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Short Description	This report offers an overview of the content creation efforts at Ankara Citadel and Istanbul Rahmi M. Koç Museum, two pivotal pilot sites of the CULTURATI project. Focused on diverse categories and audience engagement, the report summarizes content creation strategies leading to the development of 2000 content pieces between M10 and M12. These pieces span various themes and levels, tailored to cater to the unique interests of targeted audiences.

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Executive Summary

This deliverable outlines the content creation efforts undertaken at two pivotal pilot sites, Ankara Citadel and Istanbul Rahmi M. Koç Museum, within the framework of the CULTURATI project. With a primary objective of revolutionizing cultural engagement and preservation, these sites serve as testing grounds for innovative approaches to content creation.

The report highlights the significance of stakeholder engagement in the content creation process for Ankara Citadel, emphasizing the collaborative efforts undertaken to identify key individuals and organizations involved in the project. Initial outreach efforts targeted 20 stakeholders, laying the groundwork for a robust and inclusive content creation strategy.
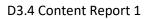
Subsequently, the report explores the content creation strategy employed at both pilot sites, emphasizing the diversity of themes and levels curated to cater to the unique interests of targeted audiences. A total of over 2000 content pieces were crafted, covering diverse categories and levels tailored to the inherent content at these sites. This comprehensive approach aimed to provide visitors with immersive and enriching experiences that celebrate the heritage and legacy of each site.

Furthermore, the report addresses the importance of gender equality and diversity in the content creation process, highlighting the deliberate efforts made to ensure equal representation across genders. While the goal of achieving total balance was not fully realized, ongoing initiatives aim to promote inclusivity and diversity in future content development endeavors.

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1. Introduction

This deliverable describes the dynamic content creation efforts undertaken at two significant pilot sites: Ankara Citadel and Istanbul Rahmi M. Koç Museum between M10 and M12 of the project. As integral components of the CULTURATI project, these sites serve as testing grounds for innovative cultural engagement and preservation approaches. In this report, we describe the process of crafting 2000 content pieces, curated to capture the essence of diverse themes and cater to the varied interests of the targeted audiences. From historical narratives to contemporary explorations, each piece of content reflects our commitment to fostering a deeper connection between audiences and cultural heritage.

2. The CULTURATI Project

CULTURATI is a project aimed at revolutionizing how cultural heritage and arts are experienced, appreciated, and preserved across Europe. Interconnected objectives drive the project, each designed to leverage cutting-edge digital technologies and foster a deeper engagement with cultural assets.

The first objective revolves around the development of an innovative online platform. This platform will serve as a digital hub for aggregating and curating content related to cultural heritage and arts from diverse **project pilot sites** across Europe. By harnessing state-of-the-art digital tools and methodologies, CULTURATI aims to create a comprehensive repository of cultural knowledge accessible to users worldwide.

Central to the project's mission is engaging end-users with cultural heritage and arts in meaningful ways. To achieve this, CULTURATI offer**s** interactive experiences, such as customized games and curated routes, tailored to the interests and preferences of individual users. These immersive activities will not only educate but also forge a personal connection between audiences and cultural assets.

Moreover, CULTURATI seeks to support venue and site-based cultural and creative industries (CCIs) by providing digital solutions to enhance visitor experiences. These institutions will benefit from tools and content designed to cater to diverse audiences, from museums and art galleries to historic sites.

A crucial aspect of the project for CCIs is its emphasis on collaboration and inclusivity in content creation. By actively involving a wide range of stakeholders, including cultural institutions, creative professionals, citizens, and social innovators, CULTURATI aims to ensure that its content reflects the diversity and richness of European cultural heritage.

Simultaneously, CULTURATI strongly emphasizes leveraging cutting-edge technologies to optimize visitor experiences at venue-based sites. From cloud and mobile technologies to IoT and AI, these tools will enable dynamic management of visitor flows, enhance safety measures during pandemics, and elevate overall visitor satisfaction.

In summary, CULTURATI strives to build a sustainable and inclusive cultural-educational ecosystem that contributes to European cultural sectors' well-being, innovation, and economic vitality. By embracing digital innovation and fostering collaboration, the platform seeks to empower cultural institutions to thrive in the digital age and shape the future of cultural heritage and arts.

