



## V4Design

Visual and textual content re-purposing FOR(4) architecture, Design and virtual reality games

H2020-779962

### D8.2

# Initial dissemination plan and dissemination/communication material

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#### Abstract

The objective of this document is to define dissemination goals and guidelines that are to be followed by all partners. In this context, D8.2 presents the dissemination principles of V4Design and defines specific targets. In addition, it presents planned dissemination materials (factsheet, presentation, flyer, etc.), events and venues, standardisation activities, as well as the role of the V4Design User Group.

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## **Executive Summary**

Deliverable D8.2 has a double role. On the one hand, it presents the identity of the V4Design project, including the project website, flyer, etc. On the other hand, it describes the dissemination activities foreseen by V4Design. First it elaborates on the basic dissemination principles, including target audiences, key messages and timing of actions. The deliverable then describes the dissemination strategies focusing on events and products. This is followed by the dissemination materials for V4Design, which include the project website, the communication kit (presentation, poster, and flyer), the factsheet, the press release and the newsletter. The dissemination plan then describes in detail scientific and commercial events targeted for participation, as well as scientific journals for article publication. In addition, a calendar view is provided with the most important and already scheduled events. Then, the deliverable lists the first participants of the User Group and describes their role in the project. Concluding, the deliverable names the planned standardisation activities.

## **Abbreviations and Acronyms**

<b>AEC</b>	Architecture, Engineering and Construction
<b>AR</b>	Augmented Reality
<b>BIM</b>	Building Information Modelling
<b>CAD/CAM</b>	Computer-Aided Design & Computer-Aided Manufacturing
<b>CGI</b>	Computer-Generated Imagery
<b>DT</b>	Digital Technologies
<b>EBU</b>	European Broadcasting Union
<b>GIS</b>	Geographic Information System
<b>GMF</b>	Global Media Forum
<b>ICT</b>	Information and communication technology
<b>NDA</b>	Non Disclosure Agreements
<b>NLP</b>	Natural Language Processing
<b>PUC</b>	Pilot Use Cases
<b>SME</b>	Small and Medium-sized Enterprises
<b>UG</b>	User Group
<b>VFX</b>	Visual Effects
<b>VR</b>	Virtual Reality
<b>WP</b>	Work Package

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# 1 INTRODUCTION

## 1.1 Dissemination basic principles

### 1.1.1 Target audiences

In order for people to benefit from V4Design they must be reached by the new knowledge or results produced by the project. The project team will therefore identify the different individuals, groups, and organisations and their specific interests in the project developments, particularly with respect to a possible continuation of research at the end of the project. This includes the need to inform and engage stakeholders. A stakeholder can be defined *as any group or individual who can affect, or be affected by the achievements of the research project - or can influence these results*. In addition, V4Design knowledge and results will be shared and exchanged with other European projects, with the scientific community and with standardisation bodies.

In this respect, V4Design will systematically and continuously identify the target audiences with interests that are pertinent to the project outcomes and make sure to keep their interests alive throughout the project. In this respect, some of the target audiences that have been already identified by the partners can be categorised in terms of the following groups:

- End users, including:
  - Market-oriented groups such as in-house or freelance i) architects and architecture offices, ii) video game designers and video game companies, as well as (creative industry) companies and individuals (e.g., 3D designers and artists) that use CAD/CAM and advanced modelling software to develop building elements, interior and exterior design structures.
  - Content providers and content producers, which are interested in maximising the market potential of their content.
  - Cultural heritage institutions such as:
    - Galleries, libraries, museums or archives that want to increase the visibility and accessibility of their digital collections.
    - Cultural heritage institutions that possess 3D cultural heritage objects and want to add them to the V4design platform for greater visibility, accessibility and reusability.
    - Digital cultural heritage institutions that benefit by embedding or otherwise reusing the V4Design platform on their own digital platforms.
- Developers and companies offering ICT solutions including:
  - Small and Medium-sized Enterprises (SME) offering 3D-reconstructing and 3D-modelling services, BIM/GIS building models, video analysis and/or software of the above.
  - Small and Medium-sized Enterprises (SME), offering digital tools for artists such as painting tools and artistic content generation.



- Large/industrial corporations that are interested in integrating/reselling the produced modules/technologies of V4Design that are either open-source or are commercial products sold by the corresponding partners.
- Research and academic groups including:
  - Research and academic groups in relevant areas addressed by V4Design that are interested in methods/techniques applied in several research fields such as visual analysis, text analysis, 3D reconstruction, semantic representation and reasoning, text generation, etc.
  - Research and academic groups related to the fields of architecture and design, which include students of architecture, professors and teaching staff.
  - Research and academic groups in the field of humanities studies (such as historical studies and art history studies) that could benefit by using the V4Design platform and its associated content for academic research, e.g. 3D reconstruction of historical sites.

For each dissemination activity listed on section 3.4 we report the corresponding target audience. The aim is to ensure that all stakeholders are covered by our dissemination activities at the end of the project.

#### 1.1.2 Key messages

The project will define a clear message to be sent to the target audience. Therefore, an accurate identification of the target audience affects the way this key message will be formulated and expressed. It is in this regard necessary to think about the characteristics, needs and preferences of the person on the receiving end, their perception on the project and how to communicate this clearly in order to attract attention and curiosity in V4Design.

Therefore, it is obvious that the expectation and interests of the aforementioned groups of the target audience vary significantly. For instance, while detailed technical results may be significant for the group of researchers, academics and developers, they certainly will not raise sufficient interest among the end users of V4Design, unless the implications of these technical results are properly communicated. Similarly, while researchers, academics and developers maybe are interested in the general outcome of the V4Design, their main interests are the techniques and modules behind the resulting V4Design platform.

In conclusion, the background of the target group affects the way that the key message is expressed and the type of information that is of interest and that should be communicated. For this reason, the information presented to the several dissemination activities should be in line with the targeted audience of the specific event.

#### 1.1.3 Timing of actions

It is important to decide on which different dissemination activities will be most relevant for each case during the lifecycle of the project. This means that the conveyed messages have to be aligned with these cases and circumstances. For example, it is better to build a strong awareness of the project at the start, while focusing on “selling” achievements towards the end of the project. It is also important to think about the communication timetable and requirements of the target audience. For instance, there are periods during the academic year, when it is difficult to reach academic staff (e.g. at the start of the term or during

examinations). It should be kept in mind that a message needs to reach the receivers several times (the average is at least three) before a reaction occurs. Therefore, the messages should be repeated several times, potentially through various channels and tools.

At this point of the project (3 months after the start of project activities), it is understandable that a general product of the V4Design, even in an initial stage, is not yet developed. Therefore, the partners will promote the project by informing the potentially interested target audience regarding the vision, objectives, use-cases, modules implicated and the research areas of interest that will be handled during the next months. Section 3.4 contains a calendar of the project with the main conferences, exhibitions and events that had already participated in, the ones scheduled and others planned on participating in.

## 1.2 Dissemination strategies

There is a wide variety of dissemination methods. Appropriate knowledge and skills are necessary to select the right one(s) to get the message across to the target audience and achieve the goals set out by the dissemination strategy.

A further aspect that should be considered is the necessary continuous adjustment and development of the dissemination plan. This is due to the on-going nature of a research and innovation project like V4Design. The project team has to be aware of these changes occurring during the implementation of the project, while at the same time the project team should adjust them to the reaction from the public and the impact of the dissemination activities.

Hence, in settling a dissemination strategy, the project team will take the following questions into consideration:

- **Project objectives:** What is the main objective of the project? What are the sub-goals of the project? What are the expected results? How will they serve the needs of the target beneficiaries related to the objectives of the project?
- **Target audience:** For which target audience should a specific result and/or the overall result of the project be disseminated? What is the significance of that result(s) for that target group? Are the target beneficiaries likely to realise the significance or do they need specific assistance to understand the benefits for them?
- **Dissemination goals:** What are the objectives and goals of the dissemination effort? What impact is the dissemination plan aimed at and what is it actually producing?
- **Medium:** What are the most effective channels and tools to reach target audiences? Which methods fit best to their level of awareness and understanding? Which resources are necessary? How can the use of different tools effectively be combined?
- **Execution:** When should the dissemination activities be implemented (e.g. at which points during the study and afterwards)? Who will be responsible for dissemination activities? Will the potential users be involved into the discussion of the results and will their feedback be used to improve the applicability of the final results?

The different dissemination methods planned to be exploited in V4Design are further detailed in Tables 1 and 2.

Table 1: Dissemination methods: Events vs. Products

Events	Products
<ul style="list-style-type: none"> <li>• User days</li> <li>• Open days</li> <li>• Stands and demonstration meetings</li> <li>• Common projects meetings</li> <li>• Scientific conferences</li> <li>• Workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Posters</li> <li>• Flyers/brochures</li> <li>• Press releases</li> <li>• Newsletters</li> <li>• Articles in peer-reviewed journals and conferences</li> <li>• Case studies</li> <li>• Reports and other documents</li> <li>• Link promotion</li> <li>• Public platform-based dissemination</li> </ul>

Table 2: Dissemination methods – details

Events		
Method	Purpose	Hints and Tips
User days	<ul style="list-style-type: none"> <li>• Engage</li> </ul>	<p>User days target the following objectives:</p> <ul style="list-style-type: none"> <li>(i) to demonstrate the prototypes to potential users,</li> <li>(ii) to enhance the objectives of the project,</li> <li>(iii) to discover use-cases that haven't been considered,</li> <li>(iv) to evaluate experimental techniques,</li> <li>(v) to look and comment on the results and</li> <li>(vi) to provide feedback for improvements.</li> </ul> <p>User days might contain seminars and tutorials so as to promote the techniques and tools developed in the project both in the academic and the industrial community.</p>

Open days	<ul style="list-style-type: none"> <li>Engage</li> </ul>	<p>The objectives of these events are:</p> <ul style="list-style-type: none"> <li>(i) to present lessons learned in V4Design and illustrate its first results by demonstrations,</li> <li>(ii) to offer the interested parties the possibility to experiment with the V4Design workbench in “hands-on” sessions,</li> <li>(iii) to provide a user forum for networking with professionals from related areas, and</li> <li>(iv) to obtain feedback from the participants.</li> </ul>
Stands and demonstration meetings	<ul style="list-style-type: none"> <li>Engage</li> </ul>	<p>Demonstrations allow showing project developments and getting feedback for further technical advancements and changes. Demos are useful early in the project to get feedback from stakeholders on functionality, usability as well as look-and-feel.</p>
Common projects meetings	<ul style="list-style-type: none"> <li>Engage</li> </ul>	<p>Projects (and cluster) meetings are excellent opportunities for projects to learn from each other, discuss common issues, and get feedback on the work of every project partner.</p>
Scientific conferences	<ul style="list-style-type: none"> <li>Engage</li> <li>Promote</li> </ul>	<p>National and international conferences are an important opportunity to share project achievements with experts in the field. Suitable conferences with high impact will be selected, attracting the experts’ attention.</p>
Workshops	<ul style="list-style-type: none"> <li>Engage</li> </ul>	<p>Workshops, as small interactive events, can be used to get feedback from users on a demo or from experts on a particular issue. The focus should be on discussion to further future development.</p>
<b>Products</b>		

