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Chiossone Museum of Oriental Art – Italy

Key Element	Description
Pilot Territory / Site	Museo Chiossone cultural heritage institution located in Genoa.
Country / Geographical Context	Italy – urban cultural heritage institution situated within the metropolitan environment of Genoa.
Territorial Typology	Urban cultural institution embedded within a dense metropolitan heritage and cultural landscape.
Governance Context	Governance framework involving municipal cultural authorities and heritage management institutions responsible for museum administration, cultural programming, and visitor engagement strategies.
Tourism Pressure Profile	Moderate visitor flows with limited overtourism pressure, characterized instead by the need to diversify audiences and enhance cultural engagement.
Environmental / Climate Exposure	Limited environmental exposure typical of indoor urban cultural institutions, with primary operational challenges related to audience engagement rather than environmental pressures.
Key Challenges Identified	Need for improved audience diversification strategies, enhanced digital communication mechanisms, and stronger data-informed visitor engagement tools.
Relevant Use Cases Implemented	Use Case 1 – Digital Twin & 3D Modeling. Use Case 2 – XR/AR for Enhanced Visibility.
Operational Focus of the Pilot	Strengthening digital engagement and visibility of cultural assets through enhanced interpretation tools and improved data-informed communication strategies.
Strategic Insights for Transferability	Demonstrates how digital interpretation and engagement tools can support audience diversification and strengthen visitor communication strategies in urban cultural institutions.

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