

## ZMLUVA O DIELO A LICENČNÁ ZMLUVA

uzatvorená podľa s ust. § 91 a § 65 a nasl. zákona č. 185/2015 Z.z. – Autorský zákon  
(ďalej len ako „Zmluva“)

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medzi týmito zmluvnými stranami:

### Objednávateľ:

Názov: **Rozvojová agentúra Banskobystrického samosprávneho kraja, n**

Sídlom: NÁM. SNP 14585/1, Banská Bystrica, 974 01

Štatutárny orgán/Zastúpený: JUDr. Gabriela Bieliková, riaditeľka

IČO: 51 744 422

DIČ: 2120807117

Zapísaný: Registri neziskových organizácií vedenom Okresným úradom Banská Bystrica dňa 22.05.2018 pod registračným číslom OVVS/NO-7/2018

Bankové spojenie: SK2409000000005148882276

(ďalej iba „Objednávateľ“)

### Zhotoviteľ:

Názov: **OVERHEAD s.r.o.**

Sídlom: Sihoť 16, Kežmarok 060 01

Zastúpený: Mgr. Art. Tomáš Barnáš., konateľ

IČO: 51 237 920

DIČ: 2120647243

IČ DPH: SK2120647243

Bankové spojenie: SK11 0200 0000 0038 9665 7753

Zapísaný: V obchodnom registri Slovenskej republiky zo dňa 19.12.2017, vložka 35625/P

(ďalej iba „Zhotoviteľ“)

(Ďalej objednávateľ a zhotoviteľ ako „zmluvné strany“)

## Článok I

### Úvodné ustanovenia

1. Objednávateľ je neziskovou organizáciou, ktorá poskytuje verejno prospešné služby. Jednou z prioritných oblastí aktivít objednávateľa je aj rozvoj cestovného ruchu v Banskobystrickom kraji. V roku 2020 sa Objednávateľ stal úspešným prijímateľom finančnej podpory zo schémy Vyšehradského fondu na projekt s názvom „Digitálna rekonštrukcia kultúrneho dedičstva“. Projekt sa svojím obsahom zameriava na vytvorenie rozšírenej reality pre hradnú lokalitu Revište v okrese Žarnovica. Na projekte spolupracuje objednávateľ s viacerými partnermi. Projekt tvorí Prílohu č. 1 Zmluvy s názvom Projekt Vyšehradský fond. Výstup projektu zásadným spôsobom zatraktívni hradnú lokalitu Revište.

2. Zhotoviteľ bol vybraný ako úspešný uchádzač na základe predloženej najvýhodnejšej cenovej ponuky v rámci Výzvy na predloženie cenových ponúk zo dňa 9.7.2021.
3. Táto zmluva sa uzatvára za účelom vytvorenia diela, ktoré je dôležitou súčasťou realizácie projektu Vyšehradský fond.

## **Článok II**

### **Predmet zmluvy**

1. Predmetom tejto zmluvy je vytvorenie diela, ktoré pozostáva z:
  - a) Kreatívneho návrhu riešenia diela v súlade s Prílohou č. 1 zmluvy
  - b) AR aplikácie: Augmented Reality - rozšírená realita
    - AR programovanie (Unity Engine)
    - UI/UX Design – návrh užívateľského rozhrania aplikácie
    - Integrácia unikátnych markerov/targetov, ktoré dodá objednávateľ (max 7 ks)
    - Integrácia 3D modelu hradu – max. 7 bodov záujmu
  - c) Tvorby 3D modelu hradu
    - 3D modelovanie hradu podľa historickej predlohy, pričom podklady pre digitálnu historickú rekonštrukciu hradu dodá objednávateľ
  - d) Tvorby tematickej podstránky na existujúcom webe (cena za dielo nezahŕňa serverové poplatky za umiestnenie 3D modelu na online platforme)
    - Tvorba podstránky vo forme „one page“
    - Integrácia 3D modelu hradu
    - Informácie o AR aplikácii.
2. Predmetom tejto zmluvy je vytvorenie diela a udelenie súhlasu na použitie diela (licencia) podľa podmienok dohodnutých v zmluve.
3. Zhotoviteľ vyhlasuje, že dielo vzniklo jeho vlastnou tvorivou duševnou činnosťou ako dielo jediné, ku ktorému mu patria výlučné autorské práva. Zároveň Zhotoviteľ zodpovedá za to, že použitím diela podľa tejto zmluvy nebude porušený žiadny právny predpis ani autorské alebo iné práva tretích osôb.
4. Objednávateľ sa zaväzuje Zhotoviteľovi za vytvorenie diela a poskytnutie licencie zaplatiť odmenu podľa čl. IV tejto zmluvy.

## **Článok III**

### **Poskytnutá licencia**

1. Zhotoviteľ udeľuje Objednávateľovi výhradný súhlas na použitie diela (licenciu):
  - a) verejné rozširovanie diela,
  - b) sprístupňovanie diela verejnosti.
2. Zhotoviteľ udeľuje Objednávateľovi licenciu pre použitie diela samostatne alebo v spojení s iným dielom alebo jeho zaradením do iného diela, a to v pôvodnej verzii ako aj v akejkoľvek inej verzii, pričom zhotoviteľ udeľuje objednávateľovi súhlas na editáciu diela alebo jeho častí.
3. Zhotoviteľ udeľuje Objednávateľovi licenciu podľa bodu 1 a 2 tohto článku výhradne, v neobmedzenom územnom a vecnom rozsahu a na celú dobu trvania majetkových autorských práv k dielu, bez možnosti odvolania.
4. Zhotoviteľ súhlasí, aby Objednávateľ poskytol tretej osobe sublicenciu na použitie diela v rozsahu podľa tejto zmluvy alebo postúpil licenciu podľa tejto zmluvy tretej osobe alebo vydal dielo v

koprodukcii s iným Objednávateľom. Objednávateľ bude informovať Zhotoviteľa o postúpení licencie bez zbytočného odkladu.

