

European rail wiki and 'literary Instagram' among winners of EU @diversity Awards

CULTURE (/BROAD-TOPICS/CULTURE) / 05 NOVEMBER 13 /

by KATIE COLLINS (/SEARCH/AUTHOR/KATIE+COLLINS) ↗

[Der Wasserhahn
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Winners of an EU pilot award scheme to promote culture technology and innovation were announced yesterday at the EU Culture Forum in Brussels. Projects from across Europe were honoured in the @diversity Awards (www.at-diversity.eu/) and will now receive coaching from the EU, before enjoying the opportunity to pitch their ideas to investors.

The @diversity Idea Competition has been created in order to discover as yet untested ideas that could potentially shape the future of the cultural and creative sectors in Europe if they have competitive business models built behind them.

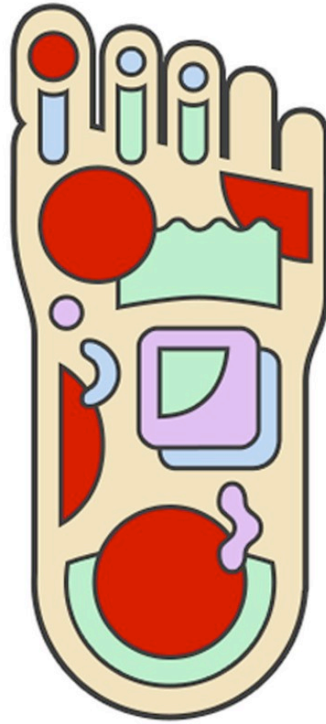
"It is a pilot project, but the purpose of it was to encourage people to innovate for culture and we had a fantastic response to this -- about 250 entries, out of which we had to shortlist 50 of them," European commissioner for education, culture, multilingualism and youth Androulla Vassiliou tells Wired.co.uk.

Make Culture winners

The winners are divided between four categories, the first of which, Make Culture, includes two projects focusing on transforming the experience of visiting an art gallery. SMartART allows visitors to use their smartphone cameras to identify works of art and pull up extra information about them. Sonic Paintings (<http://www.wired.co.uk/news/archive/2013-11/04/sonic-paintings>), on the other hand, sparks soundscapes for spectators to listen to when they are standing in front of a painting in order to provide them with a multi-sensory in-gallery experience.



@diversity



motiroti

The third winner in this category is a project called ReWalk Europe from British company MotiRoti, which is in the business of using digital tools to create alternative ways to explore cities. ReWalk Europe will help tourists in European cities enjoy walking tours created by local artists.

Spread Culture winners

The stand-out idea in the Spread Culture category is Wiki Rail, the world's first interactive audiovisual guide for train passengers. It is created by German production company Filmband, and will not only provide passengers with real-time information about Europe's busiest train routes, but also relay information about the history, culture and monuments along the route through multimedia.

"Up to now train rides were only a means to an end, as transport from A to B," said Michael Hare Achim Berg of Filmband, presenting the project on stage at the forum. Places will now be "snatched from anonymity" to create a "cultural landscape" as you travel, he added.



StoryGuides

Slovenian project StoryGuides aim to show children the diversity of European societies through an augmented-reality app that relays local legends about European cities, while acting as a tour guide.

HE/DE has been created to foster creativity in Spain during the economic and social crisis the country is currently suffering. It's an app based around the problem of abandoned furniture being left on the streets of Spanish cities and it encourages citizens to share, collect and refurbish the furniture as a fresh method of innovation.



HE/DE

The Yugo app provides a personalised suggestion of one cultural event per day for users. The suggestion will be based on your location and personal profile, and as you rate events over time, suggestions will learn to adapt to your tastes.

Access Culture winners

Another UK endeavour is Poetrycloud, which is described by Wingedchariot, the company that has created it, as a "literary Instagram". Based on the Victorian tradition of gifting favourite poems to loved ones, Poetrycloud will allow people to create digital anthologies of their favourite verses.

The MuseoFabber project from Greece wants to make use of the digital museum archives by providing public access to the 3D printing blueprints for museum artefacts across Europe.

One winner, Travelling Hospitals, hopes to help children in hospitals by taking them on virtual trips around Europe. Twice a month destinations will be proposed to the children and they will pack their bags, go to a cultural event, meet artists and go backstage.

DEAF MAGAZINE ENGLISH SUBTITLES *DEAF MAGAZINE*

The final winner in the Access Culture category is Deaf Magazine, a proposal for a new multimedia publication aimed at the 80,000 people in Germany who consider German sign language to be their first language.

Youth winner

The youth category of the competition is one Androulla Vassiliou feels particularly strongly about. "The idea is to encourage the young ones to be creative, to be innovative and to support them. If we want to encourage the participation of young ones, we have to support them because of their age," she says.