Website	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Inform</li> <li>• Engage</li> <li>• Promote</li> </ul>	The project website is one of the most versatile dissemination tools. Plenty of information will be available there for different audiences. Regular updates will make users return to the site. The website will be a place to sell the project and engage the community.
Posters	<ul style="list-style-type: none"> <li>• Engage</li> <li>• Promote</li> </ul>	Posters are an excellent way to get people's attention and engage them in a discussion about the project, gauge their reactions, and get one-to-one feedback.
Flyers/brochures	<ul style="list-style-type: none"> <li>• Awareness</li> </ul>	Printed flyers can very helpful in raising interest of people at conferences etc. They can be handed out easily to people passing by or to colleagues at partnering institutions. An electronic version can also be circulated via website or social media.
Press releases	<ul style="list-style-type: none"> <li>• Awareness</li> </ul>	Press releases should be issued to announce important achievements publicly.
Newsletters	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Inform</li> </ul>	The newsletter announces the project, gives regular updates, develops a profile, and gets buy-in from the target audience. For example, including an interview with your project 'champion', some quotes from end users, or praise from an external evaluator are possible. It aims to make sure that the target audience knows of project developments and updates.
Online discussion lists	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Inform</li> <li>• Engage</li> </ul>	Email lists are useful for discussing new developments, problems, and issues. They are an opportunity to be proactive and reactive, when used to share learnings with the community and develop a profile for the project. We may join a number of lists in relevant areas. Email lists can also be used for announcements, e.g. an achievement, something new on the project web site, or an upcoming project event. During the project we may also want to contribute to electronic newsletters.

Articles in peer-reviewed journals and conferences	<ul style="list-style-type: none"> <li>• Inform</li> </ul>	Opportunities to get articles about the project published should always be seized as they offer a great way to attract more community members.
Case studies	<ul style="list-style-type: none"> <li>• Inform</li> </ul>	Case studies are good for explaining the progress reached up to a certain point as well as key findings from the project so others can benefit from the experience.
Reports and other documents	<ul style="list-style-type: none"> <li>• Inform</li> </ul>	Reports and other documents provide details or intermediate results that are not integrated in the project deliverables. Intermediate reports can be used for disseminating intermediate results of the project and to keep people interested.
Link promotion	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Promote</li> </ul>	The goal of this method is to promote V4Design through the sites of other public institutions, academic organisations and private initiatives using their navigational tools, their user community tools, their contents, banners and ads, etc.
Public platform-based dissemination	<ul style="list-style-type: none"> <li>• Awareness</li> <li>• Inform</li> <li>• Promotion</li> <li>• Engage</li> </ul>	This type of dissemination aims at publishing short definitions, videos and presentations of V4Design in public world-wide accessible platforms like YouTube, Wikipedia, Joinup, etc.

These dissemination activities correspond to specific actions that will be realised during the project. As already mentioned in section 1.1.3, given that we are in the first months of the project, only specific types of actions can be taken. In this context, Section 3.2 presents specific academic and industrial events, conferences and journals that will be targeted by the partners for the first year of the project.

## 2 DISEMINATION MATERIAL

The dissemination material includes the following instruments:

- Website
- Communication kit including the project's flyer, poster and overview presentation
- Factsheet
- Press release
- Newsletter

### 2.1 Website

The website <http://v4design.eu/> (Figure 1) will be the face of the V4Design project to the world. It is expected to work as a central point of attraction for everyone interested in the work of the consortium towards the project's objectives.

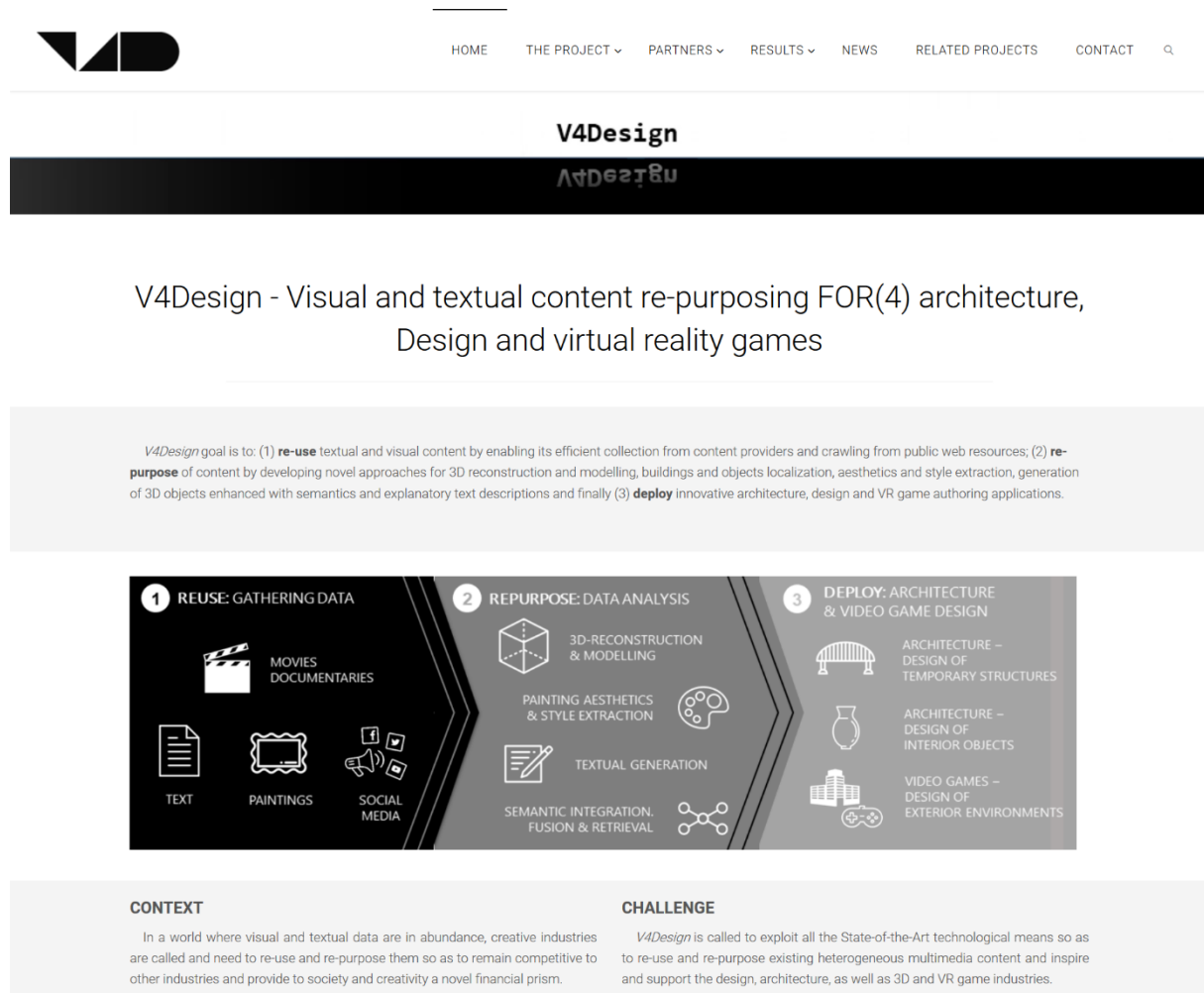


Figure 1: Home page of the V4Design website

A more detailed presentation of the v4Design website is available in deliverable 8.1.

## 2.2 Communication kit

A project “communication kit” including: a) a flyer (Figure 2), b) a poster (Figure 3) and c) an overview presentation (Figure 4) has been designed. This will aid dissemination activities and ensure a consistent communication of the project concept, objectives and results. This material will be distributed to all public events (conferences, workshops, exhibitions, etc.), where V4Design partners participate.

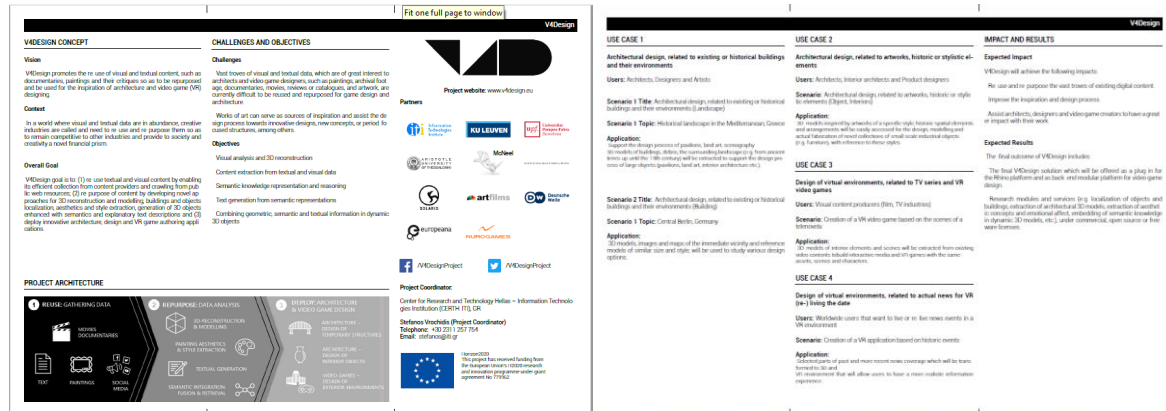


Figure 2: V4Design flyer

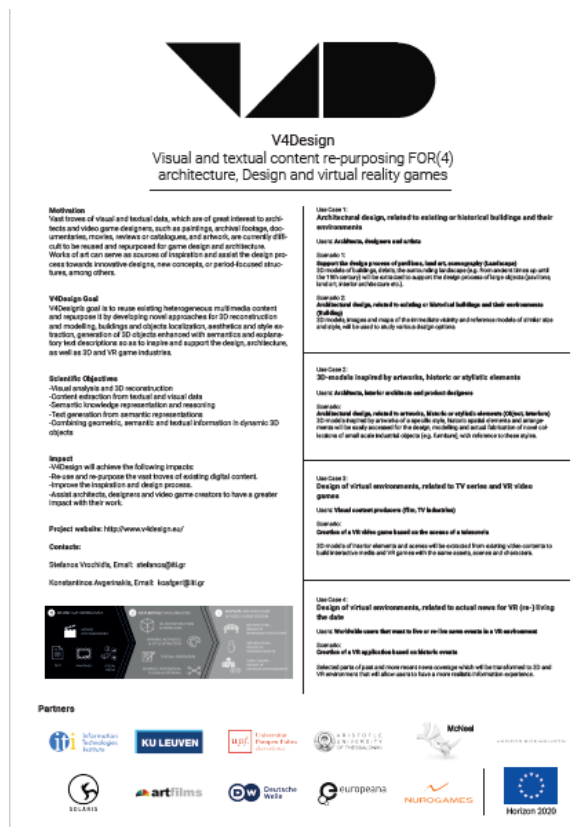


Figure 3: V4Design poster





Figure 4: V4Design overview presentation

During the lifetime of the project, the flyer, the poster and the overview presentation will be constantly updated (at least twice). The first version will disseminate the objectives, the concept and the vision of V4Design. When project results, outcomes and findings become available, they will be included in a subsequent version.