- Objednávateľ alebo ním poverená osoba je oprávnený použiť dielo alebo jeho časť bezodplatne za účelom marketingu, reklamy alebo inej propagácie zameranej na podporu použitia diela podľa tejto zmluvy.

#### **Článok IV**

##### **Odmena**

- Za vyhotovenie diela a poskytnutie licencie v rozsahu podľa čl. III tejto zmluvy prináleží Zhotoviteľovi odmena vo výške **13 500,-EUR (slovom: trinásťtisícpäťsto EUR)** vrátane DPH. Dohodnutá cena za vytvorenie diela a poskytnutie licencie je konečná a obsahuje všetky náklady Zhotoviteľa nutné k riadnemu plneniu zmluvy.
- Odmena podľa čl. IV., bodu 1 zmluvy bude Zhotoviteľovi vyplatená na základe vystavených faktúr nasledovne:
  - 40 % z odmeny vo výške 5 400 EUR (slovom: päťtisícštyristo EUR) za dodanie predmetu plnenia podľa článku II, bodu 1, písm. a Zmluvy.
  - 60 % odmeny vo výške 8 100 EUR (slovom: osemtisícsto EUR) za dodanie predmetu plnenia podľa článku II, bodu 1, písm. b-d.
- Lehota splatnosti faktúr je do 30 dní odo dňa doručenia diela alebo jeho častí bez väd a nedostatkov. O prevzatí a odovzdaní diela alebo jeho častí spíšu zmluvné strany preberací protokol.
- Dohodnutá odmena je konečná a zahŕňa všetky náklady zhotoviteľa na vytvorenie diela a poskytnutie licencie na dielo.
- Odmenu uhradí Objednávateľ bezhotovostne na bankový účet Zhotoviteľa uvedený v záhlaví zmluvy. Faktúra Zhotoviteľa musí spĺňať všetky náležitosti daňového a účtovného dokladu v zmysle všeobecne záväzných právnych predpisov, prílohou faktúry je preberací protokol.

#### **Článok V**

##### **Odobzkanie diela**

- Zhotoviteľ sa zaväzuje odovzdať Objednávateľovi:
  - Kreatívny návrh v zmysle čl. II, bodu 1, písm. a Zmluvy najneskôr do dvoch týždňov odo dňa nadobudnutia platnosti a účinnosti zmluvy
  - kompletné dielo v zmysle čl. II, bodu 1, písm. b-d Zmluvy najneskôr do 30.11.2021.
- Kontaktnou osobou pre účely plnenia predmetu zmluvy je za objednávateľa Ing. Daniela Chrančoková, mail: [daniela.chrancokova@dobrykraj.sk](mailto:daniela.chrancokova@dobrykraj.sk) a za zhotoviteľa Mgr. Art. Tomáš Barnáš, mail: [barnas@overhead.sk](mailto:barnas@overhead.sk).

#### **Článok VI**

##### **Zodpovednosť za vady diela**

- Zhotoviteľ zodpovedá za vady, ktoré má dielo v čase jeho dodania Objednávateľovi, ako aj za vady diela zistené neskôr, ak tieto existovali už v čase dodania diela.
- Vadami autorského diela sa rozumejú najmä (avšak nielen) právne vady spočívajúce v existencii práv tretích osôb k dodanému dielu (s výnimkou autorského práva).
- Zmluvné strany pre prípad vady diela, za ktorú Zhotoviteľ nezodpovedá a bola oznámená zhotoviteľovi bez zbytočného odkladu po jej zistení, dohodli právo objednávateľa požadovať a povinnosť Zhotoviteľa poskytnúť bezplatné odstránenie vady plnenia.

4. Zhotoviteľ sa zaväzuje odstrániť prípadné vady v čo najkratšom čase, najneskôr však do 10 dní od oprávnene uplatnenej požiadavky Objednávateľa na odstránenie vady. V tejto lehote je Zhotoviteľ povinný na vlastné náklady zabezpečiť aj súlad skutočného stavu so stavom, ktorý deklaroval v tejto zmluve.
5. V prípade, ak v dôsledku vady plnenia alebo nepravdivosti prehlásení zhotoviteľa vznikne Objednávateľovi škoda, poskytovateľ je povinný túto v plnej výške uhradiť.

## **Článok VII**

### **Sankcie**

1. Ak Zhotoviteľ neodovzdá autorské dielo Objednávateľovi v stanovenom termíne v zmysle čl. V., bodu 1 zmluvy, zaplatí zmluvnú pokutu vo výške 1% z celkovej ceny plnenia uvedenej v článku IV. za každý deň omeškania.
2. Ak Zhotoviteľ neodstráni oprávnene uplatnené vady autorského diela v lehote podľa čl. VI, zaplatí Objednávateľovi zmluvnú pokutu vo výške 5,- € za každý deň omeškania s odstránením väd plnenia.
3. V prípade neuhradenia dohodnutej sumy za dielo Objednávateľom, do 30 dní odo dňa odovzdania diela, zaplatí Objednávateľ zmluvnú pokutu vo výške 1% z celkovej ceny plnenia za každý deň omeškania.

