona city



Bibracte: seeing the invisible

The research centre of Bibracte archaeology site uses the AR Tour Builder and the AR Tour Experience by NTUA, the National Technical University of Athens, to enhance the visitors experience in the archaeological site:

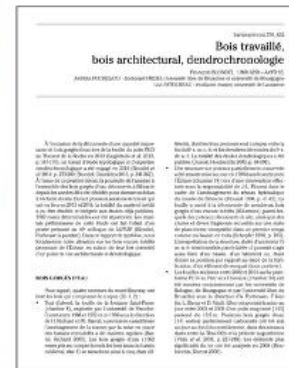
- Geolocated AR experiences
- Points of interest in the Bibracte open air site
- 3D models, reconstructions and additional information

The PC14 Well

Narrative: Wood & Archaeology



Audio presentation of the 3D model of a turned maple cup



Cyprus: meeting Saint Neophytos

CUT, Cyprus University of Technology, uses the Avatar Builder by MIRALab, spinoff of MIRALab laboratory at the University of Geneva, to create a new life of Saint Neophytos in the virtual world :

- VR experiences
- MR experiences where visitors meet the avatar of Saint Neophytos in the location of the Englystra, listening to the stories of the Saint and his monks



EUREKA3D and EUREKA3D-XR support the data space

EUREKA3D initiative supports the common European data space for cultural heritage led by Europeana Foundation:

- **EUREKA3D Data Hub** participates in the data space (OAI-PMH interface, embedded 3D viewer, ready to meet the Europeana Data Model EDM extension).
- **EUREKA3D-XR tools** interoperate with the data space to access 3D digital content and produce XR experiences
- **EUREKA3D-XR scenarios** promote the data space demonstrating concrete innovative XR applications
- EUREKA3D and EUREKA3D-XR provide **new contents in the data space**, including a rich corpus of open access digital cultural contents and editorials
- EUREKA3D and EUREKA3D-XR deliver a programme of **capacity building** events and activities to share knowledge and **build competence** on cultural heritage digitisation

Upcoming online Training Programme registrations open

Driving digital transformation in Cultural Heritage Institutions Online Training Programme

SESSION 1 - 19 November 2025

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of practices*

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and then, Save the date!
Demonstration of the EUREKA3D-^{XR} pilots
Girona 29 January, 2026

Thank you!



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DATA SPACE FOR
CULTURAL HERITAGE

Official Media Partner

DIGITAL **CULTURE**
www.digitalmeetsculture.net



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www.eureka3d.eu



Image: courtesy of Bibracte