More detailed views of the first version of flyer, poster and overview presentation are available in Appendixes A.1, A.2 and A.3 respectively.

## 2.3 Factsheet

This short document will describe the project's outline, goals, key issues, technical approach, expected achievements and impact in a concise way. In addition, it will contain the organisational information such as list of participants, contact details, timelines and information on the European Commission funding.

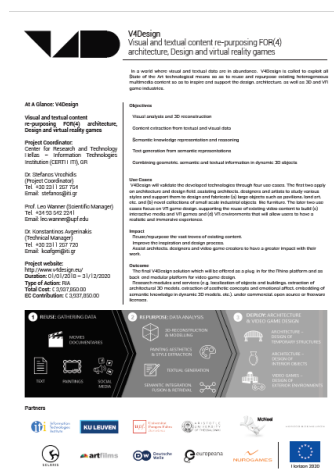


Figure 5: V4Design factsheet

The factsheet (Figure 5) will be available and published both in an online version<sup>1</sup> and a printed version, when required for specific occasions. A more detailed view of the factsheet is available in Appendix A.4.

<sup>1</sup> [http://v4design.eu/wp-content/uploads/2018/03/V4Design\\_FactSheet\\_A4-1.pdf](http://v4design.eu/wp-content/uploads/2018/03/V4Design_FactSheet_A4-1.pdf)

## 2.4 Press releases

Press releases will be issued once a year, as well as for all important milestones and events. They will target the local or national press of the partners entrusted with this task. The press releases will describe the goals of the project in a simple, jargon free language and whenever possible highlight the benefits for the region/country and the importance of the local partner being part of an EU consortium.

## 2.5 Newsletters

CERTH, the coordinator partner of the dissemination activities, will publish newsletters regularly (on a three-month basis) to inform partners and the public of current activities, latest news and the progress of the project.

The newsletter released during the first three months of the project is depicted in Figure 6. The full version is accessible through the V4Design website.

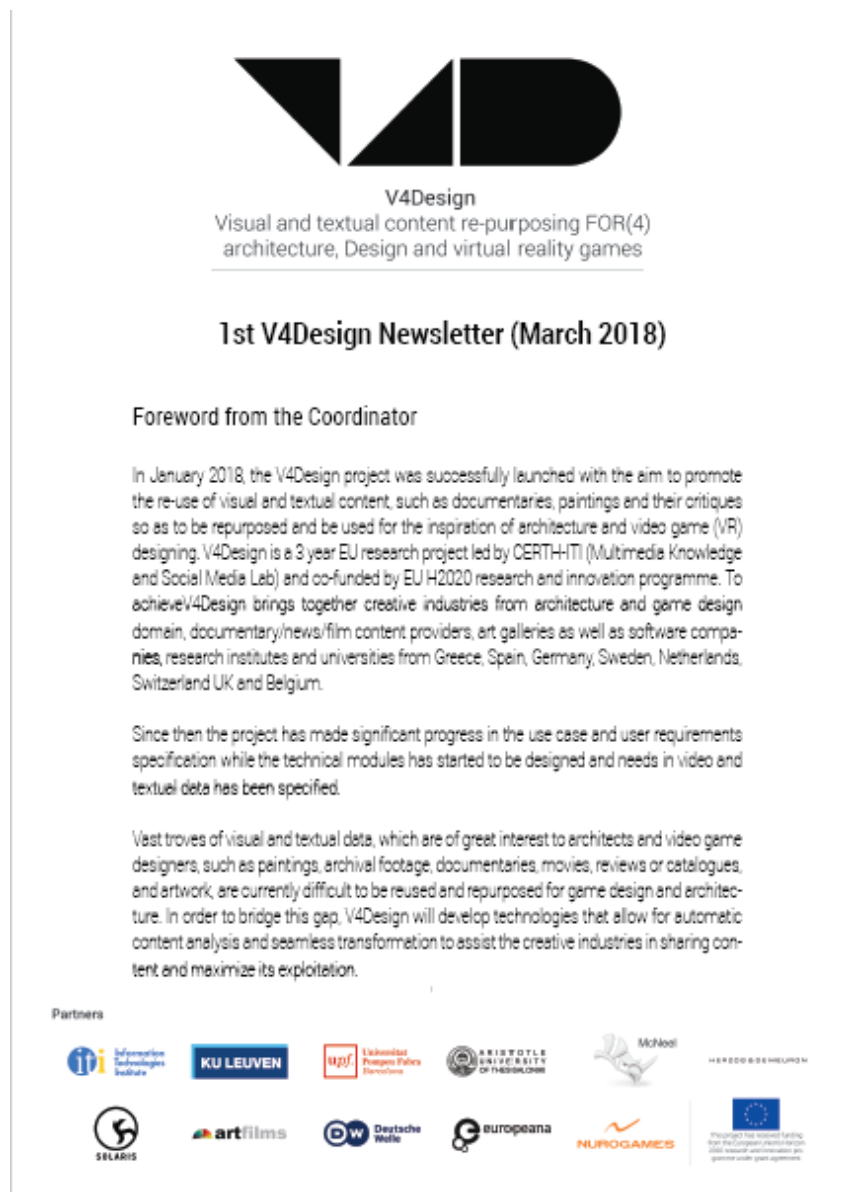


Figure 6: V4Design Newsletter in March 2018

### 3 TARGETED EVENTS AND VENUES

#### 3.1 V4Design workshops and events

The V4Design consortium will organise a number of events during the project duration. These events are aimed at enhancing the project objectives, receiving constructive criticism from the users and improving the system as well as enlarging exploitation opportunities and impacts.

- **V4Design User Days**

Periodic seminars and tutorials (at least at two occasions) will be organised for the members of the User Group (potential users) to demonstrate the V4Design prototypes, evaluate experimental techniques and realisations of the components of the V4Design platform, inspect and comment on the results, and provide feedback for improvements on both the technologies and areas for future work. These seminar events will be separate from the formal evaluation and training activities. The locations will be decided upon according to maximum possible participation of the User Group.

- **V4Design Open Days and Final Demonstration Workshop**

**1<sup>st</sup> Open Day:** The first Open Day will be held in HdM after the deployment of the 2<sup>nd</sup> prototype (M31), aiming to test and evaluate V4Design in a real-life environment for further technical advancements and changes, and also demonstrate it in a broader audience consisting of academic and market representatives.

**2<sup>nd</sup> Open Day/Final Demonstration Workshop:** This will be organised by NURO in collaboration with DW, after the end of the project (M36), to fully demonstrate V4Design to a broader group of potential customers, including architecture offices, video game companies, design industry leaders, governmental members, investors and societal organisations.

- **V4Design workshops, stands and demonstrations:**

Workshops, stands and demonstrations will be organised by the Consortium at major commercial and information-oriented conferences and exhibitions. The aim of these events is to inform architects, video game designers and the designing community about the prospects of V4Design and the technologies developed. V4Design participation at such events will increase significantly towards the end of the project when there will be at least an up-and-running Beta version available (after the release of the 1<sup>st</sup> prototype). These actions will also include demonstrations to smaller audiences (e.g. potential users) and to relevant projects. AUTH, McNeel and HdM will coordinate the demonstrations towards the architecture community, while NURO and DW the ones towards video game design community.

Below, the most significant demonstration workshops are presented, as they have been decided at the beginning of the project, while the organisation of additional venues will be further assessed during the project's lifetime.

**User Requirements workshop:** The event has already taken place a bit before the original date, M3 instead of M6, and it has taken place in Cologne, 1-2 March. It was led by AUTH and NURO to discuss V4Design's user requirements and scenarios

**1st Demonstration workshop:** The first demonstration workshop will be realised by McNeel (Spain) after the deployment of the 1<sup>st</sup> prototype (M20) and its results will be integrated into the next development cycles. The workshop will have the following objectives: (i) to present

the lessons learned in V4Design and illustrate its first results by demonstrations, (ii) to offer the interested parties the possibility to experiment with the V4Design workbench in “hands-on” sessions, (iii) to provide a user forum for networking with professionals from related areas, (iv) to obtain feedback from the participants, and (v) to create a detailed document on lessons learned for the development of the future prototypes. The target group will be broader than the User Group (UG).

**2nd Demonstration workshop:** The **second** demonstration workshop will take place in the AUTH campus after the 2<sup>nd</sup> prototype deployment (M28). The main goal of this workshop will be to train and present V4Design to academic groups (students, staff, etc) of various levels (undergraduate, postgraduate), create and fabricate a pavilion prototype of suitable scale, as outcomes of V4Design. The workshop will include training seminars, lectures, design studios and actual fabrication of the prototype. All partners will participate, providing feedback, training and expertise. The whole process will provide important feedback for the development of the tool and its usage by end users. The demonstration workshop and the academic activities before and after it, will be documented in related publications and working papers.

### 3.2 International and national events targeted

Based on the analysis presented in Section 1.1.1, V4Design targets diverse audience groups with different interests and needs, including end users, researchers, academics and developers. It was also mentioned that different target groups require a different approach by the V4Design consortium, meaning that the information that should be conveyed, as well as the means used should take into consideration the background knowledge and the interests of the targeted group.

However, since at this stage of the project, there are no results or product that can be demonstrated, the dissemination objective is to present the V4Design concept, the objectives and the use cases addressed in relevant international and national events. Networking activities are also of importance, since they allow for direct interaction with potentially interested target groups and researchers working in the same areas.

V4Design will actively be on the lookout for high profile scientific/academic conferences and commercial events that are within the domain of interest of the project. On the one hand, the scientific/academic conferences that are of interest for the V4Design consortium are the ones that target the same research areas with V4Design research partners such as content extraction from web and social media, visual analysis (aesthetic concept extraction, localisation, etc.), text analysis, 3D reconstruction, semantic representation and reasoning, text generation, etc. On the other hand, the commercial events that are of interest refer to media, architecture, design, game and cultural-related commercial conferences, fairs and exhibitions.