## **Článok VIII**

### **Záverečné ustanovenia**

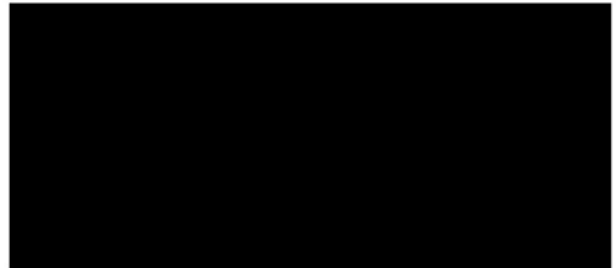
1. Táto zmluva nadobúda platnosť dňom jej podpisu a účinnosť dňom nasledujúcim po dni jej zverejnenia v zmysle ust. § 5a zákona č. 211/2000 Z.z. o slobodnom prístupe k informáciám v znení neskorších predpisov a ust. § 47 a ods. 1 Občianskeho zákonníka.
2. Táto zmluva sa môže meniť len dohodou zmluvných strán v písomnej podobe formou dodatku.
3. Právne vzťahy v tejto zmluve neupravené sa riadia ustanoveniami Obchodného zákonníka a iných všeobecne záväzných právnych predpisov SR.
4. V prípade, ak bude podľa tejto zmluvy potrebné doručovať druhej zmluvnej strane akúkoľvek písomnosť, doručuje sa táto písomnosť na adresu zmluvnej strany uvedenú v záhlaví zmluvy, dokiaľ nie je zmena adresy písomne oznámená druhej zmluvnej strane. V prípade, ak sa písomnosť aj pri dodržaní týchto podmienok vráti nedoručená, zmluvné strany sa dohodli, že účinky doručenia nastávajú tretím dňom po vrátení zásielky zmluvnej strane, ktorá zásielku poslala.
5. Každá zo zmluvných strán sa týmto výslovne zaväzuje, že neprevedie nijaké práva a povinnosti (záväzky) vyplývajúce z tejto zmluvy, resp. jej časti, na iný subjekt bez predchádzajúceho písomného súhlasu druhých zmluvných strán. V prípade porušenia tejto povinnosti jednou zo zmluvných strán bude zmluva o prevode (postúpení) zmluvných záväzkov neplatná a zároveň iná zmluvná strana bude oprávnená od tejto zmluvy odstúpiť s účinkom zrušenia tejto zmluvy a to s účinnosťou odstúpenia ku dňu, keď bolo písomné oznámenie o odstúpení od tejto zmluvy doručené inej zmluvnej strane.
6. Zmluvné strany sa dohodli, že akékoľvek spory týkajúce sa práv a povinností vyplývajúcich z tejto zmluvy budú riešiť primárne mimosúdnu cestou – dohodou.
7. Neoddeliteľnou súčasťou tejto zmluvy je aj príloha č. 1 s názvom Projekt Vyšehradský fond.
8. Táto zmluva je vyhotovená v dvoch vyhotoveniach, pričom každá zmluvná strana po jej podpise oboma zmluvnými stranami dostane jedno vyhotovenie.

9. Zmluvné strany vyhlasujú, že táto zmluva plne zodpovedá ich skutočnej vôli, ktorú prejavili slobodne, vážne, určite a zrozumiteľne, bez omylu, bez akéhokoľvek psychického či fyzického nátlaku.
10. Zmluvné strany prehlasujú, že si zmluvu prečítali, jej obsahu porozumeli a na znak súhlasu s jej obsahom ju vlastnoručne podpísali.

V Banskej Bystrici, dňa 14.7. 2021



.....[www.overhead4d.com](http://www.overhead4d.com) ©  
Mgr. Art. Tomáš Barnáš



JUDr. Gabriela Bieliková

**Summary:**

Applicant: ROZVOJOVÁ AGENTÚRA Banskobystrického samosprávneho kraja, n. o. /Development agency of Banská Bystrica self-governing region

Seat: Banská Bystrica, SK

Project ID #/Title: **22020323**, Digital reconstruction of cultural heritage

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**I. APPLICANT**

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**ROZVOJOVÁ AGENTÚRA Banskobystrického samosprávneho kraja, n. o.**

Organization name (English):	Development agency of Banská Bystrica self-governing region
Address:	Námestie SNP 14585/1, Banská Bystrica, 974 01, Slovakia
Statutory representative:	Gabriela Bieliková
ID No. of organization:	51744422
Registered VAT Payer:	no
VAT Compensation:	no
Phone:	+421948937468
E-mail:	andrea.pavlikova@dobrykraj.sk
URL:	<a href="https://dobrykraj.sk/">https://dobrykraj.sk/</a>
Coordinator of the project:	Andrea Pavlikova
Coordinator's e-mail:	andrea.pavlikova@dobrykraj.sk
Coordinator's phone:	+421911950155
Applicant heard about the current call from:	Archeofact - a successful applicant, applied in 2018 with project title Archaeology Summer Field School in Zvolen, our cooperating partner within the project River Hron Castle Tour
Consultation:	yes Phone, Jiří Sýkora
Previous projects:	

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**II. PROJECT PARTNERS**



**Partner No. 1**

Name of the organization in its native language: Združenie na záchranu hradu Revište	
Name of the organization in English: Association of Reviste Castle Preservation	
Address: Františka Hečku 21, Žarnovica, 96681, Slovakia	Slovakia
Statutory representative: Ratibor Mazúr	Organization ID No.: 42185785
Registered VAT payer: no	VAT Compensation: no
Phone: 00421905645946	
E-mail: mazur@hradreviste.sk	Website: www.hradreviste.sk
Justification of involvement: The Association of Reviste Castle Preservation is actively involved in the preservation of the Revište Castle Ruin. It is also a member of a local destination management and marketing organization and actively cooperates with the lead partner in many projects. The association disposes of 3D mapping of the castle ruin as well as other necessary information and materials inevitable for the project implementation. The partner also cooperates closely with local schools and enables students to run practical seminar works and projects (3D model printed on a 3D printer). This partner perfectly fits the project proposal.	