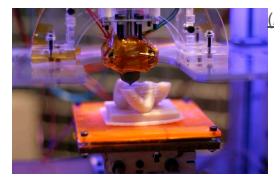
The prize was won by a project from the UK called Narrated Film Downloads, which aims to open up access to the experience of listening to narrated films or audio films to audiences beyond the visually impaired, bringing them out of their niche and into daily life.

Beyond the awards

Member of the competition jury Ghislaine Boddington said that she was impressed by the "depth of content" in the winning entries -- something, she adds, which is often missing in proposals she encounters in the tech and cultural sectors. She also praised the originality of the entries, saying that so often she sees proposals for projects that are already being done by someone somewhere else.

All of the winners will now receive training in areas of legal, copyright, distribution, financing and on how to put together a

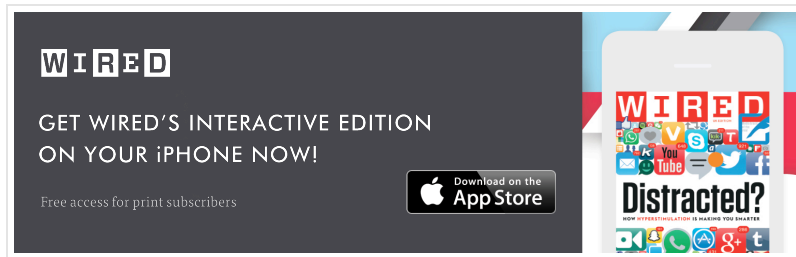
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business plan. From there they will have the opportunity to pitch their projects to investors.

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"The final stage will be when they will share their experiences with others, in order to encourage others to do the same, to innovate," says Vassiliou. "Because especially in young people imagination is very rich, but they need encouragement. So by sharing their experiences, the mistakes they made, the lessons they have learnt, it's also an important part of our job, because we don't want to support 12 people or 12 teams, but we want to share it with others so we create a new culture for innovation."

This is just the first stage for @diversity, she adds and the EU will continue to encourage innovation within creativity as core part of its Creative Europe program (http://ec.europa.eu/culture/creative-europe/documents/general-presentation_en.pdf).

"This will certainly not be a one-off project, because we see the advantages -- the people who participated will have a tremendous experience during this time, but of course we don't finish today -- today is just a presentation of the ideas that came forward."

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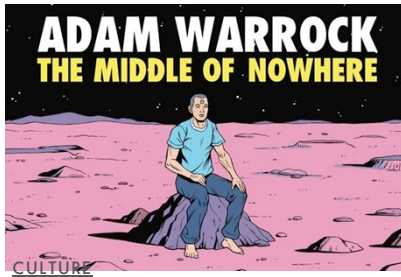
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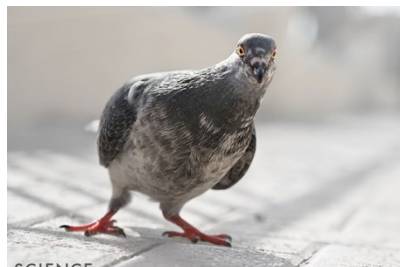
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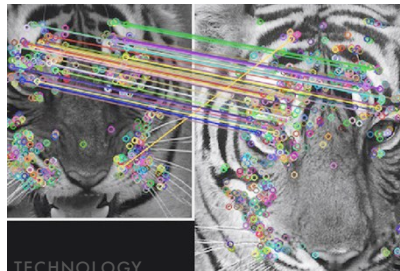