Given that the starting date of V4Design has been 1.1.2018, the Consortium will start to publish significant scientific outcomes of the project in 2019. Still, some scientific/academic conferences of the aforementioned research areas have already been targeted for 2018 and organised per WP or domain of research. These are:

#### **Scientific/Academic conferences**

- **Visual and textual content analysis (WP3)**

- 11th Conference on Language Resources and Evaluation (LREC-18), 7 - 12 May, 2018, Phoenix Seagaia Resort, Miyazaki, Japan
- 15th Extended Semantic Web Conference (ESWC-18), 3 – 7 June, 2018, Heraklion, Crete, Greece
- 12th International Workshop on Semantic Evaluation (SemEval-18), 5 - 6 June, 2018, New Orleans, LA, USA
- 13th IEEE Image, Video, and Multidimensional Signal Processing (IVMSP-18), 10-12 June 2018, Zagori, Aristi Village, Greece
- ACM International Conference on Multimedia Retrieval (ICMR-18), 11 - 14 June, 2018, Yokohama, Japan
- 56th Annual Meeting of the Association for Computational Linguistics (ACL-18), 15 – 20 July, 2018, Melbourne, Australia
- 27th International Conference on Computational Linguistics (COLING-18), 20 - 26 August, 2018, Santa Fe, New Mexico, USA
- 29th British Machine Vision Conference (BMVC), 3 - 6 September, 2018, Newcastle UK
- 16th International Conference on Content-Based Multimedia Indexing (CBMI), 4 - 6 September 2018, La Rochelle, France
- 17th International Semantic Web Conference (ISWC-18), 8 - 12 October, 2018, Monterey, CA
- ACM Multimedia Conference (ACMMM-18), 22 - 26 October, 2018, Seoul, Korea
- The SIGNLL Conference on Computational Natural Language Learning (CoNLL-18), 31 October - 1 November, 2018, Brussels, Belgium
- 23rd Conference on Empirical Methods in Natural Language Processing (EMNLP-18), 31 October —4 November, 2018, Brussels Belgium
- 25th International Conference on MultiMedia Modeling (MMM), 8-11 January, 2019, Thessaloniki, Greece.
- **3D model extraction from 2D visual content (WP4)**
  - IEEE International Conference on Computer Vision (ICCV-18), 30 – 31 January, 2018, Istanbul, Turkey
  - 24th International Conference on Multimedia Modeling (MMM-18), 5-7 February, 2018, Bangkok, Thailand
  - XXI CIPA Congress on Agriculture, Plastics and Environment, 29-31 May, 2018, Bordeaux-Arcachon, France
  - ISPRS Technical Commission II Symposium 2018 “Toward Photogrammetry 2020”, 3 - 7 June, 2018, Riva del Garda, Italy
  - Computer Vision and Pattern Recognition (CVPR-18), 18 – 22 June, 2018, Salt Lake City, United States
  - 29th British Machine Vision Conference (BMVC-18), 3-6 September, 2018, Newcastle, UK
  - 15th European Conference on Computer Vision (ECCV-18), 8 – 14 September, 2018, Munich, Germany
  - 25th IEEE International Conference on Image Processing (ICIP-18), 7 - 10 October, 2018, Athens, Greece.

- 15th IEEE International Conference on Advanced Video and Signal-based Surveillance (AVSS-18), 27-30 November 2018, Auckland, New Zealand
- 6th International Conference on Architecture and Civil Engineering (ICACE-18), 14-15 May, 2018, Singapore.
- 15th International Conference on Advances in Computer Entertainment Technology (ACE-18), 10-12 December 2018, Montana, USA
- **Content integration, retrieval and presentation (WP5)**
  - 32nd AAAI Conference on Artificial Intelligence (AAAI-18), 2–7, February, 2018, New Orleans, Louisiana, USA
  - 11th ACM Eleventh International Conference on Web Search and Data Mining (WSDM-18), 5 - 9 February, 2018, Los Angeles, California, USA
  - 16th Annual IEEE Intl. Conference on Pervasive Computing and Communications (COMOREA), 19-23 March, 2018, Athens, Greece
  - 40th European Conference on Information Retrieval (ECIR), 25-29 March, 2018, Grenoble, France
  - ACM CHI Conference on Human Factors in Computing Systems (CHI-18), 21 – 26 April, 2018, Montréal, Canada
  - 11th Conference on Language Resources and Evaluation (LREC-18), 7 - 12 May 2018, Phoenix Seagaia Resort, Miyazaki, Japan
  - 21st Annual Conference of the European Association for Machine Translation (EAMT-18), 28 – 30 May, 2018, Alacant/Alicante, Spain
  - 16th Annual Conference of the North American Chapter of the Association for Computational Linguistics (NAACL HLT-18), 1 – 6 June, 2018, New Orleans, Louisiana, USA
  - 41st International ACM SIGIR Conference on Research and Development in Information Retrieval (ACM SIGIR-2018), 8-12 July, 2018, Ann Arbor Michigan, USA
  - 27th International Joint Conference on Artificial Intelligence and the 23rd European Conference on Artificial Intelligence (IJCAI-ECAI-18), 13 - 19 July, 2018, Stockholm, Sweden
  - 56th Annual Meeting of the Association for Computational Linguistics (ACL-18), July 15 - 20 July, 2018, Melbourne, Australia
  - Interspeech 2018, 2 - 6 September, 2018, in Hyderabad, Telangana, India
  - 12th ACM Conference on Recommender Systems (RecSys-18), 2 - 7 October, 2018, Vancouver, Canada
  - 27th ACM International Conference on Information and Knowledge Management (CIKM), 22-26 October, 2018, Turin, Italy
  - 16th International Conference on Principles of Knowledge Representation and Reasoning (KR-18), 30 October-2 November, 2018, Tempe, Arizona
  - 3rd Conference on Machine Translation (WMT-18), 31 October —1 November, 2018, Brussels, Belgium
  - 23<sup>rd</sup> Conference on Empirical Methods in Natural Language Processing (EMNLP-18), 31 October —4 November, 2018, Brussels Belgium

- 11<sup>th</sup> International Conference on Natural Language Generation (INLG-18), 5 - 8 November, Tilburg, The Netherlands.
- 21th International Conference on Knowledge Engineering and Knowledge Management (EKAW), 13 - 16 November, 2018, Seville, Spain

As far as mainly the end users and the developers are concerned, they can also be informed regarding the idea, progress and products of V4Design through commercial events/conferences. In such events, the targeted groups can be informed through posters, flyers and brief presentations on the idea behind the project without putting emphasis on technical matters unless it is considered necessary. Specifically, the following media, architecture, design, game and cultural-related commercial conferences, fairs and exhibitions are targeted for 2018:

**Media, architecture, design, game and cultural-related commercial conferences, fairs and exhibitions**

- IMM, 15 – 21 January, 2018, Cologne, Germany
- DreamHack Leipzig, 26 - 28 January, 2018, Leipzig, Germany
- ICE Totally Gaming, 6 - 8 February, 2018, London, UK
- Surface Design Show, 6 - 8 February, 2018, London, UK
- Material Xperience, 13 – 15 March, 2018, Ahoy Rotterdam, The Netherlands
- High-level Horizon 2020 conference of The European Year of Cultural Heritage, 20 March, 2018, Brussels, Belgium (suggested by PO)
- The Salone del Mobile, 17 - 22 April, 2018, Milano, Italy
- The Quo Vadis Create Game Business, 23 – 25 April, 2018, Berlin, Germany
- Europeana Conference on Digital Cultural Heritage, 15 - 17 May, 2018, Rotterdam, The Netherlands
- ICFF, 20 - 23 May, 2018, New York, USA
- 6<sup>th</sup> International Architecture Exhibition, Biennale Architettura Venezia 2018, 26 May-25 November, 2018, Italy
- DLA 2018, Digital Landscape Architecture, 30 May – 2 June, 2018, Munich, Germany
- SIMAUD 2018, Symposium on Simulation for Architecture and Urban Design, 4-7 June 2018, Delft, The Netherlands
- LocWorld – Warsaw, 6-8 June, 2018
- New Instrumentalities, ACSA/COAM International Conference, 14-16 June, 2018, Madrid, Spain
- Digital Assembly 2018, 25 - 26 June, 2018, Sofia, Bulgaria
- Irish Symposium On Game Based Learning, 28 – 29 June, 2018, Cork City, Ireland
- Playful Learning 2018, 11 - 13 July, 2018, Manchester, UK
- Gamescom 2018, 21 – 25 August, 2018, Cologne, Germany
- Digital Technologies and the City: Moving Images- Static Spaces: Architectures, Art, Media, Film, Digital Art and Design, 12 - 13 September, Istanbul, Turkey
- ROB|ARCH 2018: Radical Cross-Disciplinarity, 12 – 14 September, 2018, Zurich, Switzerland

- 36th Annual Conference on Education and research in Computer Aided Architectural Design in Europe (eCAADe-18), 17 - 21 September, 2018, Lodz, Poland
- Advances in Architectural Geometry 2018 (AAG-18), 22 - 25 September, 2018, Gothenburg, Sweden
- Congress on Cultural Heritage, 18 - 19 October, 2018, Vienna, Austria
- Orgatec Koelnmesse Congress, 23 - 27 October, 2018, Cologne, Germany
- Media Architecture Biennale 2018 (MAB-18), 13-16 November, 2018, Beijing, China
- ICT Proposers' Day, 4 - 6 December, 2018, Vienna, Austria
- Closing conference by Austrian Presidency, 11 - 12 December, 2018, Vienna, Austria
- Chicago Architecture Biennial, 2019, 19 September, 2019 – 5 January, 2020, Chicago, U.S.

### 3.3 Presentations and publications

Project results are planned to be published through articles mainly in specialised press, scientific journals (Table 3) and in relevant national and international conferences and workshops (as described above).