**Partner No. 2**

Name of the organization in its native language: Archeologický ústav Slovenskej Akadémie Vied v Nitre	
Name of the organization in English: Archaeological Institute - Slovak Academy of Sciences, Nitra	
Address: Akademická 2, Nitra, 94901, Slovakia	Slovakia
Statutory representative: doc. PhDr. Matej Ruttkay, CSc.	Organization ID No.: 00166723
Registered VAT payer: yes	VAT Compensation: no
Phone: 00421376410051	
E-mail: nrausekr@savba.sk	Website: <a href="http://archeol.sav.sk/index.php/sk/">http://archeol.sav.sk/index.php/sk/</a>
Justification of involvement: The Archaeological Institute is an active member of the project River Hron Castle Route. The institute experts coordinate and supervise archaeological excavations and co-organize archaeological seminars and workshops. For the proposed project, the institute will secure expert consultations and supervision regarding historical facts and information to be kept in line with reality when creating the mobile app. The second role of the partner will be to secure the appropriate content of the website. The experts will take part as speakers on workshops, and will focus on analyzing the historical context and linking historical moments uniting V4 countries regarding their history and the castle locations listed in the River Hron Castle Route. The past of some aristocracy governors of Revište castle were linked with all V4 countries' history (selected castle locations there).	

**Partner No. 3**

Name of the organization in its native language: Wyższa Szkoła Technologii Informatycznych w Katowicach	
Name of the organization in English: University of Information Technology in Katowice, IT Department	
Address: Mickiewicza 29, Katowice, 40-085, Poland	Poland
Statutory representative: dr Marian Pawelczyk	Organization ID No.: 278185188
Registered VAT payer: no	VAT Compensation: no
Phone: +48 32 207-27-07	
E-mail: <a href="mailto:info@wsti.pl">info@wsti.pl</a>	Website: <a href="http://www.wsti.pl">www.wsti.pl</a>
Justification of involvement: The University of Information Technology, Information Technology department, will play a key role in the technical design of the mobile app. A team of experts and students of this Institute will be actively consulting the content of the mobile app with a group of creative art experts and students. The Institute will provide technological solutions in line with innovative design ideas. This partner was chosen based on a reference and previous cooperation with the Academy of Fine Arts in Krakow, Poland, which is a partner of the Academy of Fine Arts in Banská Bystrica, Slovakia.	



**Partner No. 4**

Name of the organization in its native language: Akadémia umení v Banskej Bystrici, Fakulta výtvarných umení	
Name of the organization in English: Academy of Arts in Banská Bystrica, Faculty of Fine Arts	
Address: Jána Kollára 22, Banská Bystrica, 974 01, Slovakia	Slovakia
Statutory representative: prof. MgA. Ing. Michal Murin, ArtD.	Organization ID No.: 31094970
Registered VAT payer: no	VAT Compensation: no
Phone: 00421484320111	
E-mail: r.kitta@aku.sk	Website: www.aku.sk
Justification of involvement: The Faculty of Fine Arts is supposed to be a leading partner in creating the technical design of the mobile application, and identity creation. A team of experts and students led by Mr. Kitta - vice-rector for development projects and informatization, will develop the design and content of the mobile application. The technological and creative concept and content of the mobile app will be actively consulting and evolving with the project partners.	

**Partner No. 5**

Name of the organization in its native language: Vysoké učení technické v Brně, Fakulta výtvarných umění	
Name of the organization in English: Brno University of Technology, Faculty of Fine Arts	
Address: Antonínská 548/1, Brno, 60190, Czech Republic	Czech Republic
Statutory representative: prof. RNDr. Ing. Petr Štěpánek, CSc., dr. h. c.	Organization ID No.: 00216305
Registered VAT payer: no	VAT Compensation: no
Phone: +420 54114 6804	
E-mail: favu@favu.vut.cz	Website: www.favu.vut.cz
Justification of involvement: In the proposed project, the Faculty of Fine Arts, Brno will be involved in the creative process of mobile app design, involving their creative potential and capacities into a multidimensional concept of the app. Together with its longtime partner, Academy of Arts, Banská Bystrica, the joint teams of experts and students will cooperate. The proposed concept offers a unique opportunity for educational institutions to experiment with their creativity, expert skills, know-how, and fusion of different art forms and styles.	

**III. PROJECT****1. PROJECT SUMMARY****1.1 Project title: Digital reconstruction of cultural heritage**

**1.2 Focus area/objective:** Culture and Common Identity, Increased awareness of common heritage, including history and contemporary art

**Is the project CBC?**  Cross-border filter

**IMPLEMENTATION PERIOD:** 01/10/2020–01/10/2021

**2. PROJECT RELEVANCE AND CONTEXT**

**2.1 What is the main issue that your project would like to focus on? What is the current situation that you wish to change?**

A digital reconstruction is used in the field of historical and cultural heritage to recreate, analyse, and visualize monuments. This project aims to preserve and interpret the culture and history of V4 countries. AR permits the simultaneous viewing of both virtual and real 3D data and a full immersion of the viewer. By involving the new technology, we will display past and present scenes together. The project focuses on the cross-connection between AR, mobile learning, visual and contemporary arts, and non-formal education methods. The digital platform deals with transmitting our cultural heritage and educate about the historical importance of historical objects, so citizens become more aware of their authentic identity. The mobile application, which interactively revives the history of castle ruin in Slovakia - Revište Castle by using AR will be the outcome of this synergistic activity. Project partners will cooperate on the technological and creative concept and content of the mobile app. Alongside IT experts, there will be a professional team consisting of representatives of various visual contemporary and creative arts working on the original content of the app. The core of the technological solution will be available to foreign partners as a basis for the future visual revival of any selected object. So, this creative concept can raise its attractiveness among the broad public. We intend to raise awareness of the common heritage through history and modern technology and to bring as many monuments as possible to the most widespread public.

