

## **Project „Second life. Digitalisation and promotion of digitalised heritage via New Media - best practice exchange between museums from Liechtenstein, Norway and Poland”**

The digitalisation of works of art and historical artefacts is being carried out in museums all over the world and involves the use of considerable public funds spent on this purpose. Yet the importance and necessity of digitalising cultural objects is indisputable.

While we are aware of the potential of digitized images in promoting the culture of a country or region, and the significant role they could play – if properly displayed – in attracting visitors and tourists, we realize that the public does not take advantage of them as frequently as museum experts, municipal authorities and tour operators would wish.

This was the origin of the idea for the project **“Second life. Digitalisation and promotion of digitalised cultural heritage via New Media”**, which was aimed at exchanging best practices in digitalisation and promoting digital images, as well as providing these images with “second life” by unlocking the tremendous potential offered in this area by modern technologies and social media.

The Project participants included experts from the National Museum in Krakow, the Bergen City Museum, and the National Museum in Liechtenstein, as well as specialists and employees of cultural and academic institutions from Liechtenstein, Norway and Poland.

The results of our work are presented in this brochure. We sincerely hope that it will become an inspiration for promoting digitalised cultural resources, as although heritage is an expression of creative endeavours of past generations and documents the past, it was created for the future in order to serve it.

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