



## Digital productions and interactive exhibits at the Museum of the Olive and Greek Olive Oil, Greece

<http://www.makebelieve.gr>

**makebelieve design & consulting** has recently completed the design and development of four different digital productions for the Museum of the Olive & Greek Olive Oil in Sparta, Greece. Makebelieve was also in charge of the installation of technological infrastructure used for the digital applications. The project was commissioned by the Piraeus Bank Group Cultural Foundation.

The Museum of the Olive and Greek Olive Oil aims to highlight the culture and technology of olive oil production, which is inextricably linked with the Greek and Mediterranean identity. Unique in Greece, it is located in the city of Sparta in Southern Greece, one of the country's main olive producing regions. The museum's digital productions are designed to be user-centered, functional and educational.

The museum's four digital productions designed by **makebelieve** include:

- An **interactive recipes kiosk** placed within the main museum exhibition area, which allows visitors to browse through recipes from around the world that use olives and olive oil as their primary ingredients and print out the recipes they wish to take home with them.
- An **interactive game** on DVD, for children aged 8-12 years, consisting of 9 different types of engaging and educational games, which are organized in three levels according to the historic periods of olive oil production.
- A **teacher's guide** on DVD, providing a rich resource for the classroom, which includes information (text, images, sketches) about the Museum and the evolution of olive oil production, in hypermedia form.
- An **interactive history kiosk** presenting the evolution of technological innovations in olive oil production throughout the ages with the use of animated 2d reconstructions, photographs, and archival images.



#### About the **Museum of the Olive and Greek Olive Oil**:

The Museum of the Olive and Greek Olive Oil is part of the Museums Network of the **Pireaus Bank Group Cultural Foundation**. The Foundation organises and manages a network of thematic museums which currently includes the Open-air Water Power Museum in Dimitsana, the Museum of Industrial Olive Oil Production in Lesvos, the Museum of Marble Crafts in Tinos, the Museum of Brick Works in Volos, and the Silk Museum in Soufli. The Museums Network is constantly expanding with new museums around Greece (e.g., the Museum of the Environment at Stymfalia lake, etc.).

For more information: <http://www.piop.gr/>, e-mail: [piop@pireausbank.gr](mailto:piop@pireausbank.gr), Tel. +30 210 3219175.

#### About **makebelieve**:

**makebelieve** is an interactive design and consulting company based in Greece and the UK. makebelieve's activities encompass a range of topics concerning the initial concept development, design, coordination, and evaluation of innovative digital media experiences and high-end immersive Virtual Reality projects as well as multimedia and web design work for a diverse clientele. Clients include public and private institutions, museums, location-based entertainment, research, and commercial spaces.

Recent projects include the design and development of educational websites for the Hellenic Ministry of Culture, the design of numerous sites and productions for artists, the design, development, and installation of interactive virtual reality environments for entertainment and research purposes, and involvement in EU-funded research projects.

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