

THINKING THROUGH PLACES



Bridging AI & Cultural Heritage

Thinking Through Places (TTP) is a consortium preparing a Horizon Europe proposal for 2026. The project explores how Artificial Intelligence (AI) can enrich cultural heritage and creative practices through place-based innovation.

Building on the cultural significance of place, TTP investigates how AI can help safeguard Europe's heritage, empower local communities, and ensure inclusive access.

By integrating measures that support mental health and vulnerable groups, TTP aims to strengthen capacities, resilience, and inclusivity across the Cultural and Creative Sectors and Industries (CCSI). TTP drives innovation by transforming cultural insights into new digital competences and policy inputs, connecting Europe's heritage with forward-looking AI to bridge past and future. Why artificial intelligence and places?

Places are culturally significant in how people relate to each other and the world. Our cultural heritage is inseparably connected to places. Using artificial intelligence and source critical approaches the TTP project looks to help lead the development of innovative solutions for creative cultural industries (CCI). TTP embraces user-centric enablement to contribute to AI strategies, policies and skills.

Why AI & Places?

Places shape how people connect with cultures: each other and the world — our cultural heritage is deeply rooted in them.

The *TTP* project innovates how Artificial Intelligence (AI), can enrich this relationship by developing novel, place-based solutions with the Cultural and Creative Sectors and Industries (CCSI). The project applies user-centric approaches to strengthen AI skills, strategies, and policies in culture. insights, recommendations, methods and tools to support AI integration. The scenarios are part of solutions and services for specific CCSI groups. We are looking forward to work with groups and finding ways to support your work through AI-solutions.

The TTP Consortium

We are preparing a Horizon Europe proposal for 2026. Our team of cultural creatives, researchers, and heritage institutions co-develops AI innovations that strengthen cultural heritage and creative practice.

Join us!

Why Place-related AI?

We take places seriously — as more than locations. By combining geographical and digital perspectives, we uncover meaningful connections between data, heritage, and community. Places connect cultures with rich potential for AI.

Innovating Connections

We foster collaboration between creators, institutions, and citizens. By merging critical AI methods with human expertise, we develop new ways to connect places, culture, and knowledge.

From Local Impact to European Insight

TTP helps turn local cultural insights into digital innovations, feeding into European strategies and policy discussions.

Planned TTP Activities

An integral part of the proposed Thinking Through Places (TTP) project (2027–2030), these activities will support members' work, strengthen cooperation among CCSI stakeholders, and address both opportunities and challenges in GeoAI.

Key activities include:

- Organising **workshops and training** across CCSI networks
- Holding **workshops on AI integration, ethics, and best practices**
- Offering **online and in-person meetings** to share knowledge
- Facilitating **challenger/solver pairs** to take on specific AI challenges for CCSI
- Supporting **training and mentoring** for future CCSI leaders
- Promoting **diversity, inclusion, and mental well-being** in all actions

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Driving Ethical AI Innovation with CCSI groups

TTP collaborates closely with CCSI organisations to explore how AI can be responsibly integrated into cultural heritage work.

Through case studies and scenario development, the project will identify ethical challenges—such as provenance, inclusivity, and mental health—and propose evidence-based solutions and policy recommendations. Combining geographical perspectives with digital humanities expertise, TTP develops tools and insights to help CCSI stakeholders innovate with confidence and care. We invite cultural and creative professionals to co-shape these activities with us.

Horizon Europe Proposal in 2026

The TTP consortium is preparing a Horizon Europe proposal for submission in September 2026, with activities expected to begin in 2027. Planned work includes case studies, collaborations, and surveys that will support CCSI groups in developing and applying AI responsibly, ensuring alignment with EU policy frameworks and regulations, including the AI Act. Through case studies, the project will generate tangible local impacts and scalable insights toward a trustworthy, human-centric European AI.

Interested in these topics?
Join the TTP Consortium!

