



# THE INTERSECTIONS OF TIME AND TECHNOLOGY

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**heritage  
innovation  
lab**

# PARTNERS



INTERNATIONAL CENTRE  
FOR ARCHIVAL RESEARCH







# Creativity and Innovation Fostering Cultural Heritage

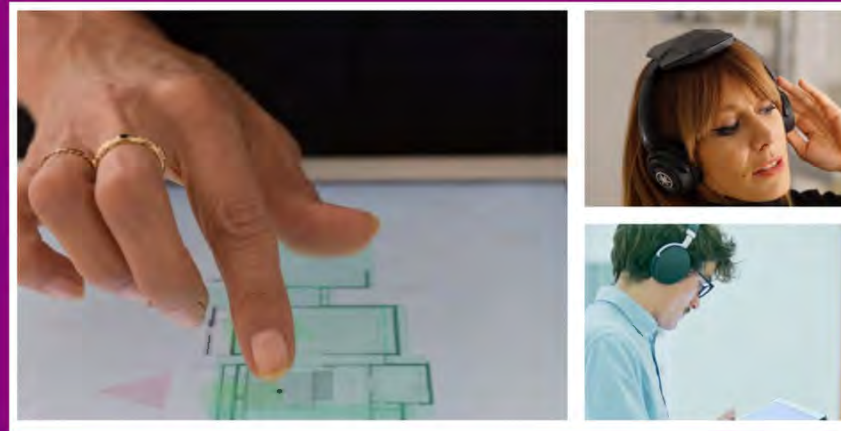
for Galleries, Libraries, Archives, Museums, Universities  
and all Cultural Institutions searching for their next steps





## NOUS Sonic

**Virtual Audioguide** for the Mozart Museums Salzburg, it is a Headphone based 3D sound technology called "NOUS Sonic",



NOUS Digital,  
[nousdigital.net](http://nousdigital.net)

## VR4MORE

**Social Media Mixed Reality** combines AR, VR, XR and social used for Education, Research, and Training



Consensive  
[consensive.com](http://consensive.com)

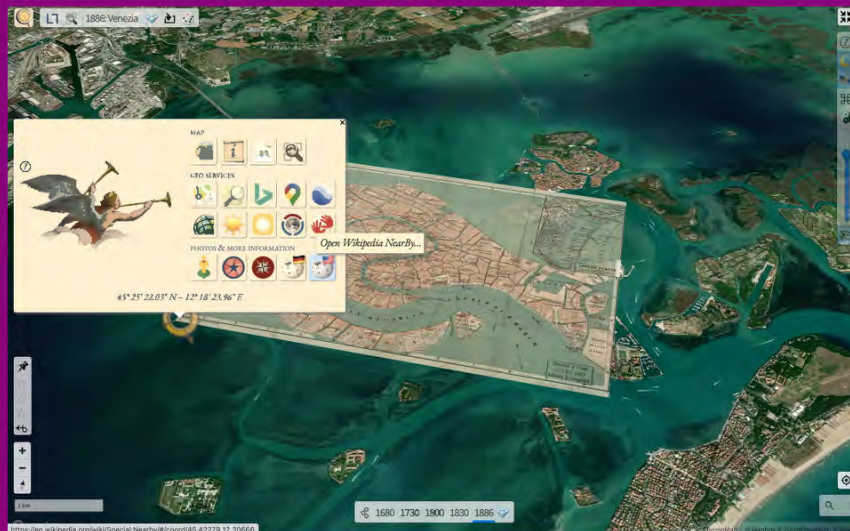
## TOPOTHEK

**Citizen Science** in a tool for collecting memories with search results of ancestors by name and stories.



Innovent  
[Topothek.at](http://Topothek.at)

