

Heritage Amplified Grant 2024 - Frequently Asked Questions

1. What is the Heritage Amplified Grant?

CyArk's Heritage Amplified Grant is designed to help recipients design, construct, and amplify place-based stories of cultural heritage. Grantees will receive a web-based 3D virtual experience of their selected location built on CyArk's Tapestry platform, including in-depth consultation, high-resolution 3D documentation, and a fully hosted virtual experience.

2. Who is eligible to apply for the grant?

This opportunity is open to both individuals and groups. Applicants need not be employed by the relevant site authority or have any formal affiliation, but a letter of support for your project from the site and/or key stakeholders is required for submission with your application.

3. I have worked with CyArk at my site before, am I eligible?

Yes! We welcome applications from our past partners, particularly if there are sites or stories that were not the focus of previous CyArk projects.

4. How many grantees will be selected?

Our current funding allows for the selection of one grantee in this round.

5. How are participants selected for the grant? When will I know?

Participants are selected based on their application and the listed selection criteria. Please review this criteria and take this into consideration when completing the application. A team of reviewers will evaluate applications independently and decide on a shortlist for discussion. A final decision will be made after this discussion. We will notify the successful team in June-July 2024. Unsuccessful applicants will also be notified in June-July 2024.

6. What is included as part of the grant?

The grantee will work with CyArk specialists to produce a Tapestry experience of their selected site. This includes working closely with CyArk on a storyboarding process to develop the key themes of the story and spatial extents of documentation. The project team will also get to participate in the fieldwork with CyArk, including facilitating and

conducting on-site interviews. The 3D data and other digital media collected during documentation will be used in the Tapestry experience and also provided to the project team and site management for their use. Each project team member (up to five individuals) will receive an honorarium of USD \$1,000 to facilitate their participation in the project.

7. How do I apply for the grant?

To apply, you must create an account and complete the [online application](#). You will be asked to provide details about the cultural heritage site (including reference images) and the story that will be the subject of the virtual experience. You will also need to think about your distribution plan for the virtual experience - how will you reach your intended audience? We would also like to know about you and your project team. What role will each of your team members take, and how are you uniquely qualified to take on this project?

8. Are there any prerequisites for applying?

Yes, you'll need to secure a support letter from the relevant authority or key stakeholder of the site and assemble a team of 2-5 members with relevant skills. This team will actively participate in the story development process (over Zoom), be present on-site during documentation and interview recording, and contribute to constructing the virtual experience. We will work with you on the timing of these activities but your commitment and flexibility to make this happen during the project execution period is essential (Sep 2024 - Jan 2025). All sessions and communications will be conducted in English. The project team must possess a proficient level of English, sufficient to engage in and comprehend materials, participate actively in discussions, and effectively communicate with CyArk staff and peers throughout the duration of the project.

9. What kind of commitment is expected of successful grantees?

Grant recipients will be expected to fully participate in CyArk's Tapestry production process. Our goal at CyArk is to amplify local histories and stories and working with local partners who have in-depth knowledge of the complexities of these places is critical to this work. CyArk will lead the development and execution of Tapestry production with grantees participating in each step of the process including brainstorming, storyboarding, field capture and interviews, Tapestry production, and publishing. Throughout the process, grantees will be expected to participate in approximately 10 virtual sessions (1 hour each) and 2-5 days on-site during documentation and interviews. From kickoff to publication this process may span an average of 4-6 months. Grantees will serve as the primary

representatives or liaisons with the selected site authorities and interviewees and are expected to contribute their in-depth knowledge of the place and communities connected to it.

10. Why do I need a letter of support?

It is important that your proposed project has the support of the relevant site authorities as ultimately permission will be required to conduct the 3D documentation. The letter of support does not need to be a formal permissions document - but it must indicate that the authority is aware of your proposed project and the nature and focus of the story and is broadly in support of the endeavor.

11. What is the timeline for the activities associated with the grant?

The successful applicant will be notified in June-July 2024. The activities for the production of the virtual experience will take place from September 2024 to January 2025. This includes storyboard development, field capture, data processing, and the production and launch of the experience.

12. Are there any costs associated with participating in the Heritage Amplified Grant?

The grant is comprised of CyArk's services including CyArk's storyboarding process, 3D documentation of the site and post-processing, and the creation and publication of the virtual experience. Each participant will also receive a USD \$1,000 stipend to help cover costs associated with their participation.

13. What is Tapestry?

Tapestry is a web-based storytelling platform that brings places to life, connecting users with the history, culture, and emotions that define each location. By integrating cutting-edge 3D modeling, engaging narratives, personal experiences, and interactive exploration, Tapestry creates a unique, emotionally resonant journey. Each Tapestry utilizes a high-resolution 3D model as a canvas for overlaying other structured narrative elements including ambient audio, archival imagery, interviews, and voiceover audio. Led by a narrator, a Tapestry experience takes the user along a journey and narrative arc that tells an interactive story of a place. Tapestry experiences can also be multi-lingual, presented in English and a local language. Explore the library of existing experiences for inspiration - <https://tapestry.cyark.org/>.

14. What types of sites/places are you looking for?

CyArk recognizes that cultural heritage comes in many forms and welcomes applications representing a broad variety of heritage sites from UNESCO World Heritage sites to locally recognized landmarks. Most importantly, you need to be able to articulate the story you want to tell and the potential audience you would like to reach. Your site may not be well known, but it may have a story people need to hear! Another factor to consider is scale. 3D documentation of the target area must be reasonably scoped to be completed within the time allocated for field capture (approximately 1 week). This is typically building-scale (or small complex of buildings) with additional documentation of the surrounding landscape and some interior spaces (depending on complexity it could be the entirety or just a few rooms). For example, it would not be possible to document the historic center of a large town or city within the allotted time.

15. I have additional questions about the grant and my application. How do I get answers?

CyArk is hosting an informational webinar on Wednesday, March 20th, 2024 at 8 am PST. This will be a forum for us to share more details about the grant and answer your questions. Please register to attend [here](#).