3. Project Status

In the first 12 months of the project timeline, significant progress was made at the two pilot sites, Istanbul Rahmi M. Koç Museum and Ankara Governorship, towards content creation and establishing a robust organizational framework. Central to this endeavor was the formation of dedicated teams at each site, led by pilot project teams overseeing the project's execution.

Under the guidance of the project coordinator, a series of planned face-to-face and online meetings were convened to facilitate collaboration and provide guidance sessions aimed at content creation for the platform. These meetings allowed team members to exchange ideas, discuss strategies, and align their efforts toward achieving the project objectives.

In Ankara, the team, led by Naciye Çakırer, Project Contact Coordinator representing the Ankara Governorship, was pivotal in facilitating direct communication with the project coordinator and relevant stakeholders. Their proactive approach ensured smooth coordination between the stakeholders of the pilot site and the project's central management, enabling effective decision-making and timely implementation of project activities.

Similarly, at Istanbul Rahmi M. Koç Museum, Mine Sofuoğlu, as the General Manager of the Rahmi M. Koç Museums, led the coordination efforts. Her leadership and expertise were instrumental in guiding the team through the content creation process, ensuring alignment with the museum's mission and objectives.

Thus, the teams' efforts at both pilot sites during the initial phase laid a solid foundation for the project's progress. Moving forward, these collaborative efforts and well-defined roles and responsibilities will

continue to drive progress and innovation, ultimately contributing to realizing the project's overarching goals.

4. Pilot Site: Ankara Citadel

Ankara Citadel, known as "Ankara Kalesi", symbolizes the city's rich history and heritage. Located at the top of a strategic hill overlooking the modern metropolis, its origins trace back to antiquity. While the exact date of its construction remains uncertain, its presence has been noted since the Galatian settlement in Ankara. The citadel has undergone numerous renovations and expansions over the centuries, reflecting various civilizations that dominated the region.

The citadel comprises two main sections: the inner and outer citadel. The inner walls, attributed to the Byzantine era, were erected in the 7th century, although they likely incorporated earlier structures. After Byzantine rule, the citadel sustained damage during conflicts, prompting repairs in the 9th century. The outer walls, whose construction date remains elusive, encircle Ankara in a heart-shaped configuration, adding to the fortress's formidable defenses.

Following the Battle of Malazgirt, which saw the Seljuk Turks assert dominance in Anatolia, Ankara Citadel underwent significant refurbishment and expansion under their patronage. The Citadel's location on a high hill next to the Hatip Stream gave it a clear view of the surrounding land. The Ankara Citadel had more than 20 towers along its walls, making it difficult for attackers to conquer.

The inner citadel, boasting four floors, showcases a blend of construction materials, including Ankara Stone and collected stones, a testament to the architectural techniques employed over the ages. The inner fortress can be entered through two large gates: the Outer Gate and the Hisar Gate. Both gates have inscriptions that tell stories from different periods in history. An inscription attributed to the Ilkhanids adorns one of the gates, offering insight into the citadel's enduring significance throughout successive dynasties.

Within the inner walls of Ankara Citadel, traces of Ottoman-era residences persist. Many of these structures have been restored, now accommodating charming restaurants, cafes, boutiques, and cultural venues. These rejuvenated spaces infuse vitality into the citadel's ancient fortifications and function as lively centers where history intersects with contemporary life, creating a rich tapestry of heritage for visitors to discover and appreciate.

Surrounding the citadel, the city of Ankara bustles with modernity, its streets alive with the pulse of present-day existence. However, in the urban activity, Ankara Citadel stands as a sentinel of the city's enduring heritage, a timeless monument to resilience, creativity, and the unwavering spirit of its inhabitants. As visitors wander through its historic passageways and gaze upon its walls, they embark on a journey through time, tracing the footsteps of past generations while marveling at the enduring essence that characterizes Ankara and its grand citadel.

