

AI for Cultural Heritage and Visitor Experience Design

5-DAY ERASMUS+ TRAINING COURSE IN FLORINA, GREECE



IDEAL FOR

- Museums
- Cultural organisations
- NGOs
- Municipalities
- Tourism organisations
- Adult education providers



Design experiences people will remember.
Through AI, Living Labs and Experience Design.

At a glance

Duration: 5 days / 25 learning hours

Location: Florina, Greece

Language: English

Course fee: €400

Participants: 8-20

Suitable for: Erasmus+ KA1 staff mobility

Output: Final Project Portfolio

UPCOMING COURSE EDITIONS

4-8 January 2027
Winter Edition

3-7 May 2027
Spring Edition

21-25 June 2027
Summer Edition

More Info

nexusinnovation.eu



FREE PRE-REGISTRATION - NO PAYMENT BEFORE CONFIRMATION

WHY THIS COURSE?



LEARN THROUGH REAL PROJECTS, NOT HYPOTHETICAL CASE STUDIES.

EXPERIENCE FIRST, TECHNOLOGY SECOND

1

Digital tools are valuable only when they support meaningful visitor experiences. Learn how to choose the right technology for each context—not the other way around.

LEARN FROM REAL PROJECTS

2

Instead of analysing hypothetical case studies, participants work with real digital experiences developed by NEXUS Innovation and its partners, exploring both the technologies and the design decisions behind them.

LEAVE WITH YOUR OWN PROJECT

3

Throughout the course, participants develop a realistic concept, AI-assisted prototype and implementation roadmap tailored to the needs of their own organisation.

EXPERIENCE DESIGN PROCESS

How You Will Learn

1

EXPERIENCE

Explore authentic visitor experiences in museums, heritage sites and public spaces.

2

REFLECT & ANALYSE

Analyse why people engage, and how technologies influence the experience.

3

DESIGN

Transform observations into ideas adapted to your own organisation.

4

AI PROTOTYPE

Use AI to rapidly visualise and communicate your concept.

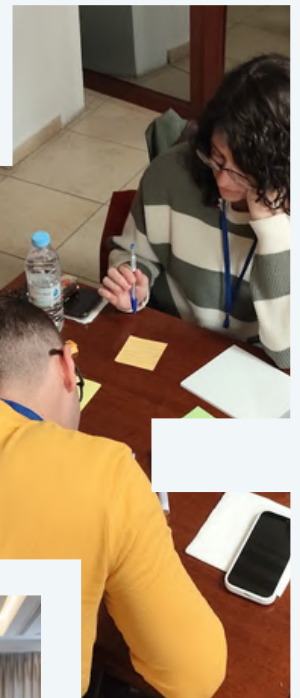
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APPLY

Develop a realistic implementation roadmap and Project Portfolio.

Every activity in the course follows this Experience Design Cycle.

Whether participants are exploring a digital city walk, a museum, a virtual exhibition or a regional Living Lab, the same design process helps transform observations into practical solutions for their own organisation.



DAILY PROGRAMME

25 hours of structured
learning activities



DAY 1 - DISCOVER EXPERIENCES

Introduction to Experience Design
AI, AR, VR and digital storytelling in cultural heritage
Presenting participants' organisations and challenges
Florina Digital Living Lab
Explore digital visitor experiences
Reflection and discussion

DAY 2 — REFLECT & ANALYSE

Urban Design Studio
Analyse observations from the Digital Living Lab
Visitor journeys, engagement and interpretation
Visit museums and technology-enhanced cultural spaces
Different approaches to visitor experience design

The programme combines Design Studios, Living Labs, collaborative workshops and AI-assisted prototyping. Each day builds on the previous one, gradually transforming observations into a project tailored to your own organisation.