## **2.2 What should be done to address this issue/problem? How does your project contribute to the solution?**

Restoration of historical and cultural heritage in a virtual environment by using modern and innovative technologies introduces a unique and up to date approach that partially solves the problem of not preserving our tangible historical heritage. Firstly, it points out the high value of ancient culture and thus may provoke people positively to get interested in history and to visit the sites in person and educate themselves. The project also targets another essential dimension of joining students of contemporary arts from partner countries and faculties that cooperate on the project. This combination of modern and innovative technologies with the creative industry and capacity building results in an exchange of know-how and innovative revitalization of cultural heritage. Practical application of the project results is the virtual revival of a castle ruin in Revište (Slovakia) and in the possibility for other projects, partners to use the mobile app solution and adapt it for different cultural and historical sites in their countries. The public prosperity of the project lies in making the cultural heritage of V4 countries more accessible to the broad public.

## **2.3. What added value does your project bring to the already existing practices? What is the innovative element in your proposal?**

The value of cultural heritage arises from the development it represents in a specific field and in a time of human activity. The more faithfully the heritage preserves its original status, the higher its artistic and historical value is. For this reason, it is fundamental to maintain its original condition; nevertheless, preservation cannot always be possible. In such a frame, the current technology furnishes a significant help for restoration purposes, which supposed to be added value to the already existing practices. Among the modern facilities, new possibilities arise from the AR, which combines virtual reality settings with real physical materials and instruments. The innovation is in variability - the content of the mobile app we can supplement and modify after the completion of various target groups of involved countries. This project is based on cooperation, know-how exchange, creative solution, and variability. The difference from similar initiatives lies in the fact that the solution of the mobile app will be available to each foreign partner as a basis for the future visual revival of the appearance of any selected castle or object. So, the impact will be on raising historical and cultural awareness of various target groups of the public. We are not aware of such as initiative cooperation between the universities and non – governmental organizations of V4 countries. The added value lies in the cooperation and synergy of various contemporary art forms and creative industries represented by the artistic faculties and their professionals involved in the project.

## **2.4 What is the regional relevance of your proposal?**

The main objective of regional cooperation is involving foreign partners in creating a mobile application based on AR technology. The concept of a mobile application consists of programming the app and creating an idea of the application design. We consider as an output, the technical solution of the mobile app, which will be available to foreign partners as a basis for the future visual revival of the appearance of any selected castle or object. Partners will contribute by non-financial co-participation in the form of volunteer work and provision of premises. In addition to the main activity, we plan to share the outputs and knowledge resulting from the main activity among the professional public from partner countries in the form of an educational workshop. The advantage of this project we see in variability - the content of the mobile application can be supplemented and modified after the completion and implementation for various target groups of involved countries. Cooperation will bring many benefits to universities (exchange of know-how and creative solutions, mobile application platform to be adapted for future purposes, etc.).

## **2.5. How would you describe your organization's experience in dealing with the proposed topic? Have you previously implemented similar projects?**

The applicant represents one of the significant forces of regional development in the Banská Bystrica region, Slovakia. Our organization is actively involved in several activities aimed at tourism development, preservation of cultural and historical heritage, support of creative industry representatives, social responsibility, and employment. A concrete demonstration of activities related to common culture and identity is a project called River Hron Castle Route. This castle route consists of a few real castles, castle ruins, or already destroyed castles situated along the river Hron. Many activities have been introduced in recent years to revitalize these castles and make them more popular among the broad public. Guided tours with professional guides, tourist and information infrastructure, financial support of renovation project blueprint for selected castle ruins, 3D mapping are just a few of the activities. There are a vivid network and active cooperation among the applicant and organizations/municipalities that manage individual castle ruins. We have already successfully implemented several projects in cooperation with project partner No. 1, so we are strongly committed to cooperating this time too. The creative industry ranks among the officially recognized and declared activities of the applicant within its subjects of activities.

