

HERIQUEST: A SERIOUS GAME FOR THE VALORIZATION AND FRUITION OF CASTELLO NORMANNO

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Pillar Cultural Heritage – Spoke 1/WP 6

SAMOTHRACE 2nd Year:
Experimental Prototypes Demo Showcase

SAMOTHRACE PROJECT ECS00000022

March 10th 2025



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THE PROBLEM TO BE SOLVED

- The Norman Castle of Aci predominantly relies on static signage and traditional guided tours, limiting visitor engagement and failing to captivate today's digitally inclined audience.

TARGET AUDIENCE

- New users, especially young users, needs engaging learning methods, immersive experiences and interactive solutions to enrich their visit.

EXISTING SOLUTIONS FAILS

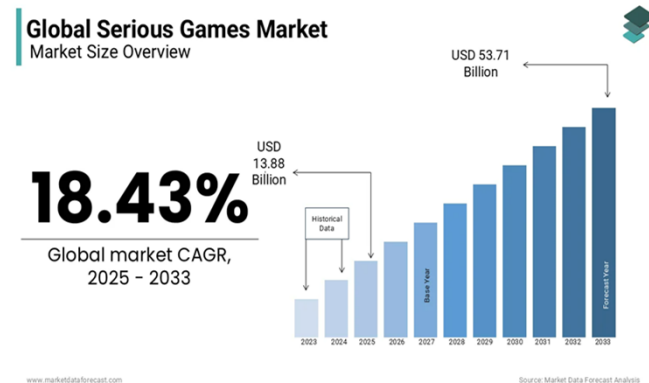
- Current solutions lack interactive engagement, relying on static panels and traditional tours that fail to meet modern visitors' expectations for participatory, gamified, and multimedia-rich experiences.

THE OPPORTUNITY

- Cultural tourism is considered a key sector in Italy. With the serious games market experiencing substantial growth in recent years, this trend presents a significant opportunity in the field of edutainment.



Global Serious Games Market
Market Size Overview



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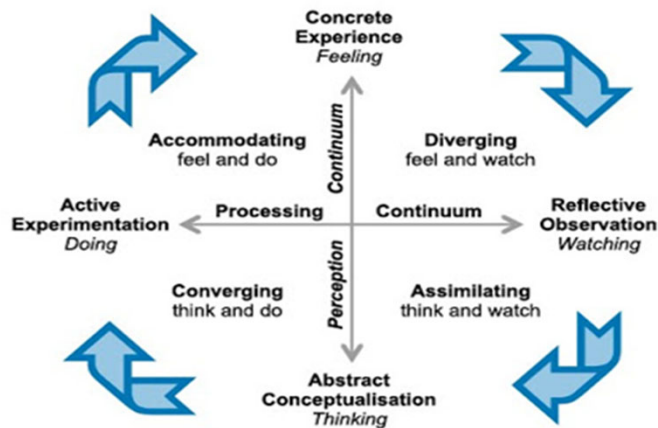


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Learning-by-doing model applied to our project



I am the one who sings the stories and battles of this imposing fortress that defies the sea.

Of this castle I skim its black rocks, born years ago from the boiling fire of the volcano that dominates this island.

These polished stones are of that volcano Etna that found its cradle in this land 600 thousand years ago.



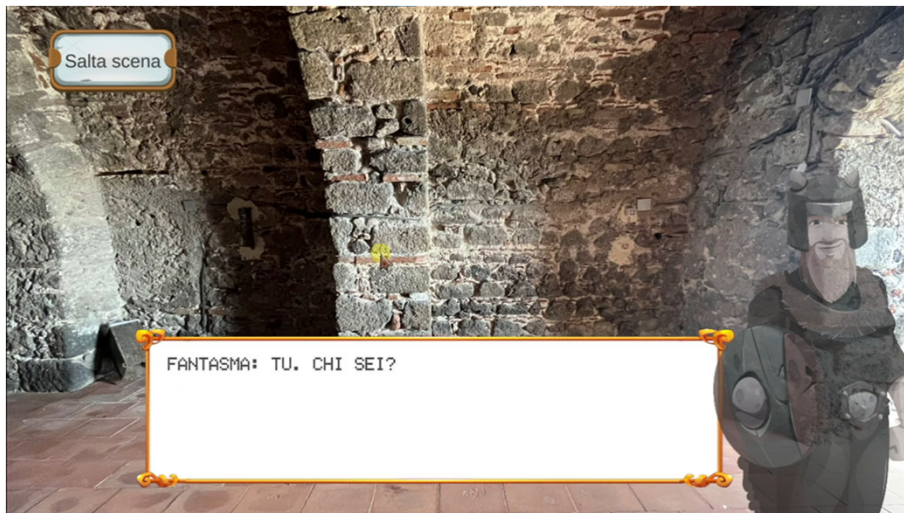
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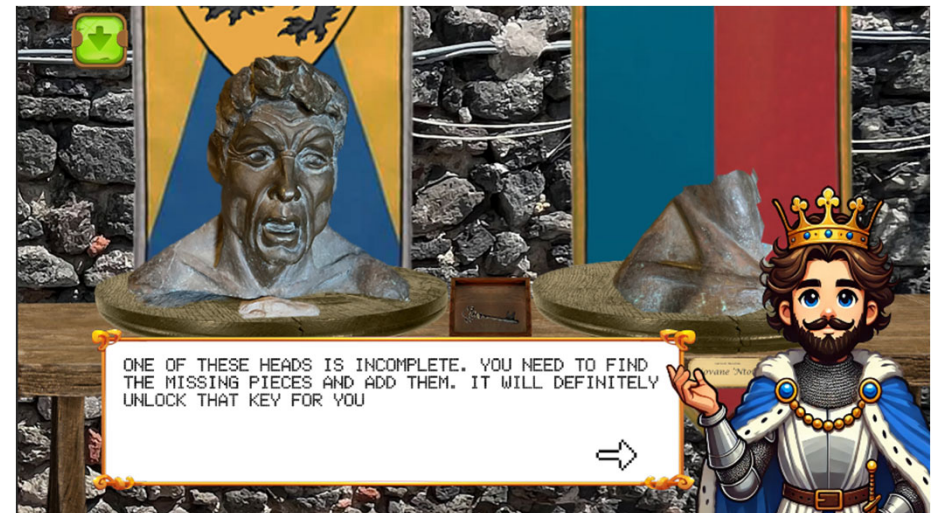
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TRL 6



TRL 7



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NEXT STEP UNDER SAMOTHRACE ECOSYSTEM

Next upgrade will point to reach **TRL 8**:

- Consolidate the TRL by publishing academic papers about public test results (ongoing)
- Adding other features to the game (3D models, new areas, adding dialogues, fix bugs)



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Università
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THANK YOU

**VISIT OUR DEMO AT
BOOTH N. 3**



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