Table 3: Topic and relevant journals

Topic and related WPs	Relevant Journals
Visual and textual content analysis (WP3)	<p>Computational Linguistics</p> <p>Computer Speech and Language</p> <p>Expert Systems with Applications</p> <p>IEEE Transactions in Image Processing</p> <p>IEEE Transactions on Multimedia</p> <p>IEEE Transactions on Pattern Analysis and Machine Intelligence</p> <p>IEEE/ACM Transactions on Audio</p> <p>Knowledge-Based Systems</p> <p>Language Resources and Evaluation</p> <p>Multimedia Tools &amp; Applications</p> <p>Natural Language Engineering Journal</p> <p>Signal Processing: Image Communication</p> <p>Speech and Language Processing</p>
3D model extraction from 2D visual content (WP4)	<p>Automation in Construction</p> <p>International Conference in Image Understanding</p> <p>International Journal on Computer Vision</p> <p>ISPRS Journal on photogrammetry and remote sensing</p> <p>Journal of Building Engineering</p>



	Machine Vision Applications Multimedia Tools and Applications Transactions on Circuits and Systems for Video Technology
Content integration, retrieval and presentation (WP5)	ACM Interactions ACM Transactions on Computer Human Interaction ACM Transactions on Database Systems ACM Transactions on Information Systems Advances in Human-Computer Interaction Artificial Intelligence Computational Linguistics Computer Speech and Language Human-Computer Interaction IEEE Transactions on Knowledge and Data Engineering Imperial Journal of Interdisciplinary Research Journal of Biomedical Semantics Language Resources and Evaluation Semantic Web Web Semantics
User requirements and evaluation (WP7)	AMC (Moniteur Architecture) Architectural Design (AD) Area Art news Design Studies Frame GA Document (Global Architecture) GAM Magazine Games Radar, Online Magazine International Journal of Architectural Computing Lotus Metropolis Profile Scroope Thresholds - architectural magazine (by the MIT Department of Architecture)

As for the attendance to conferences, the partners will keep a critical eye on their quality and try to make a qualified selection of appropriate conferences to apply for.

### **3.4 Calendar of events**

According to the events described in the above sections, Table 3 contains a first draft of a calendar of the main international and national conferences, exhibitions and events that V4Design will organise and participate in, as well as the events already scheduled.

Table 4: Calendar of events

Year 1											
Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	Jun 2018	Jul 2018	Aug 2018	Sep 2018	Oct 2018	Nov 2018	Dec 2018
M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
		High-level Horizon 2020 conference of The European Year of Cultural Heritage		1. REACH opening conference 2. EuropeanaTech conference	Digital Assembly 2018				Congress on Cultural Heritage		1. ICT Proposers' Day 2. Closing conference by Austrian Presidency
		User Requirements workshop									
Year 2											
Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019
M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
							1st Demonstration workshop				
Year 3											
Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
			2nd Demonstration workshop			1st Open Day					2nd Open Day/Final Demonstration Workshop

The dissemination actions, including the presentations of V4Design to conferences and events, to consortia of other projects, as well as the submission of research papers to conferences/workshops relevant to the research areas of the project up to M3, are documented in Tables 5, 6 and 7.

Table 5: V4Design presentation to conferences and events

Dissemination action	Target audience		
	End users	Researchers and academic groups	Developers
V4Design presentation in High-level Horizon 2020 conference of The European Year of Cultural Heritage, 20 March, Brussels, Belgium (CERTH participated)	Cultural heritage industry	Cultural heritage researchers	Cultural heritage industry

Table 6: V4Design meetings with other related projects

Dissemination action	Target audience		
	End users	Researchers and academic groups	Developers
V4Design has a common meeting with H2020 KRISTINA on 20-21 February 2018. The partners participating were: CERTH and UPF		CERTH UPF	

Table 7: V4Design publications and conference/workshop participations

Dissemination action	Target audience		
	End users	Researchers and academic groups	Developers
A. Moumtzidou, S. Andreadis, F. Markatopoulou, D. Galanopoulos, I. Gialampoukidis, S. Vrochidis, V. Mezaris, I. Kompatsiaris, I. Patras, "VERGE in VBS 2018", Proc. 24th International Conference on Multimedia Modeling (MMM2018), Bangkok, Thailand, Feb. 2018		Conference participants	

Apart from the actions already realised, there are several dissemination actions planned for the immediate future, such as:

- V4Design presentation to conferences and events:

- REACH Opening Conference, 10 - 11 May, 2018, Budapest, Hungary
- Total CHAOS 2018, 18 – 19 May, 2018, Sofia, Bulgaria
- Global Media Forum (organised by DW), 11 – 13 June, 2016, Bonn, Germany
- Digital Assembly 2018, 25 - 26 June, 2018, Sofia, Bulgaria
- D2 Vienna 2018, 24-25 August 2018, Vienna, Austria
- THU 2018, 24 - 29 September, 2018, Valletta, Malta
- ICT Proposers' Day, 4 - 6 December, 2018, Vienna, Austria
- “Beyond BIM” 2018, second week of December, 2018, Ghent, Belgium
- Shape to Fabrication 2018
- State of Art Academy
- Common meetings with other projects:
  - We plan to organise common meetings of V4Design with H2020 beAWARE, H2020 EOPEN and other projects with relevant scope and/or research activities.
- V4Design publications and conference/workshop participations:
  - V4Design presentation in ISPRS Technical Commission II Symposium 2018 “Toward Photogrammetry 2020”, 3 - 7 June, 2018, Riva del Garda, Italy
  - V4Design presentation in 13th IEEE Image, Video, and Multidimensional Signal Processing (IVMSP-18), 10-12 June 2018, Zagori, Aristi Village, Greece (a paper titled “Fusion of compound queries with multiple modalities for known item video search” has been submitted)
  - V4Design presentation in 27th International Conference on Computational Linguistics (COLING-18), 20 - 26 August, 2018, Santa Fe, New Mexico, USA (a paper about WP3 NLP technologies is foreseen)
  - 16th International Conference on Content-Based Multimedia Indexing (CBMI), 4 - 6 September 2018, La Rochelle, France (a paper about WP3 visual analysis technologies is foreseen)
  - 23rd Conference on Empirical Methods in Natural Language Processing (EMNLP-18), 31 October —4 November, 2018, Brussels Belgium (a paper about WP3 NLP technologies is foreseen)
  - V4Design presentation in 11th International Conference on Natural Language Generation (INLG-18), 5 - 8 November, Tilburg, The Netherlands (a paper about WP5 NLP technologies is foreseen)
  - V4Design presentation in 25th International Conference on MultiMedia Modeling (MMM), 8-11 January, 2019, Thessaloniki, Greece (several papers about WP3 visual analysis technologies is foreseen)

## 4 LIAISON AND DISSEMINATION COMMUNITIES

### 4.1 V4Design User Group (UG)

The V4Design UG will be created by recruiting relevant stakeholders from the creative industry field with an explicit interest in following the progress of the project. Existing contacts from EU funded projects, the academic and scientific community, the industry and business related community will be also involved in order to attract members.

The objective of the UG is to setup partnerships that are mutually beneficial; after specific agreements (initially Non-Disclosure Agreements (NDA) will be signed) it will be possible for them.

- to participate in the evaluation of the project results
- to test the project software and provide feedback
- to establish synergies for the possible exploitation of the project results, the development of business models, partnerships etc.,
- to participate in the technical discussions and activities (special sessions, standardisation, etc.)
- to contribute with ideas or requirements that may fit the project objectives.

V4Design partners who have proximity to users that fall into the aforementioned groups will contact them in order to present V4Design and invite them to the UG. The most important activities will be setup by the user partners of V4Design who will conduct the following activities:

- CERTH is going to invite companies developing technological solutions for video analysis exploiting well established research and industrial contacts in this field. In addition, CERTH will get in touch with research and academic partners working on video analysis and specifically on aesthetics and style extraction from paintings and images from artwork, as well as building and object spatio-temporal segmentation from documentaries and other sources of video in order to cooperate by exchanging knowledge and organizing common experiments.
- KUL will promote the results and use cases to the architectural companies in its industrial network as well as to the representatives of the field who are active as guest-lecturers in the institute. KUL will also show the results on national and local events, such as the yearly BIM user days in Ghent.
- UPF will look for potential users through dissemination events in the academic community, and through the promotion of the V4Design technologies with the collaboration of the UPF Business Shuttle.
- McNeel will promote the existence and benefits of V4Design through its communication channels where it regularly corresponds with its users regarding upcoming events and new tools. Additionally, McNeel will promote V4Design through launching a new platform 'Rhino research' where it will highlight important research projects which utilise Rhino and other tools developed by Robert McNeel and Associates or third party developers.

- HdM will promote the existence and benefits of V4Design among using the channels and network of its internal Digital Technologies group (HdM-DT). HdM-DT is active in the user communities of several design and geometry authoring software packages. e.g. Rhinoceros & Grasshopper by McNeel, V-Ray by ChaosGroup as well as several products by Autodesk for the AEC industry. HdM-DT members are present and speak at user events and conferences and partake in the discussion on how to develop processes and the software itself further. Since roughly fifty percent of the volume of all professional visualisation work is currently developed in-house, HdM-DT maintains close relationships with external visual artists and agencies worldwide to collaborate on projects and learn from each other.
- AUTH will disseminate our activity in the academic community (students, professors and teaching staff). AUTH will target architecture firms acknowledged for their work in the fields relates to V4Design.
- JW will promote the existence and benefits of V4Design exploiting its existing contacts with VR, Architecture and VFX/CGI/animations industries in Sweden.
- AF will promote the existence and benefits of V4Design exploiting their existing contacts with film makers and artists.
- DW will use its membership in organisations such as the German ARD (Association of regional public service broadcasters in Germany), the European Broadcasting Union (EBU), and the Institut für Rundfunktechnik (IRT), one of Europe's leading research institutes in the field of broadcasting technology, to promote the V4Design results during meetings, workshops and the like. DW is also involved in numerous other broadcasting-related activities, e.g. forums, working groups and committees. All these memberships and associations provide excellent platforms and opportunities to promote project results, and to raise awareness among media professionals and related experts. DW also hosts the annual Global Media Forum (GMF), a major international conference taking place in Bonn with over 2,000 attendees covering the role of media in society, international media policies and media in conflicts and peace-building. The annual GMF offers another ideal opportunity to inform participants from all over the world about the project.
- EF will promote the existence and benefits of V4Design to cultural heritage institutions, online aggregators, and relevant user groups through online dissemination and promotion activities. On top of that, V4Design will be represented in Europeana conferences and workshops. Europeana's V4Design coordinator will attend events and conferences relating to digital cultural heritage for design, video games, and architecture to represent V4Design's content collection tasks. Europeana will actively communicate about V4Design opportunities and outcomes with relevant partners, such as the 3D ICONS project, the 3D cultural heritage working group, and Wikimedia Commons.
- NURO will promote the existence and benefits of V4Design by contacting relevant contacts in the gaming industry as well as creative media stakeholders. NURO disseminates activities to relevant parties by one-to-one emails and meetings during various events.

The User Group is in the first stages of being formed. Potential User Group Partners are being collected and listed so they can be contacted with the offer to become part of the User Group in the following months. Since the V4Design project is still in its early stages and has had no tangible output yet, it was elected to wait with assembling a user group until there is a demo or some other output to show to get potential partners interested in the V4Design project and platform. Here is a potential list of users that will be contacted in the following months.