### **3. TARGET GROUPS**



Target group	Method of selection	No. of people
<p>Team of project partners actively involved in the mobile app creation. Project partners representing the educational sector (faculties of arts and technology) will build up a team of approximately four members. A team will consist of students and their teachers and will represent different forms of contemporary arts (visual, multidimensional, audio, performing, technology arts.)</p>	<p>Each project partner is responsible for creating a team of professionals representing their sector. The leading project partner is responsible for project management and coordination of all processes.</p>	<p>number of foreign project partners x 4 members of each team + main project partner representatives (4 ppl) = app. 20 people</p>
<p>Stakeholders and partners that will directly benefit from the designed technological solution (mobile app) in Slovakia and that will be responsible for its promotion and operation: Regional Agency, Civic association Revište Castle, Destination management and marketing organisation (DMMO) in the region (Gron), local municipality, regional and national cultural institutions.</p>	<p>This target group is a result of ongoing and well-proven cooperation in the region. The applicant actively cooperates with DMMOs in the Banská Bystrica self-governing region, with all partners involved in the River Hron Castle Route project as well as with municipalities and cultural institutions active in regional development who are also members of local DMMOs.</p>	<p>No of ppl. - 30 people</p>
<p>Students, creative industry representatives, cultural and historical sites' representatives from V4 countries that are not directly involved in the project and the technical solution of the mobile app design, but will benefit from the synergic effect of its creation. It includes students from the project partner faculties who can gain know-how and inspiration in their fields of study. It also involves institutions in charge of historical and cultural heritage, who can adapt the mobile app solution for their purposes – to revitalize the history of the sights. The technological solution will be licensed for free for all project partners and the institutions they represent. Therefore, it will be a matter of future cooperation among current project partners and their potential partners from cultural and historical sites.</p>	<p>- active networking provided by project partners in their own country - involving a wider group of students from project partner faculties - addressing official representatives of cultural and historical heritage sites in the project partner countries and developing a dialogue about adapting the mobile app in favour of their sights</p>	<p>No of ppl. - 50 people</p>
<p>Visitors and tourists of the Revište castle ruin who come to visit, explore, and enjoy the</p>	<p>- marketing, - PR, - communication activities provided by the applicant and its partners. The DMMOs as applicant's regular partners will promote the castle</p>	<p>No of ppl. - 2000/ a year</p>

Target group	Method of selection	No. of people
experience of castle revival in a digital dimension right in the place (after downloading the app). Virtual visitors of the castle ruin who visit the web page where the 3D digital revitalization of the Revište castle takes place.	ruin and the mobile app providing web pages and social media network. Currently, hundreds of visitors visit Revište castle ruin annually. This project will point out the unique character of the castle ruin and will draw the attention of the wide public, which will result in a higher number of its visitors.	
Future visitors of cultural and historical sites located in V4 countries that will apply the technical solution – the digital revitalization of cultural and historical heritage (as a result of this project)	- marketing and PR activities of cultural and historical sites that will attract potential visitors either to visit the site or to check the digital reconstruction online.	No of ppl. - 6 000/ a year

#### 4. SPECIFIC RESULTS

Specific result	Contribution to the project's overall goal
People trained and inspired - teams of students and experts from V4 faculties exchange know-how, share creative ideas, and develop new ways in how to distribute and interpret cultural heritage values to a mass audience.	Achieved milestones: capacity building, expert knowledge gaining, the fusion of innovative technologies with contemporary art.
Outputs of the workshop – new ways of thinking about the promotion of cultural heritage. New perception and gained knowledge and skills of workshop participants will be monitored via a conducted survey. A questionnaire will be distributed among workshop participants to evaluate a level of enhanced creative and cognitive thinking.	The workshop will serve as a platform to exchange and share academic findings, new and innovative approaches to how to perform and interpret cultural heritage in an attractive way, how to use modern technologies for this purpose. Participants will use this platform to provide insights from their professional careers and scopes of interest (field of work, studies – contemporary arts/IT, academic researches).
New technological solution applicable for all project partners.	Mobile application using augmented reality to visualize original appearance and shape of cultural heritage sights (e.g., castle ruin). We will license for free the technical core of the mobile app for project partners, so they can modify it for any cultural sights. Thus, this innovative and interactive approach to cultural heritage interpretation will spread across V4 countries.
Enhanced attractiveness of a castle ruin Revište in Slovakia. The endpoint outcome of this project is a mobile app based on the augmented reality principle displaying the glorious history of once famous and important castle ruins Revište.	As a result of this activity, we expect an increased number of visitors directly in the location, a higher number of website visitors enjoying the digital reconstruction of the castle online. The increased awareness of the broad public regarding their cultural and historical identity we consider as a side effect of this activity.
New audiences reached.	The lead partner, together with the project partners, will drive attention towards the project results and outcomes with expected marketing and promotional activities. The innovative solutions involving modern arts and IT, interpret and visualize cultural heritage and address new target groups, not had shown much interest in culture and history to this time, but may welcome this enhanced and innovative approach.
Tourism development – regional economic benefits.	Increased number of visitors (planned to be reached sustainably), means a great source of economic, social, and cultural regional development. Tourists visiting a destination, spending time and money there contribute to the local economy, job creation, added value creation, cultural and social exchange with locals.

#### 5. DISSEMINATION AND FOLLOW-UP

##### 5.1 What activities will you carry out to share the results of the project outside your organization and partners?

The main activity aimed at sharing results will be a workshop within project activities. One of the workshop outcomes will be a comprehensive summary of the workshop results, which will be available online and in writing to share the results outside our organization and our partners. The main goal of the workshop will be a discussion about various possibilities for innovative and attractive interpretations of cultural and historical heritage, including modern technologies. The main topic of the workshop will be the mobile application as the project result. The results will be disseminated among the students of the faculties involved in the project, as well as among the various foreign subjects cooperated with the involved project partners (associations of archaeologists, museum experts). The marketing activities of the lead partner and other project partners will significantly contribute to the results sharing. The lead project partner is actively involved in the network of destination management and marketing organizations operating at the regional and national level in Slovakia. Each of these organizations successfully operates a website and social media profiles. Their marketing managers also professionally run google ads and paid online advertising, which can be used to promote the mobile application together with Revište castle not only nationally but also internationally - with a focus on V4 countries and potential tourists from these countries. The Hron Castle route project is another way to share project results effectively. It has its website and target audience.

