



## **SCENE 1st PRESS RELEASE**

*The SCENE Project Kicks Off in Thessaloniki.*

**Thessaloniki, 28 February 2023**

SCENE 's primary focus lies in the combination of cognitive AI technologies and European Cultural Heritage within the filmmaking domain. The project has devised an integrated approach taking into consideration all phases of filmmaking, from pre-production to post-production. To achieve its objectives, SCENE Project will harness the potential of AI tools for audience building and preference analysis, as well as utilize audio and lighting simulation tools, blockchain, and IPR protection-related tools.

The European Cultural Heritage, serving as a connecting element between society and economy, will play a pivotal role in the project's success. Leveraging assets like 3D digital reconstruction and simulation of monuments, SCENE Project aims to synergize AI technologies and the rich heritage of Europe to bolster the film-making industry's growth and foster substantial social development.

The official kick-off meeting took place in Thessaloniki on February 28th and March 1st, where the project partners gathered. The consortium comprises 13 prominent European partners originating from 7 countries, with expertise in diverse fields such as AI, Blockchain, 3D modelling, digital reconstruction, filming, and broadcasting. Center for Research and Technology Hellas (CERTH) leads the project as the coordinator, collaborating with organizations like Hypertech, Links Fondazione, Digital Twin Technology, Mog Technologies, Fraunhofer, Polytechnic University of Valencia, Aristotle University of Thessaloniki, White Research, Fundacion Epica, Athens Development and Destination Management Agency, Green Olive Films, and CETMA.

### **Next Steps**



The SCENE consortium is fully committed to paving the way for a more competitive European Film Industry, intending to bring transformative changes not only to filmmaking but also beyond.



## For more information

Please visit the SCENE CORDIS [page](#).

Please visit SCENE's [website](#).

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## Contact information

**Dr. Anastasios Drosou** – Project Coordinator, Centre for Research & Technology Hellas (CERTH)  
e-mail: [drosou@iti.gr](mailto:drosou@iti.gr)

For further information, press materials, or ad hoc communication requests, please contact:  
**Evangelia Tiaka** – Dissemination & Communication Manager, White Research SRL  
e-mail: [etiaka@white-research.eu](mailto:etiaka@white-research.eu)

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