


Chapter 10

The Process of Re- Modernization of Cultural Heritage Sites Through Digital and Interactive Arts

Merva Kelekci Olgun

 <https://orcid.org/0000-0002-9670-5771>

Beykoz University, Turkey

ABSTRACT

Cultural heritage sites serve as important representations of collective memory and human history. As digitalization expands the reach of cultural heritage, interactive technologies such as augmented reality (AR), virtual reality (VR), artificial intelligence (AI) and blockchain enable deeper engagement. AR and VR remove physical constraints and offer immersive experiences in historic sites, while AI-driven content creation and data visualization enhance the accessibility and meaning of cultural heritage. Interactive arts further reimagine cultural heritage by involving users in its reinterpretation. Digital storytelling and personalized experiences enrich the heritage journey, fostering a dynamic connection. Despite challenges related to funding, technical capacity and ethics, interdisciplinary collaboration and community engagement are essential to effectively integrate cultural heritage into contemporary contexts and strengthen its societal impact.

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INTRODUCTION

Cultural heritage sites are places that represent the collective memory of human history and play a critical role in the formation of social identity. These sites not only carry the traces of the past but also contribute to the process of shaping the cultural identities of individuals and societies. Throughout history, societies have used these spaces as centers of memory, physical and symbolic reference points that reinforce a sense of identity and belonging. However, the rapidly changing dynamics of the modern world and the increasing impact of digitalization have necessitated the development of new approaches to the preservation, transmission and accessibility of cultural heritage (Lilja 2014).

Digitalization and technological advances offer unique opportunities for sustainable preservation of cultural heritage places and enhancing their interaction with society. In particular, augmented reality (AR), virtual reality (VR), interactive media and artificial intelligence-supported applications enable cultural heritage sites to reach wider audiences beyond their physical boundaries. Compared to traditional methods of display and conservation, digital technologies allow cultural heritage to be experienced in a more dynamic, accessible and participatory way. This process makes it possible not only to preserve historical sites, but also to reinterpret and revitalize them through modern art and technology (Fanani, Hastuti, Syarif, & Harsanto, 2021).

The digitization of cultural heritage is not only limited to the transfer of physical spaces to virtual environments. It also involves the restructuring of cultural narrative into an interactive and multi-layered structure (Vargün, 2022). This process makes it possible to enrich traditional narratives with digital tools, make them interactive with the audience and reinterpret them in different contexts. Augmented reality applications allow visitors to interact directly with the past, while artificial intelligence-based systems offer personalized experiences and strengthen individuals' connection with cultural heritage sites. In addition, the use of digital art in cultural heritage sites builds a bridge between the past and the future, allowing historical elements to be reinterpreted with a modern perspective. The role of digital art in cultural heritage conservation and promotion is becoming increasingly important (Buragohain, Meng, Deng, Li, & Chaudhary, 2024).

Digital preservation strategies not only ensure that cultural heritage is passed on to future generations, but also contribute to promoting these places on a global scale and increasing their tourism potential. The digitalization of cultural heritage opens the door to new forms of cultural and artistic production, not only as a method of conservation but also as an interdisciplinary field of study. The reinterpretation of cultural heritage spaces through digital and interactive arts constitutes an important

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