#### **5.2 Do you plan any activities in the future which will build on the results of this project?**

The applicant is the main leader of the project named The River Hron Castle Route, and together with other partners, carries out various activities in the field of tourism and regional development. The project of the River Hron Castle Route includes complex activities aimed at preserving the ruins of the castle and its locations and improving its tourist infrastructure. This infrastructure includes not only tangible components but also intangible support in the form of accurate information presented online about castles and their glorious history. In direct compliance with this project proposal, a 3 D mapping of selected castle ruins was recently carried out. Based on these data, it is possible in the future to ensure the digital revitalization of other castle ruins using a mobile application, which is the result of this project proposal. Another ongoing project supported by the applicant is a 3D model of the ruins of the Šášov castle, which is to be completed soon. This 3D model may also be a future inspiration for projects based on modern technologies. It is also a great way of presenting cultural heritage to people with visual impairments or people with other disabilities. The whole project can contribute to making cultural and historical monuments accessible to people with disabilities. A very important part of the Castle route popularization is event management – organizing historical events with an ambition to revitalize and re-enact crucial past events, traditions happenings.

#### **IV. DELIVERABLES**

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## 1 Translation of the Website and Mobile App (Product)

01/03/2021–01/06/2021

Translated mobile application and web page into English and Hungarian/Polish will enable accessibility of the project for an unlimited number of virtual visitors. It is also an inevitable source of information about the cultural/historical sight that represents the main content of the mobile app and the web page. The presented information will make the visitor familiar with the history of the sight, its unique architecture, its main historical milestones, and personalities that are linked with its existence. With the help of augmented reality, there is also an unlimited space for creativity and phantasy of the observer that can be underpinned and correctly understood with adequate information.

### Direct target groups:

Visitors and tourists of the Revište castle ruin downloading the app, the web page visitors. Future visitors of cultural and historical sites located in V4 countries, where will the technical solution be applied to the mobile app in their country.: 3000

Selection/outreach: It is addressed to marketing and promotion activities, identifying target groups, and adapting all marketing and communication techniques to attract the attention of future physical and virtual visitors of the sight.

### Dissemination/promotion

Translation of the mobile app and the web page enables the intangible accessibility of the project for a broad audience. Its importance will be underlined by adequate and targeted marketing activities (social media, etc.) so that all potentially interested individuals have access to complex information. The English language is a strategic choice; Polish and Hungarian are regionally relevant.

### Role of the applicant and project partners

The applicant will be in charge of this project result delivery. Project partners from V4 countries will assist with language revision.

Budget category	Budget subcategory	Budget description	Sum
Expert fees/Fees authors or artists	for Texts	texts- mobile app texts - web page	1,000.00
Total			1,000.00

## 2 Website and identity creation (Product)

01/01/2021–01/06/2021

The website is a complementary product for the mobile app solution. It offers a sophisticated and unlimited space where innovative digital solutions come to life. The site also enables a structured and organized set of information to be delivered to its target audience.

### Direct target groups:

Existing visitors of Revište Castle, potential future visitors of Revište castle, virtual visitors - people with interest in history, culture, common identity, archaeology but also modern technologies, who will be addressed by the marketing activities of the project and by the multilingual website.: 2000

Selection/outreach: Marketing and communication activities that will promote and popularize the website among its target audience.

### Dissemination/promotion

The website located in virtual space will represent a shared platform, from which the rest of the subjects can be inspired. After the future projects based on the digital revitalization of cultural heritage will take place in V4 partner countries, the countries can share it on their web page. Each project partner will promote all of the project activities.

### Role of the applicant and project partners

The visual and creative content of the web page will be a joint project for all involved project partners. The applicant is the lead partner for this activity, in charge of the content. Project partners representing contemporary art faculties create art content and a multidimensional basis. The faculties involved in the project deliver a technical base.

Budget category	Budget subcategory	Budget description	Sum
Expert fees/Fees authors or artists	for In-person services	website design and programming, optimalization	1,900.00
Expert fees/Fees authors or artists	for Texts	web content	400.00
Total			2,300.00

### 3 Mobile Application - Programming, Design, Concept (Product)

01/10/2020–01/06/2021

Mobile Application Programming: the core activity of the project that requires inputs from all project partners. Technical solution will be delivered by IT sector represented by IT Faculty involved in the project. Creative concept and artistic content of the mobile app will be a result of cooperation among project partners. Basis for the AR scenario will be technically secured by 3D mapping of the castle Revište, which is available for project partners. Creative concept will be discussed with historians in order to be in line with historical facts. However, creative concept will be at the same time a unique fusion of different arts, modern digital technologies, illusive elements. It will be a one of a kind cooperation bringing together representatives from different artistic movements.

#### Direct target groups:

Team of project partners actively involved in the mobile app creation. Each project partner representing the educational sector (faculties of arts and technology) will build up a team of approximately four members. A team will consist of students and their teachers and will represent different forms: 20

Selection/outreach: Each project partner is responsible for creating a team of professionals representing their sector.

#### Dissemination/promotion

The results will be disseminated among the students of the faculties involved in the project, as well as among the various foreign subjects cooperated with the involved project partners (associations of archaeologists, museum experts).

#### Role of the applicant and project partners

The leading project partner is responsible for project management and coordination of all processes. Project partners from V4 countries will work together on the creative concept of the app. Historicians will provide professional guidance and consultations to keep the project in compliance with historical facts. The network of destination management and marketing organizations at the regional and national level operates a website and social media profiles, professionally run google ads and paid online advertising. These will be used to promote the mobile app together with Revište castle not only nationally but also internationally - with a focus on V4 countries and potential tourists from these countries.

