

Preface

The pre-conference workshop **Horizon2020 and Creative Europe vs Digital Heritage – A European Projects Crossover (Flash News)**, ran on 18th February 2014 in Florence, Italy, as part of Museums and the Web Florence 2014 (MWF2014).

MWF2014 is an international conference dedicated to the relationship between museums and places of culture, with a focus on the new paradigms of digital culture, which include social media, mobile tours and augmented reality.

The pre-conference workshop was organized to discuss about topics related to European funded research, specifically the European Framework Program Horizon 2020 and its counterpart for cultural activities, Creative Europe.

The workshop was jointly organized by the leaders of three projects funded under FP7: 3D ICONS (www.3d-icons.eu), CREATIVE CH (www.creative-heritage.eu) and V-MUST.net (www.v-must.net) and included a special session: **Flash News**.

The goal of the Flash News session was to highlight recent advancements in museum and heritage applications, as regards both tangible and intangible heritage.

The papers provided an insight on this matter from diverse communities (academic institutions, European projects, museums, SMEs), contributing to raise awareness on different approaches and perspectives.

Organizing Committee

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