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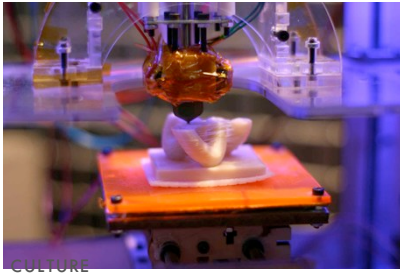
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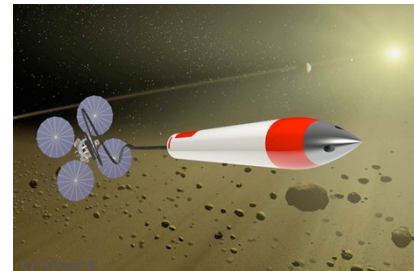
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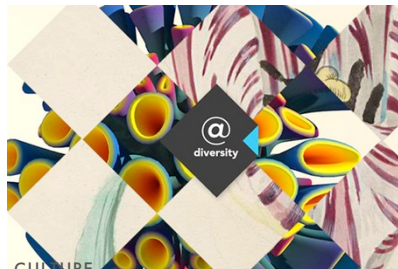
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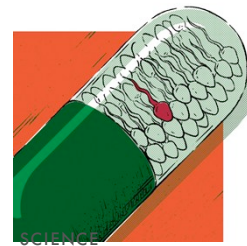
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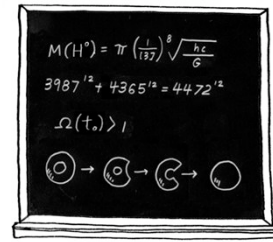
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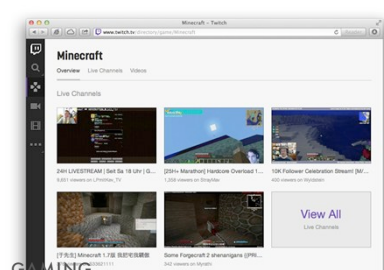
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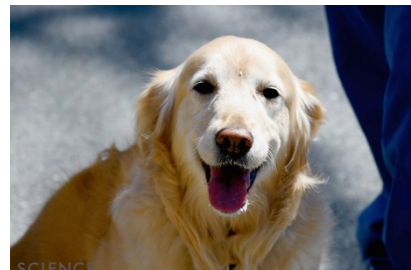
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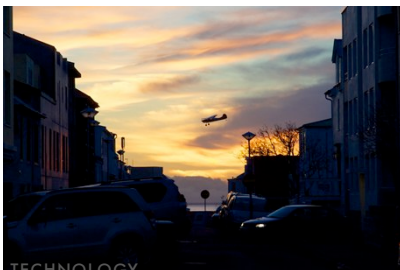
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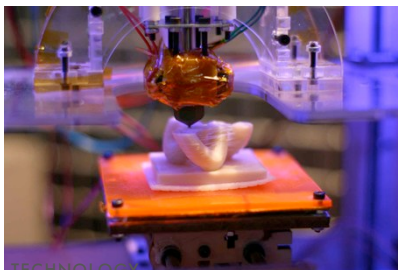
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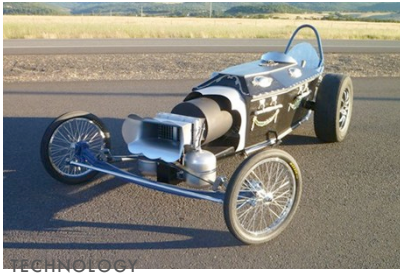
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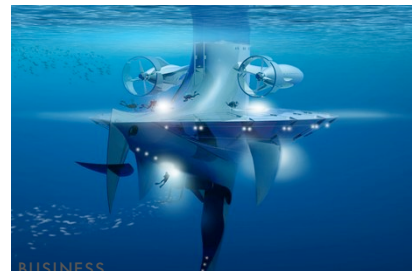
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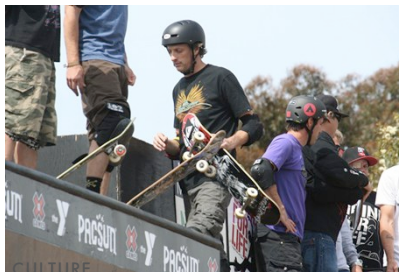
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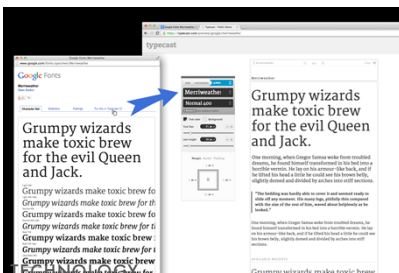
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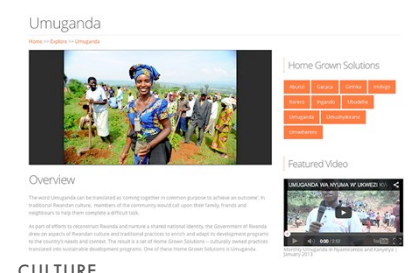