DAY 3 — DESIGN CONCEPTS

Collaborative Design Studio
Develop concepts for your organisation
Refine ideas
Peer discussion
Free time for networking or personal exploration

DAY 4 — REGIONAL LIVING LAB

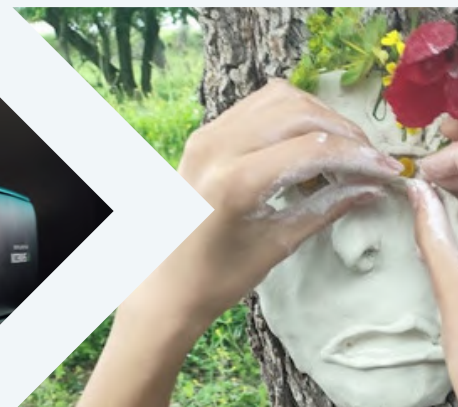
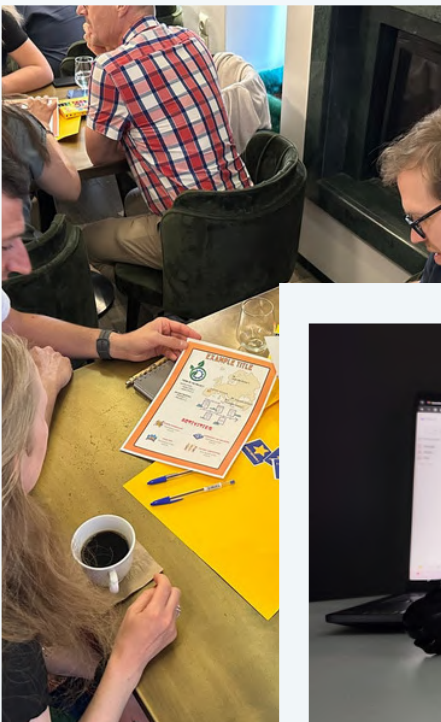
Immersive field laboratory in either:

- Prespes Lakes National Park or
- Nymfaio • Arcturos • Amyntaio Wineries

Participants observe authentic visitor experiences, collect ideas, analyse design choices and prepare material for the final Design Studio.

DAY 5 — PROTOTYPE & PRESENT

AI-assisted prototyping
Storyboards and concept visualisation
Project presentations
Peer feedback
Final Project Portfolio
Closing session



FROM DIGITAL CITY WALKS TO VR EXHIBITIONS AND REGIONAL
LIVING LABS, DISCOVER THE REAL PROJECTS THAT BECOME PART
OF YOUR LEARNING EXPERIENCE.

REGIONAL LIVING LABS

EXPLORE • ANALYSE • DESIGN

Our Regional Living Labs are not field trips. They are immersive design environments where participants explore authentic visitor experiences, analyse how places, stories, communities and technologies come together, and transform their observations into new ideas for their own organisations.

PRESPES LIVING LAB



EXPERIENCE

Explore one of Europe's most distinctive cultural landscapes.

OBSERVE

Discover how nature, history and local communities shape the visitor experience.

ANALYSE

Identify opportunities for interpretation, participation and storytelling.

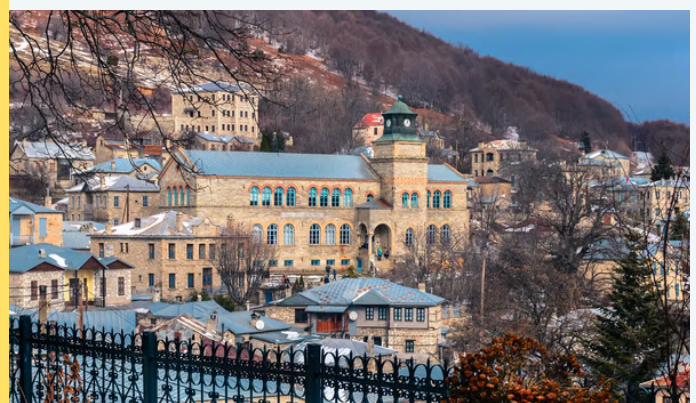
DESIGN

Transform field observations into new concepts for your own organisation.



This alternative Regional Living Lab combines heritage villages, wildlife conservation and visitor-oriented businesses to demonstrate how different organisations create distinctive visitor experiences.

Participants compare diverse approaches to interpretation, storytelling and engagement while exploring how technology can support—rather than replace—the authenticity of each place.