## Chronoscope World



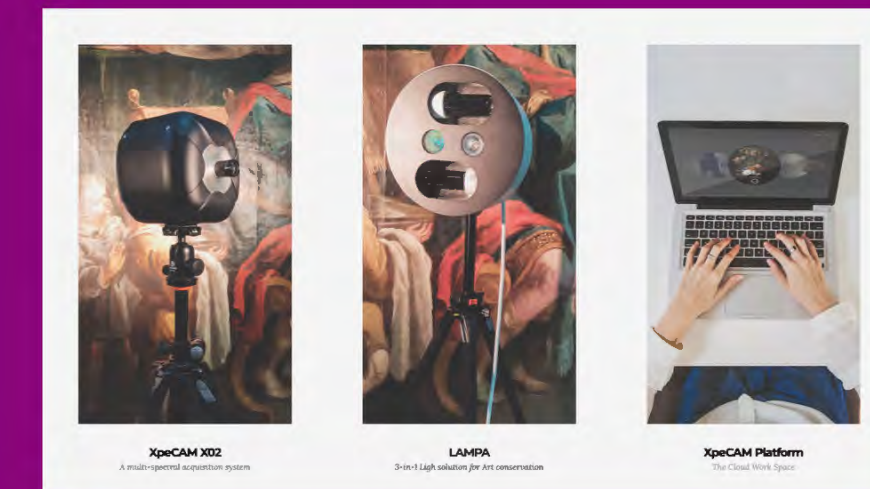
Matthias Müller-Prove,  
Germany

## Zaubar



Anne-Sophie Panzer,  
Germany

## XpeCam Solution



Antonio Cardoso,  
Portugal



**our  
convictions**

**fundfinding**  
is key

**needs**  
for more than tools

**storytelling**  
is our way

# Funding Opportunities

This page lists currently open funding opportunities curated by the Heritage-Innovation team. The named calls come from various national and international actors like the European Commission or the DFG (German Research Foundation). The opportunities that will close soon are sorted to the top.

## Open opportunities

**CoARA's First Call for Cascade Funding**

Open until	2024-06-26 00:00
Open since	2024-04-26
Total budget	1100000
Website	<a href="#">CoARA 1st Call</a>

This call for Cascade Funding aims to enhance institutional change and target pilot and exchange-of-knowledge initiatives. It will fund +20 projects facilitating knowledge-exchange, piloting new initiatives within institutions, and enabling lasting institutional change. As such, it encourages and supports research organisations to investigate and test what will efficiently work 'in real life'. More specifically, the...

[Read more](#)

**Interreg IPA South Adriatic**

Open until	2024-09-06 23:59
Open since	2024-06-07
Total budget	38000000
Website	<a href="#">Official Call Page</a>

The call is addressed to public bodies, bodies governed by public law and non-profit private bodies. Lead partners and project partners must be established in Italy, Albania and Montenegro, whereas the Programme area covers the two Italian regions Puglia and Molise and the whole territory of Albania and Montenegro. Priorities of investments The proposals can...

[Read more](#)

