PRESS RELEASE — KICK-OFF MEETING PLACEMUS XR

Cremona, 18–19 November 2025

PlaceMUS XR aims to redefine how musical heritage is experienced across Europe, connecting sound, history, architecture, museum objects and storytelling through innovative digital technologies. The project brings together leading institutions to build virtual and augmented reality accessible experiences that reveal the cultural landscapes of European music.

PlaceMUS XR: *Digital Journey Across Musical Places in Europe and Extended Realities* begins in Cremona on the 18 th – 19th of November, as the Museo del Violino in Cremona hosted the Kick-off Meeting of this new Horizon Europe project coordinated by CNR ISPC. The initiative brings together 13 partners from Italy, France, the United Kingdom, Hungary, Georgia, and Poland to develop advanced digital tools enabling users to explore, document, and experience Europe's "places of music" through extended realities, interactive storytelling, and immersive technologies.

A European Project to Rediscover the Places of Music

Funded under Horizon Europe (call HERITAGE-ECCCH-01-04 – "A European Collaborative Cloud for Cultural Heritage – Innovative tools for high-value interactions with visitors and heritage objects"), PlaceMUS XR aims to create next-generation digital applications that weave together musical events, historical contexts, material and intangible heritage, and the physical sites connected to European musical culture.

A project implemented in close synergy with the Cultural Heritage Cloud (ECCCH) and its ecosystem of ongoing research initiatives.

The project integrates:

- Multi-layered storytelling based on musical repertories, musical scores, chronicles, images, instruments, letters, and historical sources
- Geographical mapping of musical sites and thematic itineraries
- Acoustic reconstructions and spatial-sound simulations

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- Involvement of professional musicians and students of European Conservatories as players in places of music, audio-visually recorded
- VR/AR experiences and multimedia content available online and on-site
- Full integration with the Cultural Heritage Cloud (ECCCH)

In this initial phase, PlaceMUS XR will develop seven thematic itineraries, each comprising interactive 3D content, advance 360° visualizations, immersive soundscapes, and narrative experiences representing the diversity of European musical heritage.

The digital tools will be developed to enable the creation and integration of new contents and paths in the future, by museum curators, researchers, creative industries, students, educators, stakeholder.

Two Days of Exchange and Vision at the Museo del Violino

The inaugural meeting took place in the renowned Museo del Violino, an international reference point for string instrument craftsmanship and an associated partner of the project, as well as one of the key case studies selected for the first round of itineraries.

The two-day meeting brought together researchers, cultural institutions, and creative industry professionals in an interdisciplinary dialogue on the future of musical heritage in the wide domain of digital cultural heritage.

Following the welcome by Virginia Villa, General Director of the Museo del Violino, Eva Pietroni, Research Director at CNR ISPC and Coordinator of PlaceMUS XR, opened the working sessions.

The two-day program featured institutional contributions, technical presentations, and collaborative discussions, including:

- A keynote session by representatives of the European Commission
- A presentation of the Cultural Heritage Cloud (ECCCH) by the ECHOES Coordinator
- The first meeting of the Stakeholder Advisory Board
- Presentations by the partners and their institutions

The second day focused on the project goals, methodologies and expected impacts, on Work Packages, operational planning, communication strategies, and the first implementation steps. The meeting concluded with a guided visit of the

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Museo del Violino and an exploration of the unique acoustics of the Giovanni Arvedi Auditorium.

The Museo del Violino as a Key Case Study

As highlighted in the museum's official communication, the Museo del Violino stands out for its synesthetic and cross-media approach to accessibility, innovation, and visitor experience—an approach fully aligned with the aims of PlaceMUS XR. Its exhibitions, multimedia installations, and collaborations with research institutions make it an ideal context for testing immersive tools and narrative frameworks developed within the project.

Quotes

"*I hope that PlaceMUS XR will raise awareness of the importance of integrating musical heritage and historical soundscapes into digital cultural heritage research. Our ambition is to create innovative, open, and accessible digital tools that generate new itineraries of musical places across Europe.*" - Eva Pietroni, Research Director at CNR ISPC and Coordinator of PlaceMUS XR

"*Technology can be a powerful enabler for an inclusive society, designed to value differences, remove barriers, and make the world accessible to everyone. Museums—vibrant ecosystems of people, stories, and communities—can evolve into emerging paradigms that respond to contemporary societal needs through new cultural experiences, supported by projects such as PlaceMUS XR.*" - Virginia Villa, General Director, Museo del Violino, Cremona

About PlaceMUS XR

PlaceMUS XR – Digital Journey across Musical Places in Europe and Extended Realities
HORIZON-CL2-2024-HERITAGE-ECCCH-01-04
Coordinator: CNR ISPC (Italy)
Start: October 2025 — Duration: 48 months
PlaceMUS XR develops innovative digital tools to explore and reinterpret Europe's musical heritage through immersive experiences, acoustic simulations, VR/AR

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environments, and multi-layered narratives. All tools, datasets, and applications will be open source, follow ECCCH guidelines and FAIR principles.

Consortium

Main Partners

- CNR ISPC – Institute of Heritage Science (Italy, Coordinator)
- CNR ISTI – Institute of Information Science and Technologies (Italy)
- CNR INM – Institute of Marine Engineering (Italy)
- Fondazione CHANGES (Italy)
- CNRS – Modèles et Simulations pour l'Architecture et le Patrimoine (MAPS) (France)
- University of Tours – Centre d'Études Supérieures de la Renaissance (CESR) (France)
- Mezzo Forte SAS (France)
- The Open University – The Music Computing Lab (United Kingdom)
- Hangvető Zenei Terjesztő Társulás Kft. (Hungary)
- NNLE FolkLife Georgia (Georgia)
- 3D Research SRL (Italy)
- SD Cinematografica (Italy)
- Politechnika Krakowska (Poland)

Associated Partners

- Museo del Violino di Cremona (Italy)
- Comune di Bologna – International Museum and Library of Music (Italy)
- Ministero della Cultura – Complesso Monumentale e Biblioteca dei Girolamini, Naples (Italy)

Contacts

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