<b>Budget category</b>	<b>Budget subcategory</b>	<b>Budget description</b>	<b>Sum</b>
Expert fees/Fees authors or artists	for Texts	Unity engine, Vuforia, AR platform	4,050.00
Expert fees/Fees authors or artists	for In-person services	AR programming, server	4,900.00
Expert fees/Fees authors or artists	for In-person services	UIX dimension concept	1,620.00
Expert fees/Fees authors or artists	for In-person services	Design of Interactive elements	800.00
Expert fees/Fees authors or artists	for In-person services	3D Model Editing and Interactive Interface Editing	2,140.00
Total			13,510.00

**4 Workshop - best practice sharing (Event-Private), Zvolen , SK**

29/09/2021–30/09/2021

Professional two days workshop for project partners, students, experts, and scientists will aim at sharing best practices, know-how, outcomes of the project. The main topic of the workshop will be a discussion about various possibilities for promotion and innovative interpretations of cultural and historical heritage, including modern technologies. The primary attention we will pay to the mobile app solution as an outcome of the project and its practical utilization. The main advantage is the possibility of all project partners to use the mobile app technical solution for other similar purposes in their countries.

**Direct target groups:**

Team of project partners actively involved in the creation of the mobile app, students, experts, and scientists involved in the topic, representatives of destination tourism organizations, cultural organizations.: 30

Selection/outreach: Directly involved project partners and their network of cooperating subjects.

**Dissemination/promotion**

The number of workshop participants is limited, but the results of the workshop will be summarized and spread online and in writing to share the results outside - for everyone interested in the topic (how to promote, interpret cultural heritage using modern technologies, how to engage the audience). Partner countries may apply this and invented a a mobile app on cultural sights in their country.

**Role of the applicant and project partners**

The applicant is responsible for preparing the venue and operational things, and partners will be in the role of experts and speakers during the workshop. All project partners will work on a comprehensive expert summary of the workshop results, which will be summarized and spread online and in writing to all involved partners and cooperating subjects. The outcomes are highly relevant for different cultural institutions, educational institutions, archaeological institutions, tourism organizations.

<b>Budget category</b>	<b>Budget subcategory</b>	<b>Budget description</b>	<b>Sum</b>
Rent and related technical services	Rental costs	- venue rental (30 pax)	500.00
Rent and related technical services	Related technical services	- technical equipment	150.00
Accommodation and board	Accommodation	15 participants from abroad/2 nights	1,500.00
Accommodation and board	Board and catering	-catering (30 pax)	600.00
Expert fees/Fees for authors or artists	In-person services	expert fees for workshop speakers	900.00
Transportation and postage	Personal travel costs	travelling costs	600.00
Promotional costs	Off-line promotion advertisements	and workshop summary - brochure print and online version	150.00
<b>Total</b>			<b>4,400.00</b>

**List of experts/artists:**

<b>Experts/artist</b>		
Name, institution	Role and tasks	Justification of selection
Ing. Mgr. Daniela Chrančoková, PhD., Development agency of Banská Bystrica self-governing region	- responsible for translation of the Website and Mobile App	Expert for Tourism and Regional Development
Ing. Mgr. Daniela Chrančoková, PhD., Development agency of Banská Bystrica self-governing region	- creation / implementation the application on a website /	Expert for Tourism and Regional Development
Mr. Ratibor Mazúr, Association of Reviste Castle Preservation	- responsible for website web content	Statutory representative
PhDr. Ján Beljak, PhD. , Archaeological Institute, Slovak Academy of Sciences	- responsible for the selection of speakers and scientific contributions to the workshop	Scientific Researcher in the Archaeological Institute, Slovak Academy of Sciences
dr. Marek Maryniak, University of Information Technology in Katowice, IT Department	- selection of a suitable software platform for augmented reality	WSTI Chancellor and DEAN, responsible for technical solution of mobile app
dr. Marek Maryniak, University of Information Technology in Katowice, IT Department	- programming of Augmented Reality	WSTI Chancellor and DEAN, responsible for technical solution of mobile app
Mgr. art. Ing. Richard Kitta, ArtD, Academy of Arts in Banská Bystrica, Faculty of Fine Arts	- creating of application design concept - UIX dimension concept	Vice-rector for development projects and informatization
Assoc. Prof. Filip Cenek , Brno University of Technology, Faculty of Fine Arts	- designing of Interactive elements	Representative of the faculty
Mgr. art. Ing. Richard Kitta, ArtD, Academy of Arts in Banská Bystrica, Faculty of Fine Arts	- 3D Model Editing and Interactive Interface Editing	Vice-rector for development projects and informatization

## V. BUDGET

### Own contributions:

	Sum in (€)
<b>Grantee's financial contribution:</b>	
1. Art directing - 1500 EUR	1,500.00
<b>Project partner's non-financial contribution:</b>	
1. Expert consultations - 600 EUR Premises - 400 EUR	1,000.00
<b>Total</b>	<b>2,500.00</b>

Total expected: **€25,210.00**

### Expected grant budget:

<b>Accommodation and board</b>	<b>2,100.00</b>
<b>Expert fees/Fees for authors or artists</b>	<b>19,210.00</b>
<b>Promotional costs</b>	<b>150.00</b>
<b>Rent and related technical services</b>	<b>650.00</b>
<b>Transportation and postage</b>	<b>600.00</b>
<b>Project overhead costs</b>	<b>2,500.00</b>
<b>Total</b>	<b>25,210.00</b>

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*Note:* This is a print preview of application #22020323 for reference purposes only.

To apply please submit the electronic version on-line.

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