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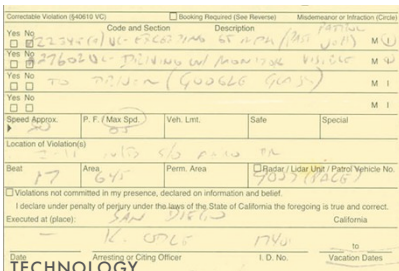
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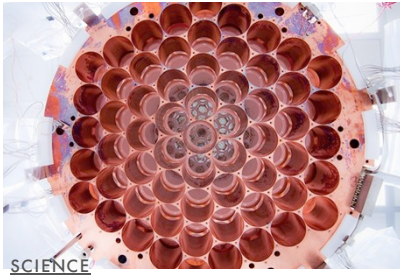
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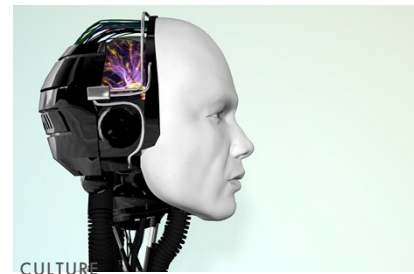
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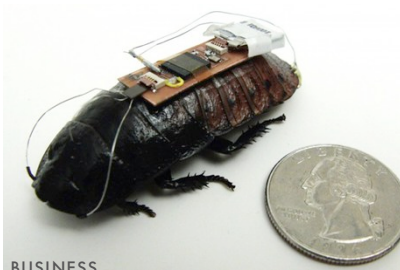
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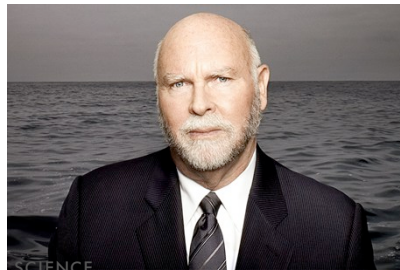
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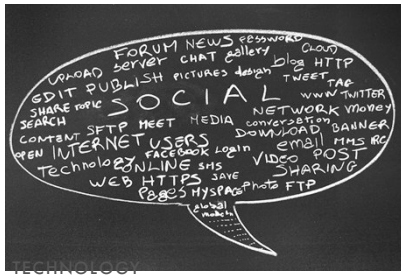
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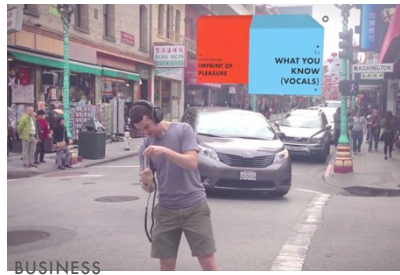
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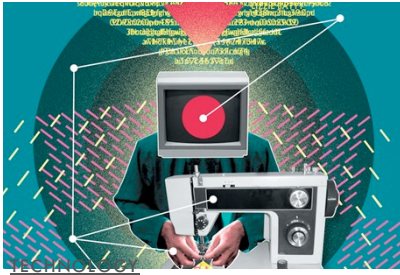
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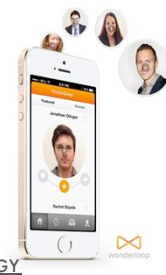
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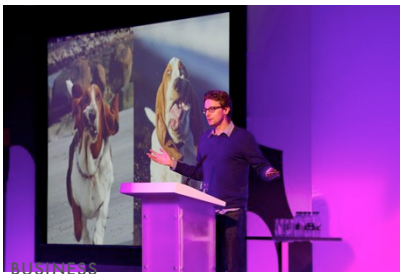
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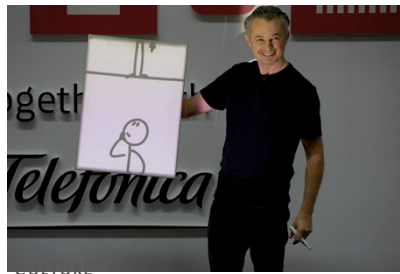
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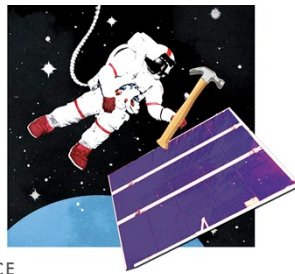
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Meet the 'grand architect' behind Ireland's tax avoidance policy for tech firms

