

PRESS RELEASE

Monday, November 15, 2021

More than 150 people participate in the day for families organized by the Rom Museum

The initiative was framed within the European project MUS.net, which seeks to improve the visibility of small local museums and attract new audiences, such as children.

During the visits, families have been able to test the new technological initiatives of the center, such as the Augmented Reality game 'Draw live' or the 'A museum in your pocket' application.

It has also been possible to learn about the new immersive video mapping, in which Abad Opila himself, legendary founder of the Santa María la Real monastery, tells the story of the building.

More than 150 people have participated in the open day that the Rom Museum, in Aguilar de Campoo, has organized this Friday within the framework of the MUS.net project; a European initiative that seeks to improve the visibility of small local museums and attract new audiences.

Among these new audiences, there are children of school age and that is why the day has been focused on families, to whom it has wanted to present the novelties that the center has introduced in recent months to encourage the most little ones can "learn by playing".

"Our objective has always been to make our monastery, Santa María la Real, and the Romanesque of the Palentina Mountain known, in a rigorous way, but also entertaining and fun," explained César del Valle, coordinator of the Rom.

New incentives to get closer to history and heritage

In order to meet this objective, in recent years the Rom has been "modernized" and has added to its offer a series of technological tools that not only help its educational function, but have managed to attract "difficult" audiences, such as the children's, "which now have a new incentive to get closer to the history and heritage of this area."

Among these new tools, the people who have attended the conference have been able to learn "and test" the Augmented Reality game 'Draw live' and the application 'A museum in your pocket'; two initiatives implemented thanks to the European project MUS.net, and which undoubtedly help to improve the quality of the visit and to offer a much more modern and plural "New Rom".

An app, Augmented Reality and a new immersive video mapping

The installation 'Draw Live' allows coloring figures related to the monastery that are "brought to life" thanks to Augmented Reality; while the app allows to know the Rom through three different routes, one of them dedicated to children, which turns the monastery "into the board of a great game of clues and mysteries to be solved".

To these two interesting initiatives, there is also a new video mapping, inaugurated this summer, thanks to a grant from the Ministry of Culture and Sports and which tries to explain the history of the Monastery of Santa María la Real "from emotion", through of an immersive show, in which the narrator of the story is Abad Opila himself, the legendary founder of the monastery.

The MUS.net Project

The MUS.net project, MUSEum NETwork, began in early 2020 and is scheduled to end in 2022. It is led by the Province of Padua and has the participation of the Santa María la Real Foundation, through the Rom Exhibition Center, and from three other European cultural institutions: RIS Dvorec Rakičan, from Slovenia; the Lebork Museum of Poland; and the Italian cultural and natural management company, Butterfly Arc. It has a budget of 325,302 euros, of which 60% is co-financed by the European Commission through its Creative Europe program.

La **Fundación Santa María la Real** es una entidad privada sin ánimo de lucro, cuya misión fundamental es **generar desarrollo sostenible y activar los territorios**, mediante la puesta en marcha de proyectos e iniciativas innovadoras basados en tres ejes: **personas, patrimonio y paisaje**. Actualmente, el trabajo de la Fundación se estructura en tres grandes áreas: [Empleo y Emprendimiento](#), [Atención Social](#) y [Turismo y Cultura](#). Dentro de esta última, se encuadra el **centro expositivo Rom**, que se presenta al visitante como una puerta abierta al territorio para descubrir la historia y el patrimonio desde la emoción, el entretenimiento y la educación.

To expand this information:

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