4.1. Content Creation Strategy at Ankara Citadel

The content development process began with identifying key locations within the citadel. These locations were chosen based on their significance to the target audience (consumers of cultural heritage and arts, including tourists), focusing on highlighting the citadel's rich history, culture, and heritage. The content aimed to provide comprehensive insights into both tangible and intangible cultural heritage, shedding light on both well-known narratives and lesser-known stories that contribute to the citadel's identity. Through in-depth exploration, the content sought to emphasize the importance and impact of the citadel's cultural heritage, offering visitors a deeper understanding of its historical and cultural significance.

Stakeholder engagement is a pivotal aspect of the content creation process at Ankara Citadel, with a focus on fostering open communication and collaboration with relevant parties to identify 20 individuals for content creation. This approach ensures transparency regarding project objectives, benefits, and processes, with ongoing interaction planned throughout the project's duration. Additionally, extensive research and analysis have been conducted to lay the groundwork for the project's advancement, including identifying potential content creators, and studying market dynamics and audience preferences. Comprehensive investigations into digital platforms for cultural heritage and art presentation, both domestically and internationally, have also been undertaken.

Collaboration among researchers, cultural and creative industries (CCIs), small and micro establishments, artists, and various other groups has been instrumental in content development, aligning with the target audience's expectations. A series of meetings have been organized to facilitate this collaboration to discuss content development and stakeholder engagement. Additionally, field visits have been conducted with the project pilot team to identify key areas at the citadel for content creation. 21 locations were identified at Ankara Citadel to facilitate collaboration on content development and crowd management.

The detailed content for each location includes information about the history, culture, and heritage specific to that location. This content aims to offer visitors a deeper understanding of each location's unique characteristics and historical significance. Particularly, visual and diverse content intends to attract and engage visitors, establishing effective communication with the project's target audience and encouraging their active participation. Additionally, providing practical information about the identified locations facilitates the visitor experience by outlining how they can visit these places and maximize their unique experience. The project's main aim is to emphasize the richness and diversity of cultural heritage and to provide an in-depth experience for visitors. Therefore, the content development process ensured that each location was represented in a unique and comprehensive way.

Through these strategic content development efforts, the project has successfully identified 25 individuals crucial to its mission, ranging from small and micro business owners at the citadel to academics, museum experts, and cultural institutions. This diverse group of stakeholders brings a wealth of expertise and perspectives to the project, enriching it with their collective knowledge and experiences.

While the project aimed for gender equality among content creators, it is evident that achieving a perfect balance proved challenging. This is mainly due to the inherent dynamics and realities present at the site. Factors such as existing gender distributions within certain industries, availability of qualified individuals, and other contextual considerations influenced the team's final composition. Despite these challenges, the project remains committed to promoting diversity and inclusivity, recognizing that progress towards gender equality is an ongoing journey. By acknowledging the constraints and complexities inherent in such endeavors, the project will continue to work towards creating an environment where all voices are heard and valued.

Currently, **16 men and nine women,** including academics, are actively engaged in the project. In addition, there are **five women and three men** with the editorial role from the Ankara Governorship, signaling a deliberate effort to promote gender equality and diversity. Despite not reaching complete parity, this approach highlights the project's commitment to inclusivity, ensuring that diverse voices are recognized and valued. By prioritizing diversity and inclusion, the project aims to harness the full potential of all contributors, ultimately enhancing its success and impact.

Initially, the Ankara Governorship embarked on identifying potential **themes or categories** to serve as focal points for content creation at the citadel. They assessed various aspects of the citadel's history, culture, and significance, identifying over 20 possible themes. These diverse themes covered various topics relevant to the citadel's heritage and context.

Subsequently, the Ankara Governorship initiated the engagement of 25 content creators, each tasked with developing content around these identified themes. This collaborative effort involved content creation around various mediums, from written narratives to visual representations, to provide engaging and informative content for visitors. The initial pool of themes was refined and narrowed down through consultation and dialogue with the content creators. This collaborative approach ensured that the final selection of themes resonated with the interests and needs of both visitors and stakeholders alike.