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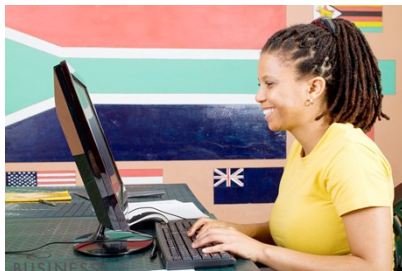
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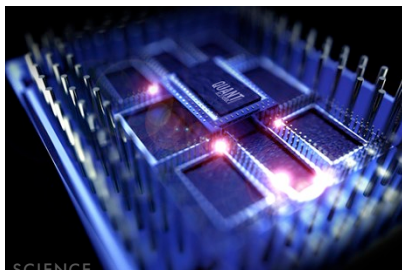
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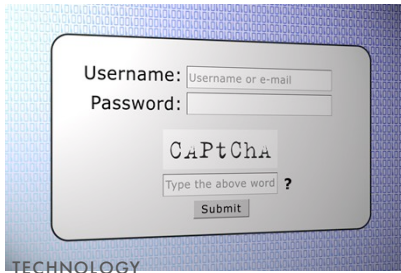
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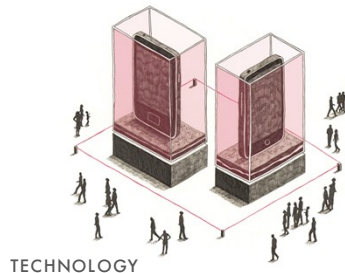
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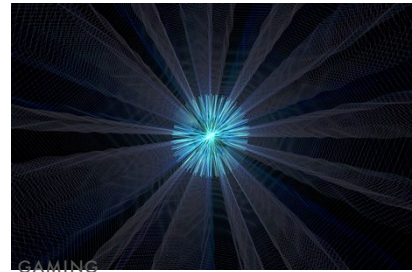
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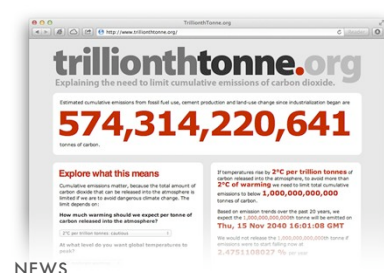
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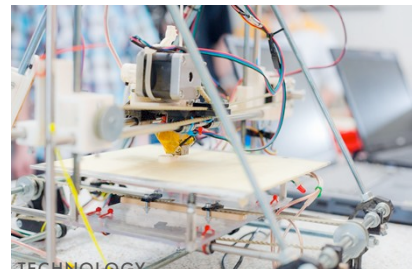
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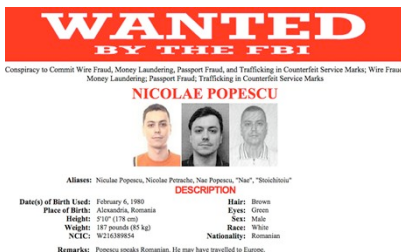
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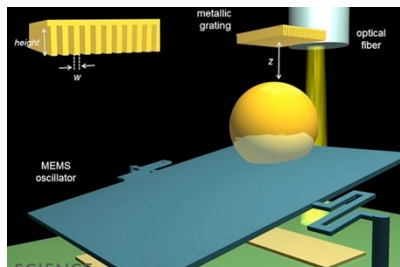
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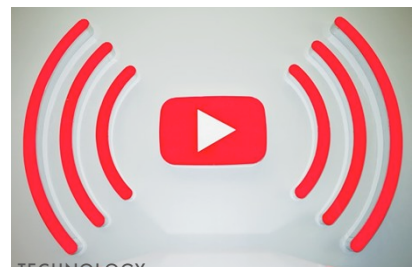
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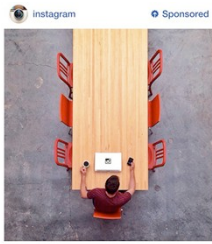
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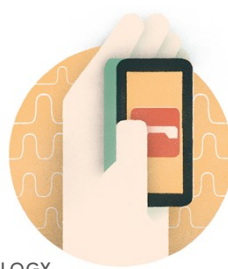
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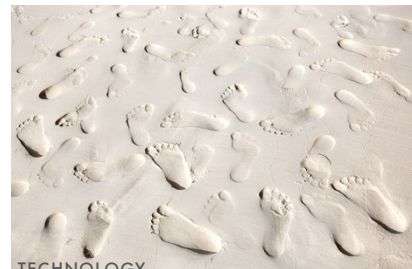
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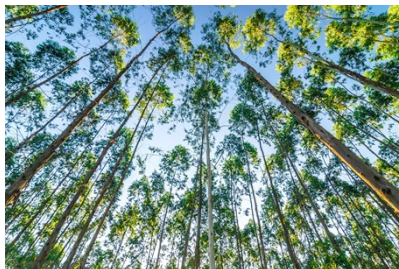
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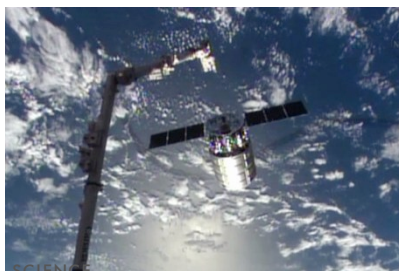
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Hotel gets videogame takeover, features in-bed chanting ([/news/archive/2013-10/24/gamercamp-hotel](http://news.archive/2013-10/24/gamercamp-hotel))