Table 8: V4Design User Group members

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
1	Mozaika	ICT company providing data science solutions	Mariana Damova	Bulgaria
2	SEERC	Research centre working on knowledge management	Iraklis Paraskakis	Greece
3	Vragments	VR/AR	Linda Rath-Wiggins (linda@vragments.com)	Germany
4	the Good Evil	(Serious) Games	Linda Kruse (linda@thegoodevil.com)	Germany
5	UFA	Film production	Sven Gronemeyer (sven.gronemeyer@ufa.de)	Germany

Apart from the aforementioned people that have confirmed their involvement in the V4Design User Group, there is a list of potential users that under contact (see Table 9):

Table 9: V4Design User Group members under contact

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
1	The Virtual Dutchmen	VR/AR/3D Design	Roelof Terpstra	The Netherlands
2	INCEPTION	3D modelling of cultural heritage	Roberto Digiulio, Marco Medici	international
3	Replicate	3D reconstruction	Paul Chippendale	European project
4	Purple Pill	VR/AR design agency	Coen Kraaijvanger	The Netherlands
5	TU Delft	Technical University	PJM Van Oosterom	The Netherlands



a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
6	QMUL, Multimedia and Vision Research Group	multimedia applications	Ioannis Patras (i.patras@qmul.ac.uk)	UK
7	Chris Coios	Architecture firm	Chris Coios	USA
8	Foster + Partners	Architecture firm	press@fosterandpartners.com	UK
9	Snohetta	Architecture firm	press@snohetta.com tonje@snohetta.com	Norway
10	UNStudio	Architecture firm	info@unstudio.com	The Netherlands
11	Toyo Ito & Associates, Architects	Architecture firm	ito@toyo-ito.co.jp	Japan
12	Bernard Tschumi Architects	Architecture firm	btua@tschumi.com	France
13	Renzo Piano Building Workshop: RPBW Architects	Architecture firm	press@rpbw.com	France
14	James Corner Field Operations	Landscape Architecture firm	press@fieldoperations.net	U.S.A.
15	Miralles Tagliabue Embt	Architecture firm	press@mirallestagliabue.com	Spain
16	Studio Odile Decq	Architecture, Art, Design	office@odiledecq.com	France
17	Ateliers Jean Nouvel	Architecture firm	presse@jeannouvel.fr	France
18	Kazuyo Sejima + Ryue Nishizawa / S	Architecture firm	press@sanaa.co.jp	Japan

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
	A N A A			
19	Kengo Kuma and associates	Architecture firm	kuma@ba2.so-net.ne.jp	Japan
20	VOGT Landscape	Architecture firm	mail@vogt-la.ch	Switzerland
21	Big- Bjarke Ingel Group	Architecture firm	press@big.dk big@big.dk	Denmark
22	Fosters and Partners Specialist Modeling Group	Computational Design and Programming AEC, VR, BIM	<a href="https://www.fosterandpartners.com/">https://www.fosterandpartners.com/</a>	London
23	Computational Development Group BuroHappold Engineering	Computational Design and Programming AEC, VR, BIM	<a href="https://www.burohappold.com/">https://www.burohappold.com/</a>	London
24	Henn Architects	Computational Design and Programming AEC, VR, BIM	<a href="http://www.henn.com/en#design">http://www.henn.com/en#design</a>	Berlin
25	ROK	Architecture, Computational Design and Programming	<a href="http://www.rok-office.com/">http://www.rok-office.com/</a>	Zurich
26	Flaregames	Game publishing for Mobile games	Justin Stolzenberg	Germany
27	Gameduell	Multi-player game developers for worldwide audiences	Boris Wasmuth	Germany
28	PlayGen	Games and gamification for health and engagement	Kam Star	UK
29	Rockabyte	Software	Stefan Zingel	Germany

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
		development and applied games		
30	NL Architects	architecture offices	office@nlarchitects.nl	Netherlands
31	Christ & Gantenbein	architecture offices	mail@christgantenbein.com	Switzerland
32	Buchner Bründler Architekten	architecture offices	mail@bbarc.ch	Switzerland
33	Barkow Leibinger	architecture offices	info@barkowleibinger.com	Germany
34	Grüntuch Ernst Architekten	architecture offices	mail@gruentuchernst.de	Germany
35	Staab Architekten	architecture offices	info@staab-architekten.com	Germany
36	Max Dudler Architekt	architecture offices	info@mzdudler.de	Germany
37	Dietrich Untertrifaller Architekten	architecture offices	arch@dietrich.untertrifaller.com	Austria
38	Marte.Marte Architekten	architecture offices	architekten@marte-marte.com	Austria
39	architecten de vylder vinck taillieu	architecture offices	mail@architectendvvt.com	Belgium
40	gmp Architekten von Gerkan, Marg und Partner	architecture offices	hamburg-e@gmp-architekten.de	Germany
41	COBE, Sleth, Ramboll	architecture offices	cobe@cobe.dk	Denmark
42	Dorte Mandrup Arkitekter	architecture offices	info@dortemandrup.dk	Denmark
43	C.F. Mollers Tegenstue	architecture offices	kbh@cfmoller.com	Denmark
44	Ofis arhitekti - Rok Oman & Spela Videcnik	architecture offices	info@ofis.si	Slovenia

a/a	Company/ Centre/ Institution	Expertise	Contact Point	Country
45	Caruso St John Architects	architecture offices	<a href="mailto:london@carusostjohn.com">london@carusostjohn.com</a>	United Kingdom
46	David Chipperfield Architects	architecture offices	<a href="mailto:info@davidchipperfield.co.uk">info@davidchipperfield.co.uk</a>	United Kingdom
47	Amanda Levete Architects	architecture offices	<a href="mailto:info@ala.uk.com">info@ala.uk.com</a>	United Kingdom
48	Thomas Heatherwick	architecture offices	<a href="mailto:studio@heatherwick.com">studio@heatherwick.com</a>	United Kingdom
49	Florian Nagler Architekten	architecture offices	<a href="mailto:info@nagler-architekten.de">info@nagler-architekten.de</a>	Germany
50	Nickl & Partner	architecture offices	<a href="mailto:mail@nickl-architekten.de">mail@nickl-architekten.de</a>	Germany
51	Diller Scofidio + Renfro	architecture offices	<a href="mailto:disco@dsrny.com">disco@dsrny.com</a>	United States
52	Anne Lacaton & Jean Philippe Vassal	architecture offices	<a href="mailto:mail@lacatonvassal.com">mail@lacatonvassal.com</a>	France
53	Sudraba Arhitektura	architecture offices	<a href="mailto:info@sudraba-architektura.lv">info@sudraba-architektura.lv</a>	Latvia
54	ZAIGAS GAILES BIROJS	architecture offices	<a href="mailto:zgb@zgb.lv">zgb@zgb.lv</a>	Latvia
55	Office for Metropolitan Architecture [OMA]	architecture offices	<a href="mailto:office@oma.com">office@oma.com</a>	Netherlands
56	MVRDV	architecture offices	<a href="mailto:office@mrvdv.com">office@mrvdv.com</a>	Netherlands
57	Hermann Kaufmann	architecture offices	<a href="mailto:office@hermann-kaufmann.at">office@hermann-kaufmann.at</a>	Austria
58	Henke, Dieter/ Schreieck, Marta	architecture offices	<a href="mailto:office@henkeschreieck">office@henkeschreieck</a>	Austria
59	Meili & Peter Architekten	architecture offices	<a href="mailto:arch@meilipeter.ch">arch@meilipeter.ch</a>	Switzerland
60	Pool Architekten	architecture offices	<a href="mailto:pool@poolarch.ch">pool@poolarch.ch</a>	Switzerland

## 4.2 Standardisation bodies

V4Design will be instrumental in both the implementation of existing standards as well as the creation of new standard recommendations. Below is a planning of the actions towards standardisation (Table 10). The plan at each plenary is to make a session on standard to update the table.

Table 10: Standard bodies

Standard body	Responsible	Initial Actions	Definition of potential standard contribution
SHACL	CERTH	To be used during the definition of the semantic representation.	Adoption of the W3C recommendation for validating RDF graphs and defining inference rules
MPEG-7	CERTH	To be applied in video analysis tasks.	Adopt MPEG-7 to include several encoding/decoding and multimedia metadata to the processed video data
WDL	CERTH	To be applied in image and video analysis tasks.	Adopt digital image standards, such as TIFF, JPEG, JPEG2000 to define the image files to be read by image processing techniques
SIMMO	CERTH	Structure the indexing storage of V4Design repository for data collection using SIMMO.	Multimedia indexing will be based on the Socially Interconnected and Multimedia-Enriched Object (SIMMO), which was developed in cooperation with FP7 ICT MULTISENSOR and FP7 ICT REVEAL projects and further used in H2020 KRISTINA and other projects. V4Design will adopt SIMMO model for the storage of scraped content and investigate SIMMO standardization in cooperation with other projects.
EDM	EF, CERTH	Include EDM in desk research for consideration as standard ontology for the V4Design database	Adoption and promotion of the European standard data model for cultural heritage objects.

Universal Dependencies	UPF	Organise a Shared Task that makes use of semantic dependencies (ends in July 2018)	Development and promotion new semantic annotations aligned with UD syntactic standards.
BIM	KUL	Actively participate in BIM working group in the scope of the work in WP5	Standardisation effort on the use of linked data in BIM: the linked data working group of Building Smart.

## 5 MEASURABLE DISSEMINATION GOALS

In order to quantify and evaluate the dissemination actions, V4Design have already set specific measurable goals with respect to the aforementioned planned activities. Specifically, the following figures are set as minimum expected dissemination targets:

Table 11: Measurable dissemination goals

Tool	Metric	Target
V4Design website	Number of <ul style="list-style-type: none"> <li>• site visits per week</li> <li>• downloads per week</li> <li>• track download numbers from McNeel website</li> </ul>	<ul style="list-style-type: none"> <li>• Measurement: Google Analytics; 25% increase of site visits per year is expected.</li> </ul>
V4Design Final Demonstration Workshop	Number of <ul style="list-style-type: none"> <li>• participants (by target group)</li> </ul>	<ul style="list-style-type: none"> <li>• Target: 200 participants</li> </ul>
Social Media	Number of <ul style="list-style-type: none"> <li>• groups joined</li> <li>• active discussion forums</li> <li>• views (Facebook, LinkedIn)</li> <li>• tags and followers (Twitter)</li> </ul>	<ul style="list-style-type: none"> <li>• Target: 2 groups, 2 discussion forums (on Facebook, Twitter and LinkedIn), 1000 views, 500 tags and followers</li> </ul>
Publications	Number of <ul style="list-style-type: none"> <li>• publications in technical, scientific and academic conferences and journals</li> </ul>	<ul style="list-style-type: none"> <li>• Target: at least 20 publications</li> </ul>
User Group	<ul style="list-style-type: none"> <li>• Number of users</li> <li>• Diversification</li> </ul>	<ul style="list-style-type: none"> <li>• At least 20 users</li> <li>• At least 3 from each domain (semantics, language analysis, 3D reconstruction and video analysis, designers)</li> </ul>

## 6 SUMMARY

In this deliverable we summarised the dissemination principles and strategies, the dissemination plan and the dissemination material of V4Design and provided updates regarding the dissemination activities that were realised during the first three months of the project as well as the dissemination actions planned for the immediate future.