**Enterprise Europe Network (SMP-**

**Setting up a New European Bauhaus hub**

**more than tools,  
we build solutions  
as methodologies**

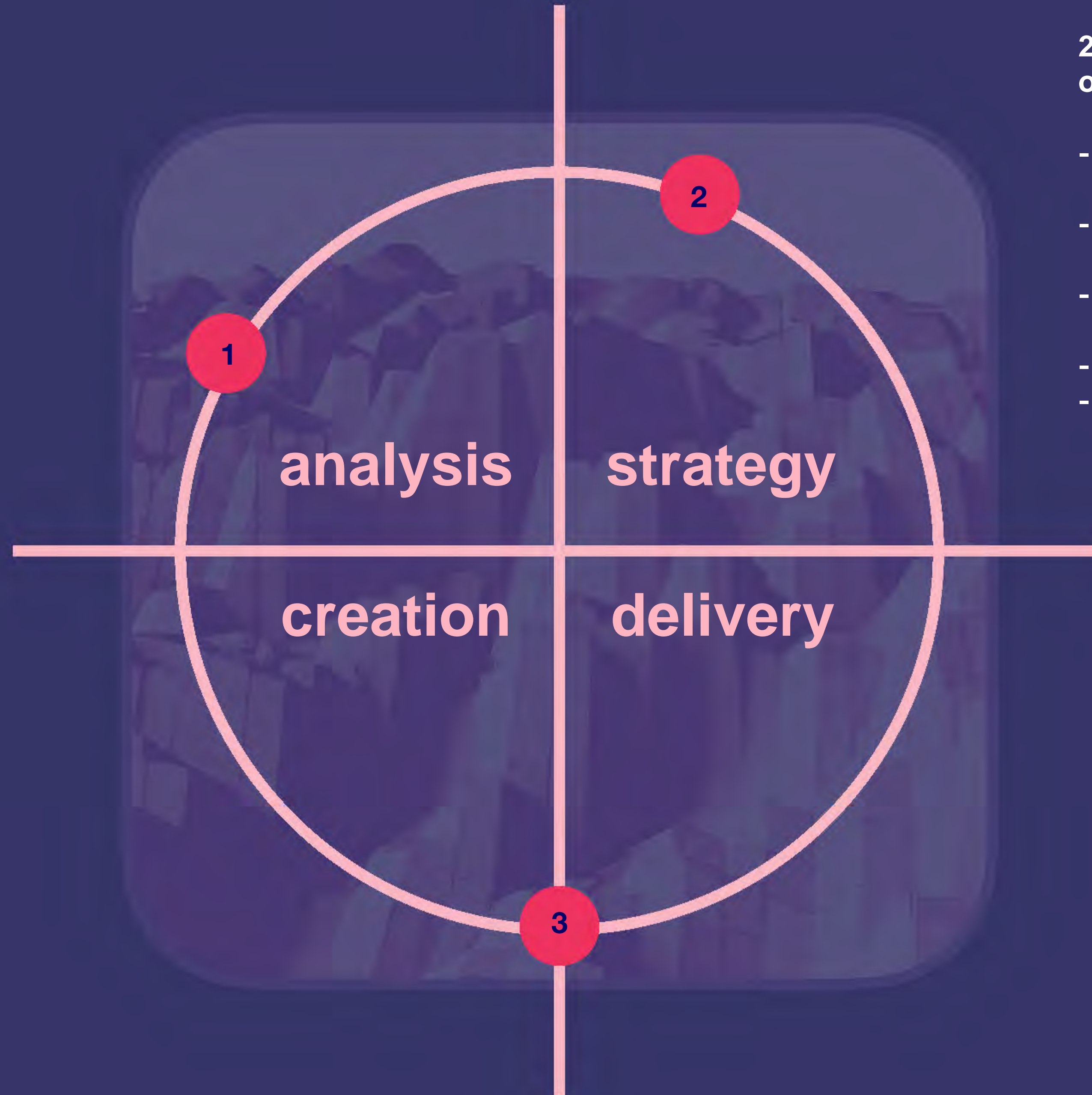




# product ladder

## 1-day initial concretion workshop to discover:

- which funds to apply?
- tools to leverage project proposals



## 2 unlock insights of glam best use cases:

- Audience Engagement Strategies
- Collection Management Best Practices
- Emerging Technologies in Cultural Preservation
- Legal and Ethical
- Considerations in Digital Heritage