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Bond wearables let two geographically separated people 'touch' each other ([/news/archive/2013-10/24/bond-wearables](http://news.archive/2013-10/24/bond-wearables))



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Over budget, behind schedule: what's up with gaming's biggest Kickstarters? ([/news/archive/2013-10/24/gaming-kickstarters](http://news.archive/2013-10/24/gaming-kickstarters))



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Soylent raises £617,000, reminds us what's wrong with Silicon Valley ([/news/archive/2013-10/24/soylent-is-not-people](http://news.archive/2013-10/24/soylent-is-not-people))



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Crowdsourcing science with supercomputers and interactive art installations ([/news/archive/2013-10/23/molecule-simulations](http://news.archive/2013-10/23/molecule-simulations))



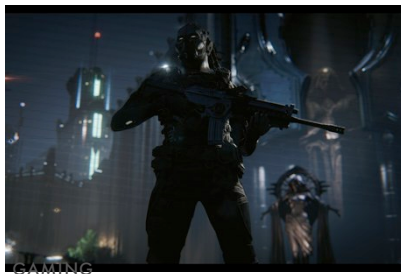
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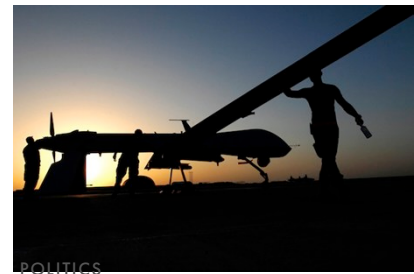
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TECHNOLOGY

'How svelte!' iPad Air hands-on
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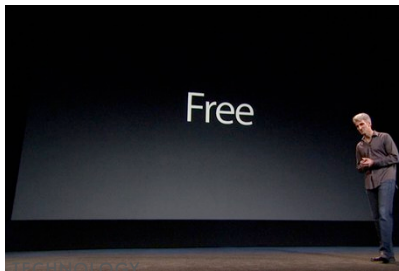
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Apple to launch Retina display iPad mini in November
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Apple to launch thinner, lighter more powerful iPad Air in November
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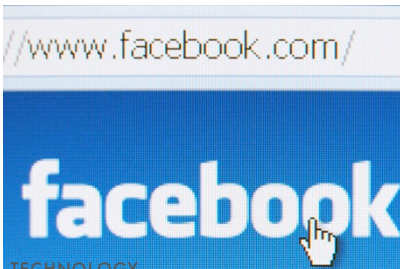
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OS X Mavericks launches for free, along with iLife and iWork app updates
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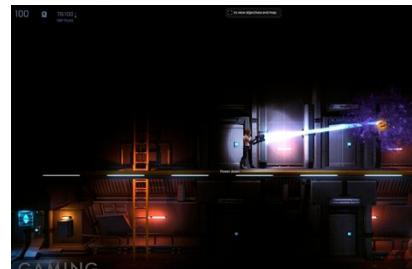
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The weird world of Facebook's moral code: beheadings good, breastfeedings bad
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Stephen Elop: advances in Windows RT have finally made it a viable tablet OS
 (/news/archive/2013-10/22/stephen-elop-and-joharlow-interviews)



GAMING

Dark Matter suspended on Steam following issues over ending
 (/news/archive/2013-10/22/dark-matter)



GADGET REVIEWS

Samsung Galaxy Gear smartwatch review
[\(/reviews/gadgets/2013-10/samsung-galaxy-gear-review\)](/reviews/gadgets/2013-10/samsung-galaxy-gear-review)



TECHNOLOGY

Hands-on: Nokia bakes WhatsApp into the Asha 500, 502 and 503
[\(/news/archive/2013-10/22/nokia-asha-500-502-and-503-hands-on\)](/news/archive/2013-10/22/nokia-asha-500-502-and-503-hands-on)



CULTURE

Dutch design studio develops system to suck smog from the Beijing sky
[\(/news/archive/2013-10/22/smog-vacuum-beijing\)](/news/archive/2013-10/22/smog-vacuum-beijing)



SCIENCE

Ecologists use Google Street View to spot invasive species of moth
[\(/news/archive/2013-10/22/google-street-view-ecology\)](/news/archive/2013-10/22/google-street-view-ecology)



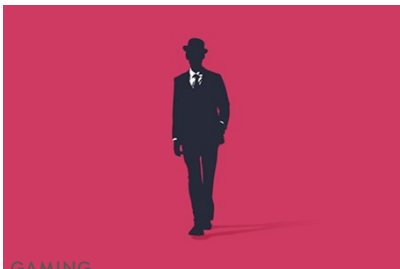
WIRED BLOG

From eating insects to sci-fi movies: a tour of Wired Next Generation's workshops
[\(/news/archive/2013-10/22/next-generation-workshops\)](/news/archive/2013-10/22/next-generation-workshops)