A next version of this deliverable (D8.4) is expected on M12 and it will follow up the dissemination activities that mark the completion of the 1<sup>st</sup> year of the project. The dissemination activities for the 2<sup>nd</sup> year and the final dissemination report will be presented in D8.6 (M24) and D8.7 (M36) respectively.




## A. APPENDIX

### A.1. V4Design Flyer

V4Design flyer is a double sided three-folded A4 paper. Both sides of the flyer are illustrated below.

Fit one full page to window



**V4Design**

Project website: [www.v4design.eu](http://www.v4design.eu)

#### V4DESIGN CONCEPT

**Vision**

V4Design promotes the re use of visual and textual content, such as documentaries, paintings and their critiques so as to be repurposed and be used for the inspiration of architecture and video game (VR) designing.

**Context**

In a world where visual and textual data are in abundance, creative industries are called and need to re use and re purpose them so as to remain competitive to other industries and provide to society and creativity a novel financial prism.

**Overall Goal**

V4Design goal is to: (1) re use textual and visual content by enabling its efficient collection from content providers and crawling from public web resources; (2) re purpose of content by developing novel approaches for 3D reconstruction and modelling, buildings and objects localization, aesthetics and style extraction, generation of 3D objects enhanced with semantics and explanatory text descriptions and (3) deploy innovative architecture, design and VR game authoring applications.

#### CHALLENGES AND OBJECTIVES

**Challenges**


Vast troves of visual and textual data, which are of great interest to architects and video game designers, such as paintings, archival footage, documentaries, movies, reviews or catalogues, and artwork, are currently difficult to be reused and repurposed for game design and architecture.


Works of art can serve as sources of inspiration and assist the design process towards innovative designs, new concepts, or period focused structures, among others.


**Objectives**


- Visual analysis and 3D reconstruction
- Content extraction from textual and visual data
- Semantic knowledge representation and reasoning
- Text generation from semantic representations
- Combining geometric, semantic and textual information in dynamic 3D objects


**Partners**





























**Project Coordinator:**

Center for Research and Technology Hellas – Information Technologies Institution (CERTH ITI), GR


**Stefanos Vrochidis (Project Coordinator)**


Telephone: +30 2311 257 754


Email: [stefanos@iti.gr](mailto:stefanos@iti.gr)


#### PROJECT ARCHITECTURE

**1 REUSE: GATHERING DATA**


  
MOVIES  
DOCUMENTARIES


  
TEXT


  
PAINTINGS

  
SOCIAL  
MEDIA

**2 REPURPOSE: DATA ANALYSIS**


  
3D-RECONSTRUCTION  
& MODELLING


  
PAINTING AESTHETICS  
& STYLE EXTRACTION


  
TEXTUAL GENERATION


SEMANTIC INTEGRATION:  
FUSION & RETRIEVAL

**3 DEPLOY: ARCHITECTURE & VIDEO GAME DESIGN**

  
ARCHITECTURE –  
DESIGN OF  
TEMPORARY STRUCTURES

  
ARCHITECTURE –  
DESIGN OF  
INTERIOR OBJECTS

  
VIDEO GAMES –  
DESIGN OF  
EXTERIOR ENVIRONMENTS




Horizon2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779562

V4Design		
USE CASE 1	USE CASE 2	IMPACT AND RESULTS
<p><b>Architectural design, related to existing or historical buildings and their environments</b></p> <p><b>Users:</b> Architects, Designers and Artists</p> <p><b>Scenario 1 Title:</b> Architectural design, related to existing or historical buildings and their environments (Landscape)</p> <p><b>Scenario 1 Topic:</b> Historical landscape in the Mediterranean, Greece</p> <p><b>Application:</b> Support the design process of pavilions, land art, scenography 3D models of buildings, debris, the surrounding landscape (e.g. from ancient times up until the 19th century) will be extracted to support the design process of large objects (pavilions, land art, interior architecture etc.).</p> <p><b>Scenario 2 Title:</b> Architectural design, related to existing or historical buildings and their environments (Building)</p> <p><b>Scenario 1 Topic:</b> Central Berlin, Germany</p> <p><b>Application:</b> 3D models, images and maps of the immediate vicinity and reference models of similar size and style, will be used to study various design options.</p>	<p><b>Architectural design, related to artworks, historic or stylistic elements</b></p> <p><b>Users:</b> Architects, Interior architects and Product designers</p> <p><b>Scenario:</b> Architectural design, related to artworks, historic or stylistic elements (Object, Interiors)</p> <p><b>Application:</b> 3D models inspired by artworks of a specific style, historic spatial elements and arrangements will be easily accessed for the design, modelling and actual fabrication of novel collections of small scale industrial objects (e.g. furniture), with reference to these styles.</p> <p><b>USE CASE 3</b></p> <p><b>Design of virtual environments, related to TV series and VR video games</b></p> <p><b>Users:</b> Visual content producers (film, TV industries)</p> <p><b>Scenario:</b> Creation of a VR video game based on the scenes of a telenovela</p> <p><b>Application:</b> 3D models of interior elements and scenes will be extracted from existing video contents to build interactive media and VR games with the same assets, scenes and characters.</p> <p><b>USE CASE 4</b></p> <p><b>Design of virtual environments, related to actual news for VR (re-) living the date</b></p> <p><b>Users:</b> Worldwide users that want to live or re-live news events in a VR environment</p> <p><b>Scenario:</b> Creation of a VR application based on historic events</p> <p><b>Application:</b> Selected parts of past and more recent news coverage which will be transformed to 3D and VR environment that will allow users to have a more realistic information experience.</p>	<p><b>Expected Impact</b></p> <p>V4Design will achieve the following impacts:</p> <ul style="list-style-type: none"> <li>Re-use and re-purpose the vast troves of existing digital content.</li> <li>Improve the inspiration and design process.</li> <li>Assist architects, designers and video game creators to have a greater impact with their work.</li> </ul> <p><b>Expected Results</b></p> <p>The final outcome of V4Design includes:</p> <ul style="list-style-type: none"> <li>The final V4Design solution which will be offered as a plug-in for the Rhino platform and as back-end modular platform for video game design.</li> <li>Research modules and services (e.g. localization of objects and buildings, extraction of architectural 3D models, extraction of aesthetic concepts and emotional affect, embedding of semantic knowledge in dynamic 3D models, etc.), under commercial, open source or free ware licenses.</li> </ul>

### A.3. V4Design Poster



**V4Design**  
Visual and textual content re-purposing FOR(4)  
architecture, Design and virtual reality games

**Motivation**  
Vast troves of visual and textual data, which are of great interest to architects and video game designers, such as paintings, archival footage, documentaries, movies, wikis or catalogues, and artwork, are currently difficult to be reused and re-purposed for game design and architecture. Works of art can serve as sources of inspiration and assist the design process towards innovative designs, new concepts, or period-focused structures, among others.

**V4Design Goal**  
V4Design's goal is to reuse existing heterogeneous multimedia content and repurpose it by developing novel approaches for 3D reconstruction and modelling, buildings and objects localization, aesthetics and style extraction, generation of 3D objects enhanced with semantics and explanatory text descriptions so as to inspire and support the design, architecture, as well as 3D and VR game industries.

**Scientific Objectives**  
-Visual analysis and 3D reconstruction  
-Content extraction from textual and visual data  
-Semantic knowledge representation and reasoning  
-Text generation from semantic representations  
-Combining geometric, semantic and textual information in dynamic 3D objects

**Impact**  
-V4Design will achieve the following impacts:  
-Re-use and re-purpose the vast troves of existing digital content.  
-Improve the inspiration and design process.  
-Assist architects, designers and video game creators to have a greater impact with their work.

Project website: <http://www.v4design.eu/>

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Stefanos Vrochidis, Email: [stefanos@l3r.gr](mailto:stefanos@l3r.gr)  
Konstantinos Angelakis, Email: [koulgas@l3r.gr](mailto:koulgas@l3r.gr)

**Use Case 1:**  
**Architectural design, related to existing or historical buildings and their environments**  
**Users:** Architects, designers and artists

**Scenario 1:**  
Support the design process of galleries, local art, scenography (landscape), 3D models of buildings, cities, the surrounding landscape (e.g. from ancient times up until the 19th century) will be extracted to support the design process of large objects (galleries, hotels, interior architecture etc.).

**Scenario 2:**  
Architectural design, related to existing or historical buildings and their environments (drawing)  
3D models, images and maps of the architectural vicinity and reference models of similar sites and styles, will be used to study various design options.

---

**Use Case 2:**  
**3D models inspired by artworks, historic or stylistic elements**  
**Users:** Architects, interior architects and product designers

**Scenario:**  
Architectural design, related to artworks, historic or stylistic elements (object, landscape)  
3D models, images and maps of a specific style, historic landscape and architectural elements will be easily accessed for the design, modelling and actual fabrication of novel and historic of small scale historical objects (e.g. furniture) with reference to these styles.

---

**Use Case 3:**  
**Design of virtual environments, related to TV series and VR video games**  
**Users:** Visual content producers (film, TV industries)






**Scenario:**  
Creation of a VR video game based on the scenes of a television  
3D models of interior elements and scenes will be extracted from existing video contents to build interactive mobile and VR games with the same scenes, scenes and characters.







---

**Use Case 4:**  
**Design of virtual environments, related to actual news for VR (re-)living the date**  
**Users:** Worldwide users that want to live or re-live some events in a VR environment

**Scenario:**  
Creation of a VR application based on historic events  
Selected parts of past and more recent news coverage which will be transformed to 3D and VR environments that will allow users to have a more realistic information experience.