After careful deliberation and consideration, **six categories were finalized** to serve as the cornerstone of content creation efforts at the citadel. These categories likely reflect the most compelling and significant aspects of the citadel's heritage and values, providing visitors with a comprehensive and immersive experience.

The six finalized categories that emerged from this collaborative process are as follows:
- **History**: This category explores the rich historical tapestry of the citadel, its evolution over time, significant events, and the diverse civilizations that have left their mark on its landscape. Visitors can uncover intriguing stories, pivotal moments, and the historical significance of key structures within the citadel.
- **Culture / Art**: Celebrating the cultural vibrancy of the citadel and its surrounding communities, this category highlights the artistic traditions, cultural practices, and creative expressions that have flourished within its walls. From traditional crafts to contemporary art, visitors can immerse themselves in the region's diverse cultural heritage.
- **Souvenir**: Offering visitors the opportunity to take home a tangible memento of their citadel experience, this category features a curated selection of souvenirs. From artisanal crafts to locally sourced products, visitors can find unique treasures that remind them of their visit to the citadel.
- **Museums:** Exploring the role of museums within the citadel, this category showcases the diverse array of museums and cultural institutions housed within its walls. From

archaeological museums to art galleries, visitors can discover curated collections that offer insights into the citadel's history, art, and culture.

- **Gastronomy**: Highlighting the region's culinary delights, this category invites visitors to savor the flavors of Anatolian cuisine and indulge in local delicacies. From traditional dishes to modern interpretations, visitors can experience the rich gastronomic heritage of the citadel and its surrounding areas.

- **Architecture**: Focusing on the architectural marvels of the citadel, this category explores its distinctive architectural styles, construction techniques, and iconic landmarks. Visitors can admire the intricate details of historic buildings, fortress walls, and ancient structures, gaining a deeper appreciation for the citadel's architectural heritage.

Each category offers a unique lens through which visitors can explore and engage with the citadel, providing enriching experiences celebrating its history, culture, and legacy. Table 1 presents the details of the content developed for Ankara Citadel.

The diverse content creators involved in the project showcase a rich tapestry of heritage and arts, with backgrounds and education levels tailored to the targeted audiences. Each creator contributes a unique perspective on Ankara Citadel's cultural landscape, from artisan woodwork studios to traditional Turkish houses with cafe/restaurants, antique shops, and cultural institutions. The content spans various themes, including histroy, culture/arts. The content was crafted further considering the targeted audiences' diverse educational backgrounds and interests. Accordingly, the content is structured into **three levels - beginner, intermediate, and advanced** - to accommodate visitors with varying levels of expertise and interest. This comprehensive approach ensures that visitors can explore various topics, from archaeology and jewelry design to puppet art and industrial history. In total, the collaborative efforts of all 25 content creators have created 1148 pieces of information, exceeding the KPI of 1000 set for the project between M10 and M12 and enriching the cultural experience for all who engage with the platform.

Table 1. Content Details for Ankara Citadel

No	Locations	Description	Q&A/Route
1	Ağaçayak Atölye	Artisan woodworks studio	25 Q&A and 25 related information + 1 additional
2	Ahi Şerafeddin (Arslanhane) Mosque	Mosque	25 Q&A and 25 related information +1 additional
3	Anatolian Civilization Museum	Museum	25 Q&A and 25 related information + 16 additional
4	Ankara Turkish-Russian Friendship House	Cultural institution	25 Q&A and 25 related information + 9 additional
5	Bremen Antikacısı	Antique shop	25 Q&A and 25 related information + 1 additional
6	Ceritoğlu Konağı	Traditional Turkish house with a cafe/restaurant	25 Q&A and 25 related information + 7 additional
7	Çağdaş Bakır Dekorasyon	Copper craft store	25 Q&A and 25 related information + 1 additional
8	Devrim Güngör Ebru Atölyesi	Ebru art studio	25 Q&A and 25 related information + 1 additional
9	Emin Antik Sanat	Antique art gallery with a cafe	25 Q&A and 25 related information + 5 additional
10	Erimtan Müzesi	Archaeology museum	25 Q&A and 25 related information + 1 additional
11	Ezgi Gümüş Takı Antika	Antique silver Jewelry shop	25 Q&A and 25 related information + 1 additional
12	Hestia Tasarım	Jewellery design shop	25 Q&A and 25 related information + 1 additional
13	K Tasarım	Design Studio	25 Q&A and 25 related information + 1 additional
14	Kahveci Müco	Café shop	25 Q&A and 25 related information + 10 additional
15	Kemankeşan Kahvecisi	Café shop	25 Q&A and 25 related information + 5 additional
16	Kınacızade Konağı	Traditional Turkish house with a cafe/restaurant	25 Q&A and 25 related information + 1 additional
17	Kirit Kafe	Café shop	25 Q&A and 25 related information + 25 additional
18	Kukla Art	Puppet art studio	25 Q&A and 25 related information + 1 additional
19	NE Atelier	Jewelry design shop	25 Q&A and 25 related information + 1 additional
20	Rahmi M. Koç Müzesi	Industrial museum	25 Q&A and 25 related information + 1 additional
21	Zeytinhane	Olive oil atelier	25 Q&A and 25 related information + 2 additional
	TOTAL		**1148**

