

SOCIAL INCLUSION OPPORTUNITIES

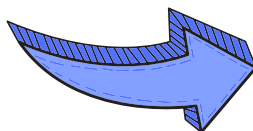
DIGITAL HERITAGE

collection of ideas

ICONEM



Our world's cultural heritage is threatened. Looting, urbanisation, mass tourism, armed conflict, and climate change damage and destroy irreplaceable sites where cultures emerged, languages developed, civilisations thrived. These imperilled heritage sites embody humanity's rich cultural diversity. It is crucial that we document and preserve them now. Iconem's mission is to further conservation of these endangered places by digitising them for exploration and study, today and tomorrow. ICONEM's expert team travels the globe, combining the large-scale scanning capacity of drones and the photorealistic quality of 3D to create digital replicas of our most treasured places, record them for future generations, and champion them today.



<https://iconem.com/en/>

Founded in 2013, ICONEM is an innovative start-up that specialises in the digitisation of endangered cultural heritage sites in 3D. It works with international organisations, national governments, local authorities, and world class museums such as UNESCO, the Aga Khan Trust for Culture, the Sultanate of Oman, the City of Paris, and the Louvre. It designs site-specific architectural 3D models; large-scale urban and rural 3D models; museum exhibitions; and training for local professionals.

Actions

Now active in over 30 countries around the world, French start-up ICONEM is working to preserve global architectural and urban heritage one photograph at a time. Leveraging complex modelling algorithms, drone technology, cloud computing, and, increasingly, artificial intelligence (AI), the firm has documented major sites like Palmyra and Leptis Magna, producing digital versions of at-risk sites at resolutions never seen, and sharing their many-terabyte models with researchers and with the public in the form of exhibitions, augmented reality experiences, and 1:1 projection installation across the globe.



For a continent as culturally rich and diverse as Europe, making sure that valuable cultural assets are available for future generations to enjoy and be inspired by is a major public policy goal.

ICONEM's work focuses on using technology to increase social awareness and interest in cultural heritage and preservation. The practice and processes that contribute to the shaping and legitimization of digital heritage imply choices, reconfigurations, tests – a social work.