



# Gorffennol Digidol Digital Past - 2020

## CO-CREATING TOMORROW TODAY: Introducing Vizgu and creating an exhibition

Mensur Ibricic: Co-founder, Innovation & Co-creation, [Vizgu](#)



Mensur will talk about how technology companies have neglected the historians, archaeologists, curators and professionals alike in supporting them in how their accumulated knowledge can be shared with the public and educate the public on all the great findings and research taking place. He will also show how Vizgu is changing the way technology companies work with these professionals by implementing a new approach- where we together co-create solutions which in the end will serve a higher purpose.

Co-creating is about building something together- it's about a constant and honest feedback loop to develop the best suited applications and platforms that will help us all cross the bridge from analogue to digital. Join me in the talk and let's co-create tomorrow today.

[Digital Past 2020](#): New technologies in heritage, interpretation and outreach | 12 & 13 February 2020, Aberystwyth Arts Centre, Aberystwyth

Mae'r ddogfen hon hefyd ar gael yn y Gymraeg | This document is also available in Welsh.

Mensur will also be giving a live augmented reality demo and showcase the technology which he built specifically for The Discovery Programme – to help them curate their digital imaging of archaeological research.

The first 40-minute session will introduce Vizgu: our Start-up, the things we did with the visually impaired in Wales and Denmark. We will be talking about our journey and how we developed Vizgu through Co-Creation. We will also be projecting trends as to what the modern visitor is expecting when visiting an institution such as a museum or heritage building. i.e., castles, churches, landmarks, etc. This we will combine with the saying “The Phone is a natural extension of ourselves”.

In the second session we will create and curate an exhibition. We will be utilizing technologies such as Augmented Reality, Image recognition and Machine learning to demonstrate how easy and intuitive these new technologies can be but into use with a small to non-existent learning curve.

All participants will get a free Vizgu license to use at their institution. If you don't have time but want to play with his software, let Mensur know and he will send you a test license.

## Biography

Mensur is a co-founder of an app and platform called Vizgu. Through Vizgu he is trying to help curators, historians and professionals alike to inform people on what is most important to us all- Our cultural heritage within history, archaeology and Art. Mensur is a self-taught futurist and expert in emerging technology trends. His goal is to change the approach of how technology companies work with art and cultural heritage professionals - and the way he aims to foster that change is through co-creation.