5. Pilot Site: Istanbul Rahmi M. Koç Museum

Located on the shores of the Golden Horn close to the historical center of Istanbul, the Istanbul Rahmi M. Koç Museum boasts a unique view. It has maintained its status as the sole destination offering a blend of culture and entertainment since 1994. From the "Submarine" expedition to the "Nostalgic Train" tour, visitors to the Istanbul Rahmi M. Koç Museum can explore the intricacies of history, including airplanes, classic automobiles, and much more. Reflecting developments in industrial, communication, and transportation history, Rahmi M. Koç Museum stands as Türkiye's first and only industrial museum, enticing visitors with its collection of over 14,000 objects, educational programs for children, and workshops for those seeking a fulfilling and enriching experience.

The vast majority of the museum's rich collection comprises objects from Rahmi M. Koç's personal collection, which expands each year. The Istanbul Rahmi M. Koç Museum offers visitors the opportunity to make new and unique discoveries with each visit, featuring various donations, temporary exhibits, and especially large objects such as automobiles, trains, airplanes, and the historic Fenerbahçe Ferry, an icon of Istanbul.

The Istanbul Rahmi M. Koç Museum attracts visitors of all ages and interests, spanning from the 1898 model Malden Steam Car to the first Anadol model in 1963, from steamship engine models to the celestial globe made in 1384, and from transit telescopes to the original patented model of the Edison telegraph, showcasing different objects from different periods and providing insight into industrial history.

The museum sections and collection contents include the following;

- **Atatürk Section**: The objects displayed in this section belong to Mustafa Kemal Atatürk (1881-1938), the founder and first President of the Republic of Turkey. The collection was predominantly assembled by Colonel Halil Nuri Yurdakul, who played a significant role in the War of Independence and later joined the close circle of Atatürk's relatives and colleagues. His son, Prof. Dr. Yurdakul Yurdakul, and daughter-in-law, Mrs. Ayşe Acatay Yurdakul donated it.
- **Road Transportation**: On exhibit in this gallery are rare examples of some of the vehicles that have played a key role in the development of road transportation since the beginning of the 19th century, including horse carriages, hansom cabs, strollers, bicycles, motorcycles, agricultural vehicles, classic automobiles, automobile models, fire engines, and steam cars.

- **Railway Transportation**: The museum's rail transportation section consists of two parts. Among them are railway vehicles, including Sultan Abdülaziz's Imperial Carriage and the Kadıköy-Moda Tramway, alongside finely crafted locomotive and tram models, as well as various photographs and ephemera related to railways.

- **Maritime**: The Rahmi M. Koç Museum boasts many maritime objects and models. This section at the Shipyard features a group of models, numerous full-sized boats and yachts, a valuable collection of stern-to-outboard motors, and a rare "Amphicar." Alongside the impressive Bosphorus Excursion Boat, one of the most admired items in the museum's collection, this section also showcases small rowboats, canoes, and other small vessels.

