

4.4.3.13 Digitalisation of the World's Oldest Vine; Maribor

One of the most important and essential parts of cultural heritage in Maribor is the World's Oldest Vine by the Old Vine House that has started to implement VR experiences for visitors. The Old Vine virtual experience is an upgrade of the remarkable story of the 450-year-old vine. The VR headset transforms visitors into the Old Vine and takes them through time from 1570 to the present day. During this VR experience, visitors can also get to know important Maribor historical events, personalities and legends and observe the changes that took place on Lent over the centuries. The Old Vine House is located in the heart of the old city centre. The age of the "Žametovka" or "Modra Kavčina" vine is over 400 years and has won it a place in the Guinness Book of Records as the oldest noble grapevine in the world still bearing grapes. The Old Vine is a symbol of the rich wine culture of Maribor, Styria, and all of Slovenia. The house was built in the 16th century, and the south side of the House has seen no major architectural changes since then. Today, the Old Vine House is a temple of wine tradition and culture of Maribor, Styria, and Slovenia, offering guided tours of rich wine legacy and other museum exhibits.

Find out more at: <https://www.visitmaribor.si/en/what-to-do/art-and-culture/> and <https://www.visitmaribor.si/en/what-to-do/wine-and-culinary/old-vine-house/>

4.4.3.14 Transforming public transport into a sightseeing tour; Porto

Launched in February 2020, the "City Museum" is a disruptive concept of modern museum pedagogy. Designed as a metro line, uniting 17 stations and interconnecting 5 thematic axes (sound, nature, material, liquid and romanticism), the "City Museum" has become a fascinating and new form of interactive museum experience. It incorporates archaeological sites, water places, historic houses, libraries, industrial spaces and offers an interesting, new, and innovative way of enhancing the museum concept.

Find out more at: <https://www.porto.pt/en/news/the-city-museum-in-porto-is-reshaping-the-concept-of-city-integrated-culture>



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