TECHNOLOGY

Hands-on with the Nokia Lumia 1520 and 1320 six-inch phablets
[\(/news/archive/2013-10/22/nokia-lumia-1520-and-1320-hands-on\)](/news/archive/2013-10/22/nokia-lumia-1520-and-1320-hands-on)



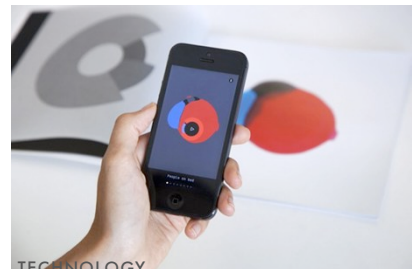
GAMING

Device 6 makes its own story into a super stylish puzzle map
[\(/news/archive/2013-10/22/device-6\)](/news/archive/2013-10/22/device-6)



BUSINESS

Wikipedia editors, locked in battle with PR firm, delete 250 accounts
[\(/news/archive/2013-10/22/wikipedia-pr-battle\)](/news/archive/2013-10/22/wikipedia-pr-battle)



TECHNOLOGY

An album you can remix with your smartphone's camera
[\(/news/archive/2013-10/22/remix-album-with-smartphone\)](/news/archive/2013-10/22/remix-album-with-smartphone)



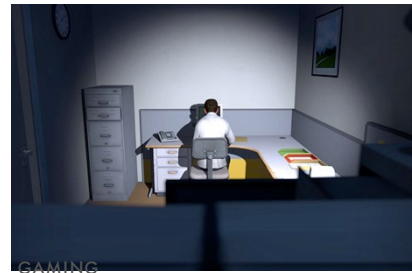
TECHNOLOGY

Hands-on with the Nokia Lumia 2520, Nokia's first Lumia tablet
 (/news/archive/2013-10/22/nokia-lumia-2520-hands-on)



TECHNOLOGY

Nokia announces Lumia 2520 Windows 8 tablet with focus on photography
 (/news/archive/2013-10/22/nokia-lumia-2520)



GAMING

Want to sell your game? Don't tick off YouTubers
 (/news/archive/2013-10/22/stanley-parable-sales)



GAMING

Wii console production ceases, Nintendo says it only affects Japan
 (/news/archive/2013-10/22/wii-discontinued)



TECHNOLOGY

Nokia goes phablet with six-inch Lumia 1520 and 1320
 (/news/archive/2013-10/22/nokia-lumia-1320-1520-2520)



TECHNOLOGY

Nokia World 2013: what new devices to expect
 (/news/archive/2013-10/21/nokia-world)



CULTURE

Hide&Seek launches public play Tiny Games app
 (/news/archive/2013-10/21/tiny-games-app)



POLITICS

NSA targeted the conversations and texts of ordinary people in France
 (/news/archive/2013-10/21/france-surveillance)



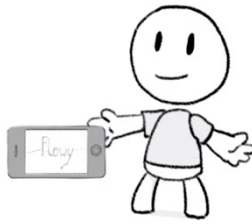
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How the UK's new cyber cops will wage war on the dark web
 (/news/archive/2013-10/21/cybercrime-dark-web)



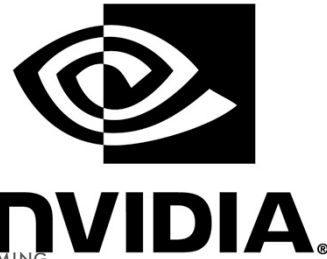
TABLET REVIEWS

Best budget tablets on the UK market for October 2013
[\(/reviews/tablets/2013-10/budget-tablet-roundup\)](/reviews/tablets/2013-10/budget-tablet-roundup)



GAMING

Flowy: how a mobile game will combat panic attacks with kittens and robots
[\(/news/archive/2013-10/21/flowy\)](/news/archive/2013-10/21/flowy)



GAMING

Nvidia announces G-Sync monitor tech to eliminate screen tear and lag
[\(/news/archive/2013-10/21/nvidia-g-sync-and-shadowplay\)](/news/archive/2013-10/21/nvidia-g-sync-and-shadowplay)



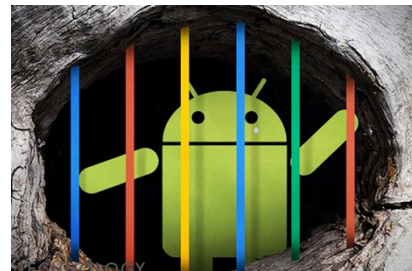
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Cybercriminals launder money using in-game currencies
[\(/news/archive/2013-10/21/money-laundering-online\)](/news/archive/2013-10/21/money-laundering-online)