- **Aviation**: The collection includes significant examples from the history of aviation, ranging from the Wright Brothers' glider model to iconic aircraft such as the Douglas DC-3 and the F 104S Starfighter fighter jet. These artifacts can be viewed at the Mustafa V. Koç Building and the Outdoor Area.

- **Living History**: This collection includes shops where you can explore a journey through time at the museum, where various shops and settings bring history to life. Each location offers a glimpse into different eras, from the lively Bazaar to the tranquil Fishing Port. It is possible to experience craftsmanship at the Rowboat Workshop and innovation at Master Kosta's Motor Repair Shop. It is also possible to witness tradition at the Olive Oil Factory and cinematic magic at the Film Set. Finally, visitors can ascend to the Ships' Bridge for a panoramic view of maritime history.

- **Communication Devices**: Located in the Mustafa V. Koç Building, the collection brings together several rare objects representing the scientific communication revolution, including telegraphs, telephones, phonographs, gramophones, cameras, and television sets.

- **Scientific Instruments**: The collection, which includes significant observation and measurement instruments such as a celestial globe from the 14th century and a transit telescope from the 19th century, sheds light on the history of science. The entire collection can be viewed at the Mustafa V. Koç Building.

- **Engineering:** The collection of steam and diesel engines produced in Turkey and abroad sheds light on the development of the industry worldwide. SS Kalender's steam engine and the Marshall Portable Steam Engine are considered key engineering achievements in Mustafa V. Koç Building and the Dockyard.

- **Models and Toys**: Handcrafted, rare models dating from the 18th century onwards constitute one of the most important parts of the museum's holdings. Steam Engine, Rail Transport, Maritime, Aviation, and Road Transport galleries boast collections of models by leading

manufacturers in these fields. Also on exhibit are miniature objects and toys from various countries and periods. The majority of the toys are exhibited in the Mustafa V. Koç Building, while enchanting miniature objects and dollhouses can be seen in the Entrance Hall of the Dockyard.

Spread across approximately 27,000 square meters, the museum comprises three sections: the Mustafa V. Koç / Lengerhane Building, the Hasköy Shipyard, and the Open Air Exhibition Area.

- **Mustafa V. Koç / Lengerhane Building**: Built on the foundations of a Byzantine building dating back to the 12th century, the Mustafa V. Koç / Lengerhane Building was established during the reign of Ahmed III (1703-1730) to produce chains and anchors for shipyard facilities. The building, which later served as the Tekel-Cibali Tobacco Factory, is now classified as a second-class historical monument. Following its purchase by the Rahmi M. Koç Museum Foundation in 1991 and a 2.5-year restoration process coordinated by Dr. Bülent Bulgurlu, the building opened its doors to visitors as the museum's first section in 1994. Following the passing of Mustafa V. Koç in 2016, the building was renamed the "Lengerhane Mustafa V. Koç Building." The building is situated on approximately 2,100 square meters of land.

- **Historical Hasköy Shipyard**: Built in 1861 by the Şirket-i Hayriye company for ship maintenance and repairs, the Hasköy Shipyard was acquired in 1996 due to insufficient exhibition space for the Rahmi M. Koç Museum collection. After undergoing restoration and renovation under the leadership of Dr. Bülent Bulgurlu, the dilapidated shipyard was included in the museum in 2001. Covering an area of 11,000 square meters, the shipyard is equally important to the Lengerhane Building from an industrial archaeological perspective. During the Ottoman period, the Hasköy Shipyard initially operated with a manual windlass and later installed an electric one in 1910. In 1938, city line ferries numbered 75 and 76, Kocataş and Sarıyer, were built here. In the following years, the Hasköy Shipyard changed hands frequently due to changes in maritime structuring.

- **Open Air Exhibition Area**: Part of the Rahmi M. Koç Museum collection is displayed in the open area extending from the main entrance on Hasköy Street to the Golden Horn. This area includes classic automobiles, the massive Turgut Alp Crane, B-24 Liberator, and other aircraft, as well as the Fenerbahçe Ferry, moored in the Golden Horn, as part of the museum collection.