## 3 Consultancy Services for large involvement:

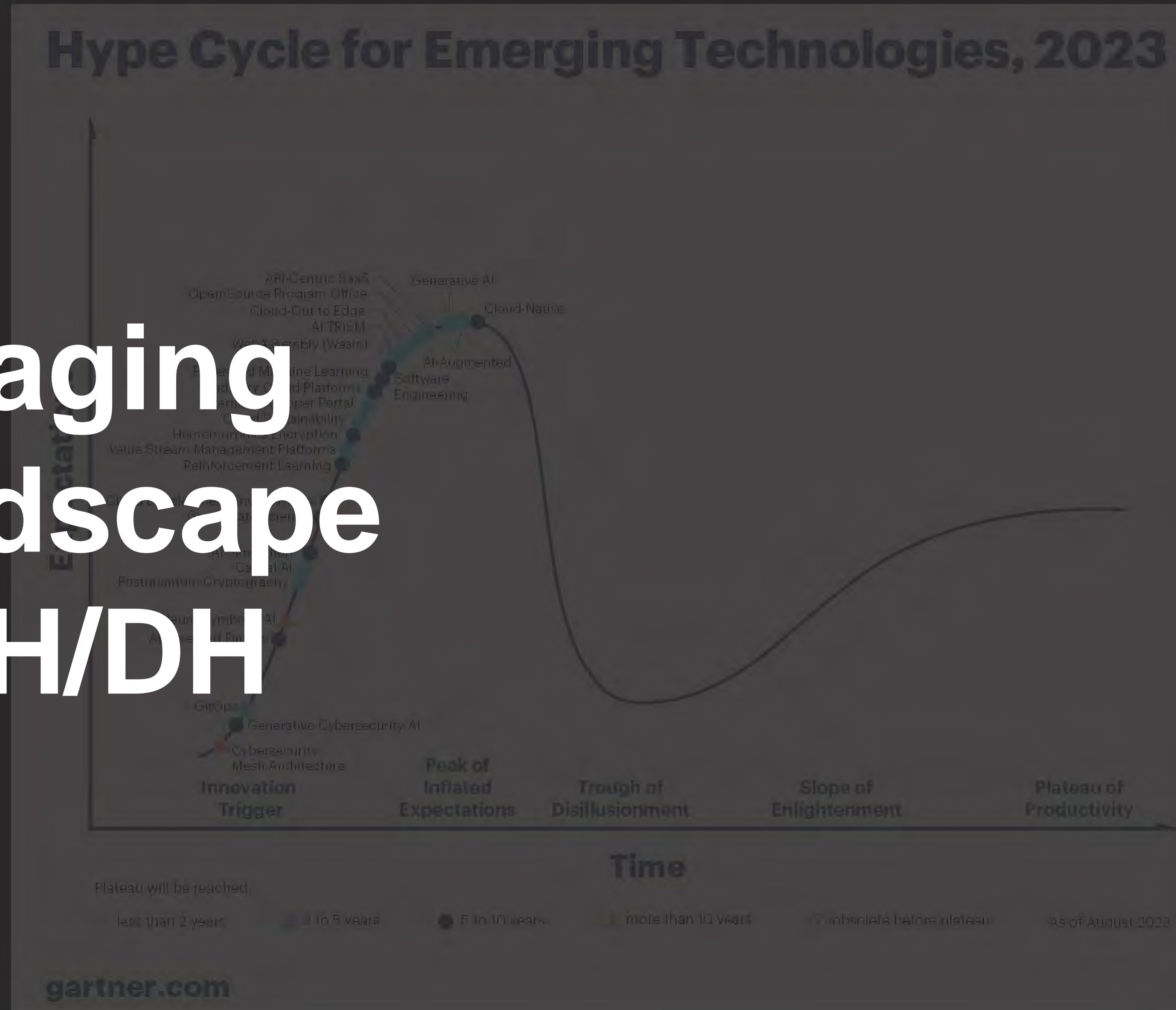
- cost for 3 month strategy or more considering creation and delivery
- 1 year support after that with cost for support as one line of project budget in case of approved