NYMFAIO • ARCTUROS • AMYNTAIO

Each course edition includes one carefully selected Regional Living Lab, chosen according to the season and the learning objectives of the group.

REAL PROJECTS. REAL EXPERIENCES.

Throughout the course, participants explore digital experiences developed by NEXUS Innovation in collaboration with museums, local communities and public organisations. These projects become the starting point for discussion, analysis and new design ideas.



AUGMENTED REALITY FOR ART INSTALLATIONS

Discover how augmented reality can extend artistic interpretation beyond the physical artwork, creating richer visitor experiences through storytelling, multimedia and interactive content.



AUGMENTED REALITY FOR URBAN HERITAGE

See how augmented reality can reveal hidden layers of the urban landscape by reconnecting contemporary public spaces with their historical identity through mobile experiences.

DIGITAL CITY EXPERIENCES

Explore two different approaches to digital city interpretation. Compare a playful, participatory experience with a more structured cultural guide, and discover how storytelling, geolocation and interaction can transform the way visitors explore a city.



VIRTUAL REALITY MUSEUM EXPERIENCES

Explore how immersive virtual environments can preserve, present and reinterpret cultural heritage, enabling meaningful visitor experiences beyond the limits of physical exhibition spaces.



**You don't study these projects. You experience them,
discuss them and use them as inspiration for your own.**

DESIGNED & DEVELOPED BY NEXUS INNOVATION

WHO WE ARE

NEXUS Innovation is a non-profit organisation based in Florina, Greece, specialising in the design of meaningful learning and visitor experiences through digital innovation, cultural heritage and community engagement. We develop educational programmes, digital applications, immersive experiences and European cooperation projects that connect places, stories, people and technology.



OUR TEAM

Our multidisciplinary team combines expertise in education, digital innovation, cultural heritage, experience design and European project development. Alongside our educational background, we actively design and implement digital experiences, develop AI, AR and VR applications, and collaborate with museums, local communities, public organisations and universities.

OUR APPROACH

We believe that technology creates value only when it serves a meaningful purpose. Rather than teaching digital tools in isolation, we help participants understand how to select, combine and apply them to create engaging visitor and learning experiences. Every course is grounded in real projects, collaborative design and authentic contexts, ensuring that ideas can be transferred directly to participants' own organisations.



WHY FLORINA

A CALM AND INSPIRING LEARNING SETTING IN NORTHERN GREECE

Florina is a small, welcoming town in Western Macedonia, Northern Greece. Surrounded by mountains, lakes, traditional villages and rich cultural landscapes, it offers an ideal setting for a focused and reflective training week.

Unlike large urban destinations, Florina allows participants to slow down, connect with each other and engage deeply with the course activities. Its size makes it easy to move around, meet informally after the sessions and experience the local atmosphere during the week.

GETTING TO FLORINA

Most participants reach Florina through Thessaloniki, the nearest major international airport. From Thessaloniki, they can travel to Florina by bus, train or other arranged private transfer options, depending on arrival times and group needs.



PRACTICAL INFORMATION, COST & REGISTRATION

COST

- Course fee: €400
- Local Living Lab & Catering Package: €100 - €170

WHAT'S INCLUDED

- 25 hours of structured learning activities
- Experience Design Studios and collaborative workshops
- Regional Living Lab participation
- AI-assisted prototyping activities
- Training materials and digital resources
- Final Project Portfolio
- Certificate of Attendance
- Five working lunches and coffee breaks

REGISTRATION

- Free pre-registration
- No payment before official confirmation
- Minimum group: 8 participants
- Ideal group: 12-20 participants
- Please book travel only after receiving the official course confirmation

DOCUMENTATION

- Certificate of Attendance
- Confirmation of 25 learning hours
- Detailed course programme
- Final Project Portfolio
- Europass Mobility support (where applicable)

UPCOMING COURSE EDITIONS

WINTER EDITION 4-8 January 2027

SPRING EDITION 3-7 May 2027

SUMMER EDITION 21-25 June 2027

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SCAN THE QR CODE OR
VISIT THE COURSE PAGE TO
EXPRESS INTEREST

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