5.1. Content Creation Strategy at the Istanbul Rahmi M. Koç Museum

CULTURATI's content creation process at the Istanbul Rahmi M. Koç Museum is designed to enhance visitor engagement and cultural exploration. By Integrating technology and curated content, the

CULTURATI platform will offer visitors personalized experiences that transcend traditional museum interactions. By delivering customized games and routes under predefined themes (categories) and levels, CULTURATI ensures that each visitor's journey is unique and enriching at the museum.

In line with the trainings given, at Istanbul Rahmi M. Koç Museum, the content creation journey began with a strategic approach to identifying areas for exploration. The management team, including four experts (all women), initiated the content creation process by identifying the areas and items they intended to cover. The museum's management team collaborated closely to pinpoint key subjects and aspects of their extensive collection that warrant further exploration. Leveraging their extensive collection of artifacts and exhibits, they crafted specific categories and designed questions and other content elements to capture the essence of each theme.

Subsequently, they defined their categories and crafted questions and other content accordingly. Table 2 presents the details of the content developed by Istanbul Rahmi M. Koç Museum. Each category, from Atatürk to Maritime, is curated to offer visitors a diverse and immersive experience. Whether exploring the intricacies of scientific instruments or unraveling the history of road transportation and automobiles, every piece of content is thoughtfully crafted to inform, engage, and inspire the museum's visitors. Moreover, the team ensured that the content aligned with the museum's mission and resonated with the interests and preferences of their target audience.

In addition to thematic categorization, the content creation process also considered the varying levels of complexity to cater to visitors with different backgrounds and knowledge levels. The team strategically devised content levels, categorizing them into **intermediate and difficult levels** to accommodate visitors with varying levels of expertise and interest. By offering intermediate and difficult levels, the museum aimed to provide a stimulating and rewarding experience for both seasoned enthusiasts and curious newcomers.

In line with the project's timeline, the museum successfully created 1000 content pieces (KPI), enriching the cultural experience for all who engage with the platform. Thus, CULTURATI's content creation strategy at Istanbul Rahmi M. Koç Museum embodied a commitment to excellence, innovation, and inclusivity. Through careful planning, creative vision, and technological innovation, the museum strives to redefine its experience and foster a deeper appreciation for culture and heritage among its visitors.

Table 2. Content Details at Istanbul Rahmi M. Koç Museum

No	Categories/themes	Q&A/Route
1	Atatürk	9 Q&A and 9 related information
2	Scientific Instruments	21 Q&A and 21 related information
3	Railway Transportation and Trains:	35 Q&A and 35 related information
4	Maritime	105 Q&A and 105 related information
5	Aviation	18 Q&A and 18 related information
6	Communication Devices	24 Q&A and 24 related information
7	Road Transportation and Automobiles	205 Q&A and 205 related information
8	Machinary	42 Q&A and 42 related information
9	Toys	28 Q&A and 28 related information
10	Living History/Nostalgic Life	12 Q&A and 12 related information
	For all categories	1 Q&A and 1 related information
TOTAL		**1000**

Conclusion

This report provides an overview of the content creation process, including the strategy employed, at two pilot sites, Ankara Citadel and Istanbul Rahmi M. Koç Museum, as part of the CULTURATI project. It has highlighted the approach taken by the management teams of these pilot sites to curate customized games and routes under predefined themes and levels, resulting in a rich and immersive experience for visitors.

However, an analysis of the content distribution reveals a notable imbalance across categories, with certain themes receiving significantly more content than others. This discrepancy raises concerns regarding the equitable representation of the sites' diverse collection and the potential impact on visitor engagement, satisfaction as well as crowd management on sites.

Looking ahead to the project's second stage, the sites must address this issue and strive for a more balanced distribution of content. By creating an additional 1000 content pieces focusing on achieving parity across categories, the pilot sites can better manage crowd dynamics on-site and ensure a more inclusive and enriching experience for visitors.

As the project progresses and data is collected from visitors, ongoing evaluations and assessments will be conducted to identify areas for improvement, including gender equality, and make informed recommendations. By leveraging insights gathered from visitor interactions and feedback, the pilot sites can refine their content creation strategies and enhance the overall effectiveness and impact of the CULTURATI project.