**more than tools,  
we build solutions  
as methodologies**

**And the tools are part  
of a broad range of  
digital heritage solutions**

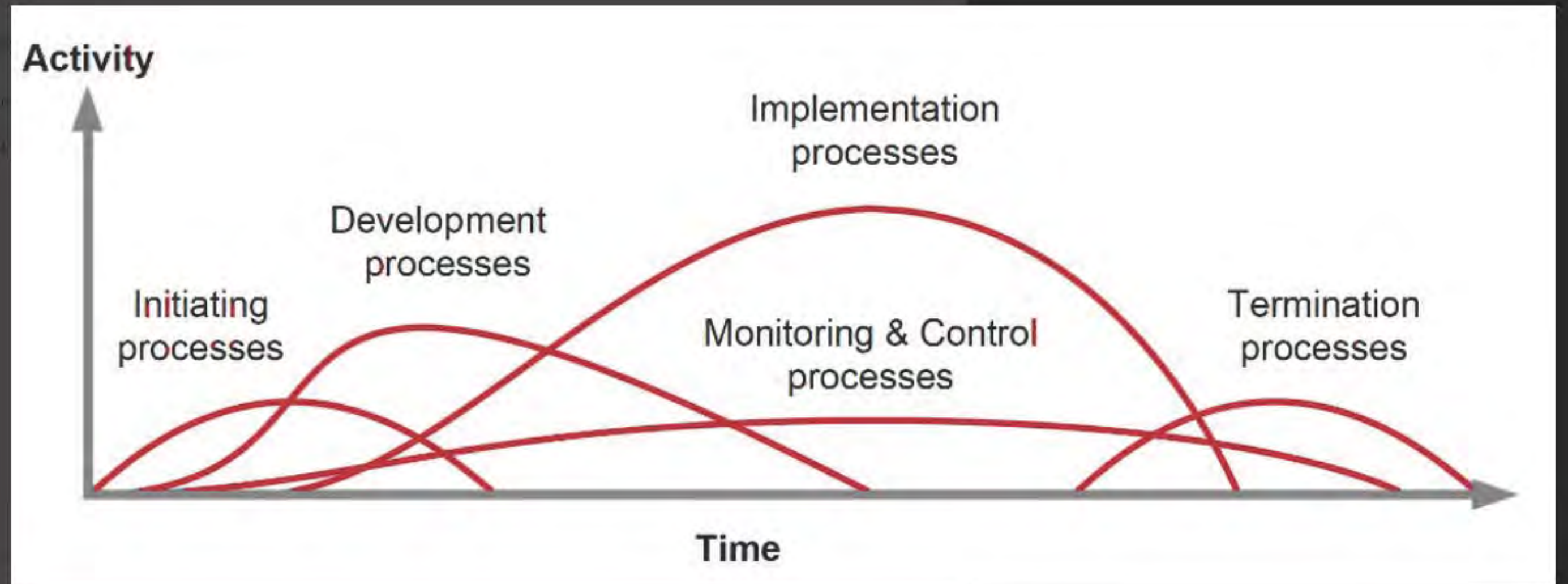
# leveraging a landscape for CH/DH





# leveraging a landscape for CH/DH

## Hype Cycle for Emerging Technologies, 2023



Innovation Trigger Peak of Inflated Expectations Trough of Disillusionment Slope of Enlightenment Plateau of Productivity

Time



**tools  
landscape**

**products  
co-creation**



initiating  
processes

**fundfinding**

development  
processes

implementation  
processes

monitoring&control  
processes

termination  
processes



# audience engagement strategy

this is  
heritage innovation





# collection management best practices

this is  
heritage innovation





# emergent technologies in cultural preservation

this is  
heritage innovation



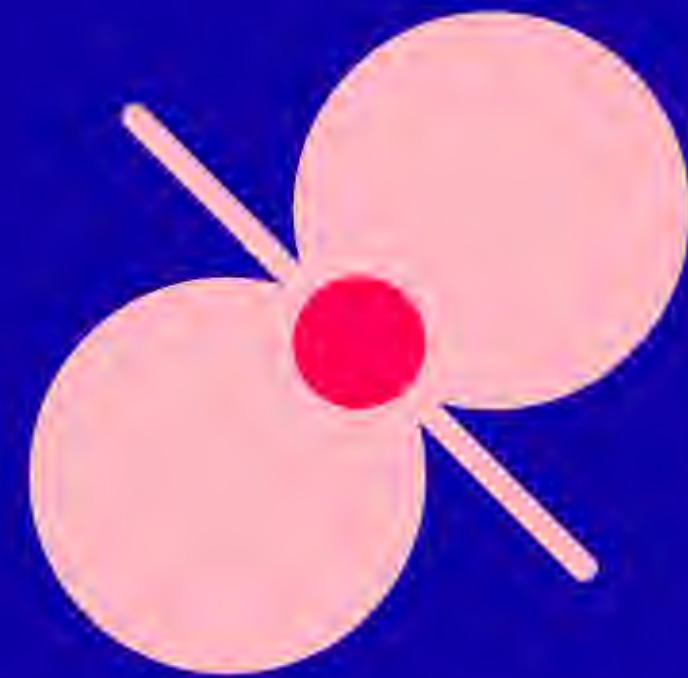


# legal and ethical considerations in digital heritage

this is  
heritage innovation







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A person stands on a beach, looking up at a large, glowing orb in the sky. The scene is bathed in a soft, golden light, suggesting a sunset or sunrise. The person is silhouetted against the bright light, and the ocean waves are visible in the foreground. The overall mood is contemplative and serene.

