



# Amsterdam Time Machine

## Towards Virtual and Smart Cultural Tourism

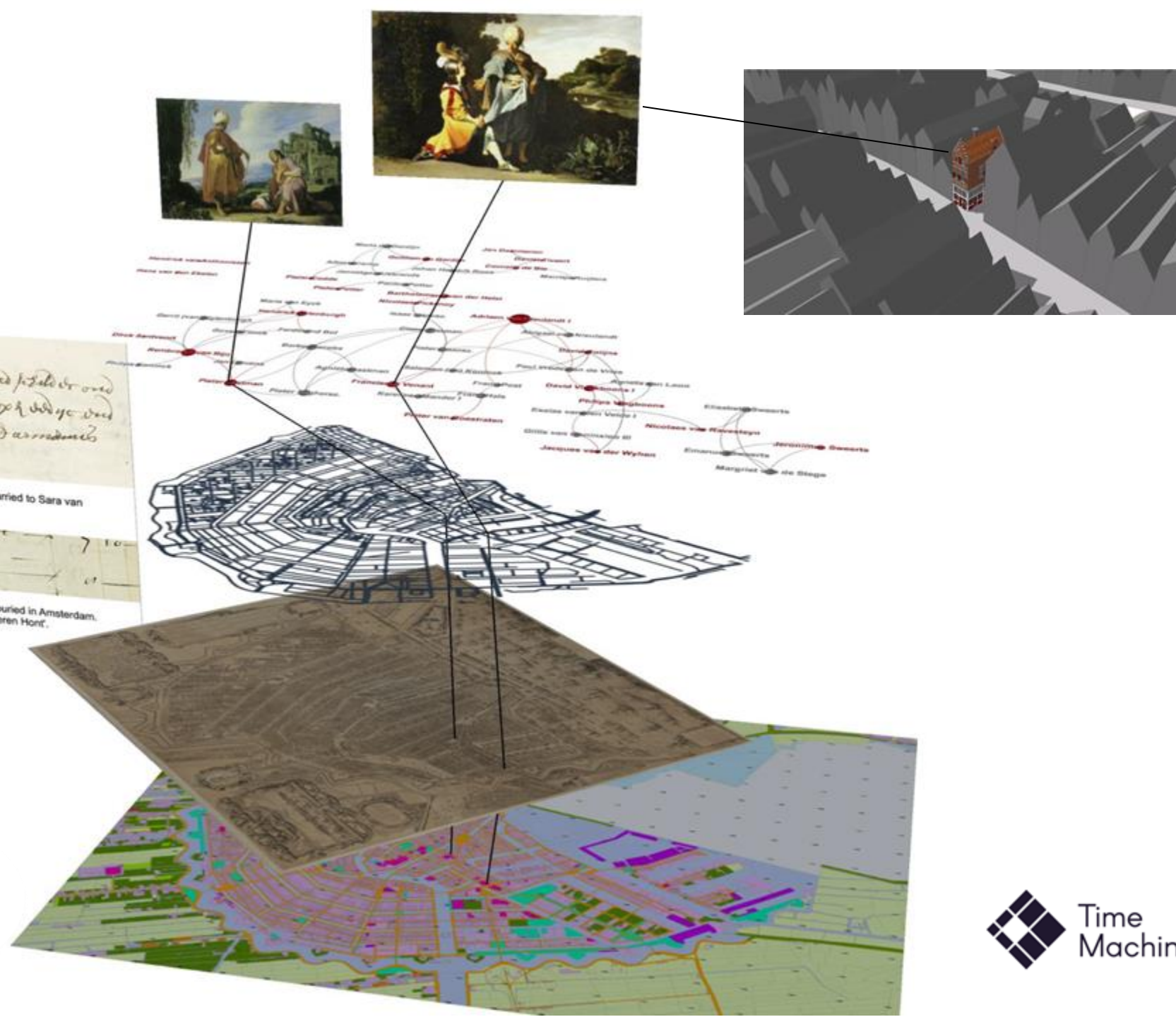
Julia Noordegraaf, University of Amsterdam & TMO



# AMSTERDAM TIME MACHINE

29-02-1664 The painter Laurens Floor from Friedrichstadt is married to Sara van Ceulen. At time of his marriage he is living on the 'Zeedyck'

17-09-1667 The painter Laurens Floor from Friedrichstadt is buried in Amsterdam. At the time of his death he was living 'opden Dam inde Wackeren Mont'.



Picture Weixuan Li, Virtual Interiors Project  
(Huygens ING/UvA)



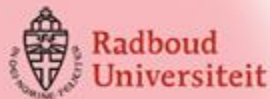
UNIVERSITEIT VAN AMSTERDAM



# RIJKS MUSEUM



Rijksdienst voor het Cultureel Erfgoed  
Ministerie van Onderwijs, Cultuur en  
Wetenschap



RKD STUDIES



KB Koninklijke Bibliotheek  
National Library of the Netherlands

BEELD EN GELUID



× Gemeente  
× Amsterdam  
×

de do  
mijn  
en

in mijn buurt



Grobbel & Dreis



# Amsterdam Agenda

- Three target groups: citizens, tourists, expats
- Amsterdam as a cultural city
- Widen the perspective to ‘untold stories’
- Focus on diversity: free, tolerant city
- Redirect visitor streams to other parts of the city and region:



“Amsterdam Castle” in Muiden



**5 unique places to stay in  
Amsterdam**



Intel Hotel in Zaandam



Time  
Machine



# Extended Experiences of Virtual Cultural Heritage

Gamification of XR applications



Participatory, Adaptive Storytelling

Citizens contribute **their knowledge  
and objects**



Model: Europeana WWI roadshows



# Bottlenecks

- Gamification: toolkit for Gamified Experiences of CH
- Participatory and adaptive storytelling:
  - Privacy & IPR issues with citizen-contributed data
  - Workflow models for CH institutions
- Business models (revenue generation)



# Thank you for your attention



@adamtimachine



AmsterdamTimemachine.nl