**Partners**








#### A.4. V4Design Overview Presentation




### V4Design project presentation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779982

#### V4Design presentation

- General information
- V4Design for creative industries
- Concept
- Objectives and Activities
- Pilot use cases (PUC)
- System Architecture
- V4Design research (WPs)
- Workpackage interplay
- Evaluation
- Expected results
- Exploitation and dissemination



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779982

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## General information

- **Project Coordinator:** Center for Research and Technology Hellas – Information Technologies Institution (CERTH-ITI), GR
- **Project website:** <http://www.v4design.eu/>
- **Duration:** 01/01/2018 – 31/12/2020
- **Type of Action:** RIA
- **Total Cost:** € 3,937,850.00
- **EC Contribution:** € 3,937,850.00
- **Partners:**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779962

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## V4Design for creative industries

- **High quality content** (i.e. images, videos, text) is nowadays widely available on the web and other sources
- If leveraged appropriately could constitute a great source of revenue for the Creative Industries, such as architecture and video game design.
- **V4Design goals:**
  - Reuse high quality content
  - Repurpose high quality content
  - Provide repurposed content to targeted creative industries
    - Architects, Designers
    - VR and video game designers



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779962

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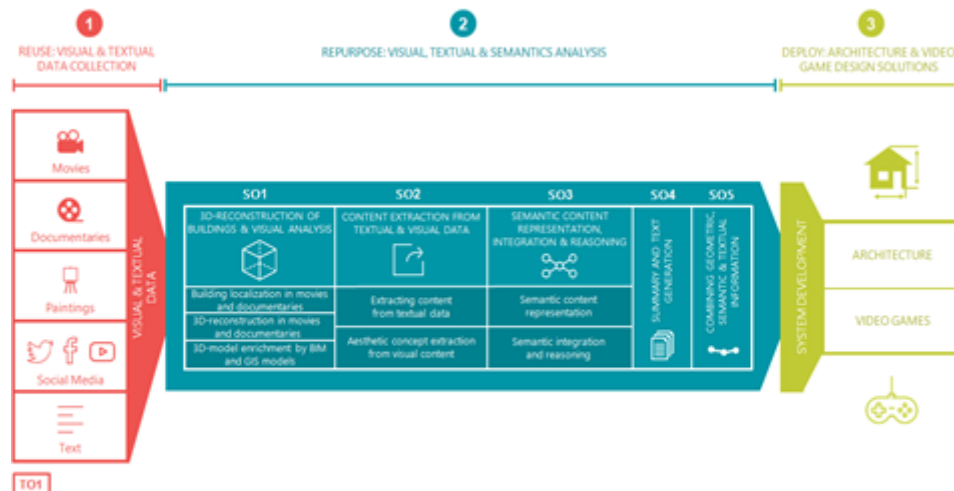
## V4Design concept



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## V4Design Objectives and Activities

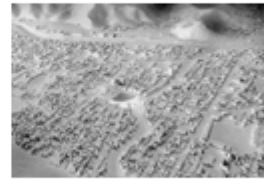


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779962

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## Architecture and interior design pilot use cases

- **PUC 1)** 3D-models of existing or historical buildings and their environments
  - **Scenario I** : Support the design process of pavilions, land art, scenography
  - **Scenario II** : Re-design / re-furbish a landmark building
- **PUC 2)** 3D-models inspired by artworks, historic or stylistic elements
  - **Scenario** : Design industrial objects inspired by artworks

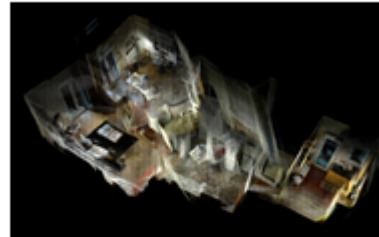


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## Video game and virtual reality pilot use cases

- **PUC 3)** 3D-models of TV-series and videos for VR video game creation
  - **Scenario** : Creation of a VR video game based on the scenes of a telenovela
- **PUC 4)** 3D-models of news for VR (re-)living the date
  - **Scenario** : Creation of a VR application based on historic events



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## V4Design Work packages

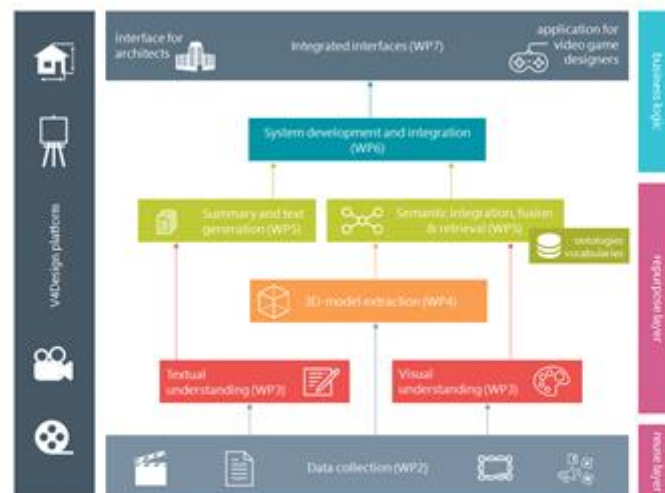
WP no	WP title	Lead	Start month	End month
1	Project management and coordination	CERTH	1	36
2	Multimedia data crawling and collection for re-use and re-purpose	EF	1	32
3	Visual and textual content analysis	UPF	1	33
4	3D model extraction from 2D visual content	KUL	1	34
5	Content integration, retrieval and presentation	CERTH	2	34
6	System integration and tool development for content re-purposing	McNeel	1	34
7	User requirements and evaluation	AUTH	1	36
8	Dissemination and Exploitation	NURO	1	36
9	Ethics	CERTH	1	36



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## V4Design high-level System Architecture



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## V4Design Research & Development

- WP2. Multimedia data crawling and collection for reuse and repurpose
  - Web crawling/retrieval of textual and multimedia data
  - Movie/documentary data collection, artwork
- WP3. Visual and textual analysis
  - Entity identification and linking, word sense disambiguation and lexical modelling
  - Dependency-based semantic parsing and conceptual relation extraction
  - Aesthetic concept & attributes extraction from visual content



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## V4Design Research

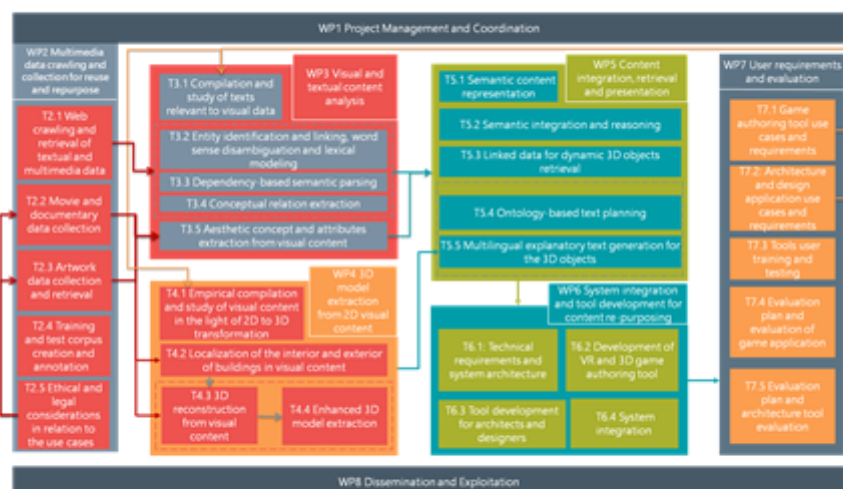
- WP4. 3D model extraction
  - Localization of the interior and exterior of buildings in visual content
  - 3D reconstruction from visual content
  - Enhanced 3D model extraction
- WP5. Content retrieval and presentation
  - Semantic content integration and reasoning
  - Linked data for dynamic 3D objects retrieval
  - Multilingual explanatory text generation for the 3D objects
- WP6. Tool development for content repurposing
  - VR&3D game authoring tool
  - Tool for architects and designers



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## V4Design Workpackage interplay



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## V4Design System Development

- Operational Prototype (M12)
  - Integrating skeleton of the services
- 1<sup>st</sup> Prototype (M18)
  - Integrating basic versions of the services
- 2<sup>nd</sup> Prototype (26)
  - Integrating advanced versions of the services
- Final system (34)
  - Integrating the final services



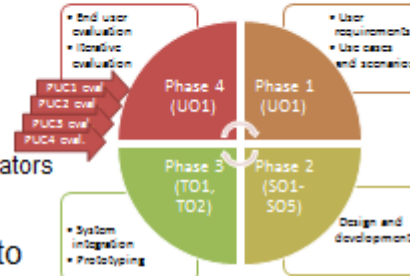
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779962

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## Evaluation

- Prototype (M20, M28) and final system evaluation (M36)

- User-oriented evaluation
  - by professionals (DW, HdM)
  - Evaluation by the User Group
- System-centric evaluation
  - Using objective metrics and indicators



- Iterative development process to re-define user and technical requirements
- Evaluate the system based on the predefined PUCs



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## Exploitation and Dissemination

- Exploitation of results
  - Creation of open source modules/tools
  - Modules to be exploited by the industrial partners (especially SMEs)
  - Business plan to exploit the final system
- Dissemination of results
  - V4Design user and open door days
  - Demonstration of results in industrial partners
  - Publication to scientific conferences and journals



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**Thank you!**



## A.6. V4Design Factsheet



### V4Design Visual and textual content re-purposing FOR(4) architecture, Design and virtual reality games

In a world where visual and textual data are in abundance, V4Design is called to exploit all State of the Art technological means so as to reuse and repurpose existing heterogeneous multimedia content so as to inspire and support the design, architecture, as well as 3D and VR game industries.

#### At A Glance: V4Design

Visual and textual content  
re-purposing FOR(4) architecture,  
Design and virtual reality games

**Project Coordinator:**  
Center for Research and Technology  
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**Project website:**  
<http://www.v4design.eu/>  
**Duration:** 01/01/2018 – 31/12/2020  
**Type of Action:** RIA  
**Total Cost:** € 3,937,860.00  
**EC Contribution:** € 3,937,860.00

#### Objectives

- Visual analysis and 3D reconstruction
- Content extraction from textual and visual data
- Semantic knowledge representation and reasoning
- Text generation from semantic representations
- Combining geometric, semantic and textual information in dynamic 3D objects

#### Use Cases

V4Design will validate the developed technologies through four use cases. The first two apply on architecture and design field, assisting architects, designers and artists to study various styles and support them to design and fabricate (a) large objects such as pavilions, land art, etc. and (b) novel collections of small scale industrial objects like furniture. The later two use cases focus on VR game design, supporting the reuse of existing video content to build (c) interactive media and VR games and (d) VR environments that will allow users to have a realistic and immersive experience.

#### Impact

Reuse/repurpose the vast traces of existing content.  
Improve the inspiration and design process.  
Assist architects, designers and video game creators to have a greater impact with their work.

#### Outcome

The final V4Design solution which will be offered as a plug-in for the Rhino platform and as back-end modular platform for video game design.  
Research modules and services (e.g. localization of objects and buildings, extraction of architectural 3D models, extraction of aesthetic concepts and emotional affect, embedding of semantic knowledge in dynamic 3D models, etc.), under commercial, open source or freeware licenses.



#### Partners