GAMING

World of Warcraft bot company ordered to pay Blizzard £4.3 million fine
[\(/news/archive/2013-10/21/wow-bots-lawsuit\)](/news/archive/2013-10/21/wow-bots-lawsuit)



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Google's iron grip on Android: controlling open source by any means necessary
[\(/news/archive/2013-10/21/googles-iron-grip-on-android\)](/news/archive/2013-10/21/googles-iron-grip-on-android)



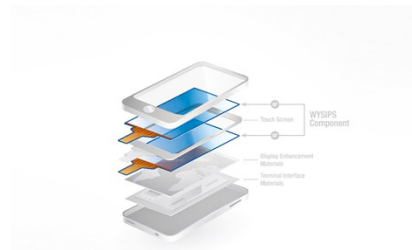
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500-year-old man recounts the history of DNA in interactive comic Helix
[\(/news/archive/2013-10/21/helix-graphic-novel\)](/news/archive/2013-10/21/helix-graphic-novel)



CULTURE

This Air France cutlery turns into a toy plane
[\(/news/archive/2013-10/21/airplane-cutlery-thats-fun\)](/news/archive/2013-10/21/airplane-cutlery-thats-fun)



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French startup SunPartner Group wants to charge your phone with the sun
[\(/magazine/archive/2013/10/start/phones-now-with-added-sunscreen\)](/magazine/archive/2013/10/start/phones-now-with-added-sunscreen)



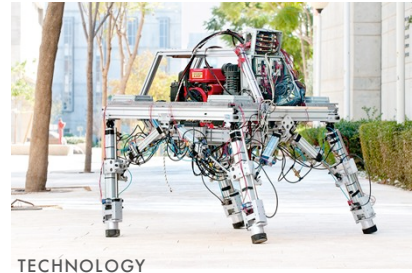
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[Inside Julian Assange's alleged plot to steal The Fifth Estate book \(/news/archive/2013-10/21/assange-house\)](/news/archive/2013-10/21/assange-house)



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[Google without Larry Page would not be like Apple without Steve Jobs \(/news/archive/2013-10/21/google-without-page\)](/news/archive/2013-10/21/google-without-page)



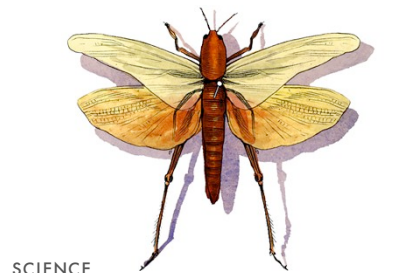
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[Amir Shapiro is devising robots that mimic the best of the animal world \(/magazine/archive/2013/10/start/a-breeding-ground-for-bots\)](/magazine/archive/2013/10/start/a-breeding-ground-for-bots)



POLITICS

[Balloons help North Koreans receive human-rights messages \(/magazine/archive/2013/10/start/how-to-collect-creepy-crawlies\)](/magazine/archive/2013/10/start/how-to-collect-creepy-crawlies)



SCIENCE

[How to collect creepy crawlies \(/magazine/archive/2013/10/how-to-collect-creepy-crawlies\)](/magazine/archive/2013/10/how-to-collect-creepy-crawlies)



CULTURE

['Atheist church' seeks 500,000 in crowdfunding to build online platform \(/news/archive/2013-10/20/sunday-assembly-expansion\)](/news/archive/2013-10/20/sunday-assembly-expansion)



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[No-fishing zones proposed for Antarctic seas \(/news/archive/2013-10/20/no-fishing\)](/news/archive/2013-10/20/no-fishing)



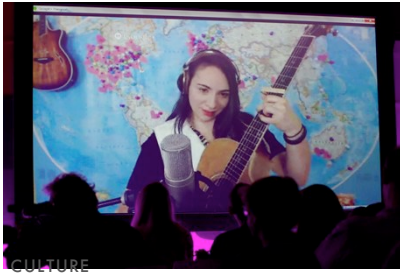
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[X-Files to meet Ghostbusters in comics crossover \(/news/archive/2013-10/20/x-files-conspiracy\)](/news/archive/2013-10/20/x-files-conspiracy)

Wired
NEXT
GENERATION

WIRED BLOG

[Inspiring young minds: highlights from Wired Next Generation 2013 \(/news/archive/2013-10/19/wired-next-generation-2013-video-highlights\)](/news/archive/2013-10/19/wired-next-generation-2013-video-highlights)



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[Natascha McElhone: we need to hack and disrupt damaging gender stereotypes](#)
 (/news/archive/2013-10/19/natascha-mcelhone)

Wired NEXT GENERATION

TECHNOLOGY

[Wired 2013 Next Generation app competition winners announced](#)
 (/news/archive/2013-10/19/wired-2013-next-generation-app-winners)



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