# TIME IS A LANGUAGE

[gust@temporalitylab.com](mailto:gust@temporalitylab.com)



"HUMAN. I AM HUMAN. WHAT ARE YOU?"



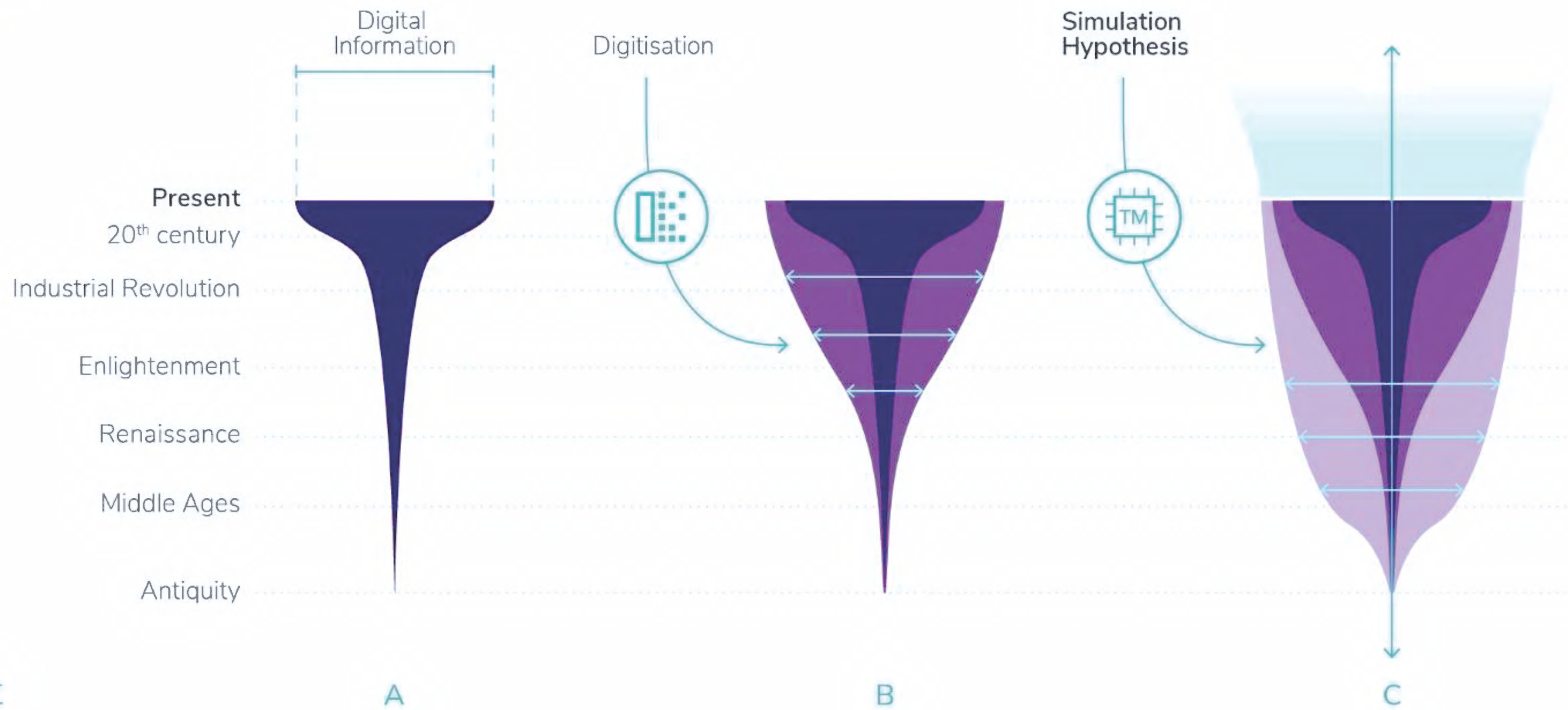
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Future



Past





– Raymond Williams



**RESIDUAL  
TIME**

codes, languages,  
and behaviors  
already misaligned



**DOMINANT  
TIME**

codes defining  
the reality  
around us



**EMERGENT  
TIME**

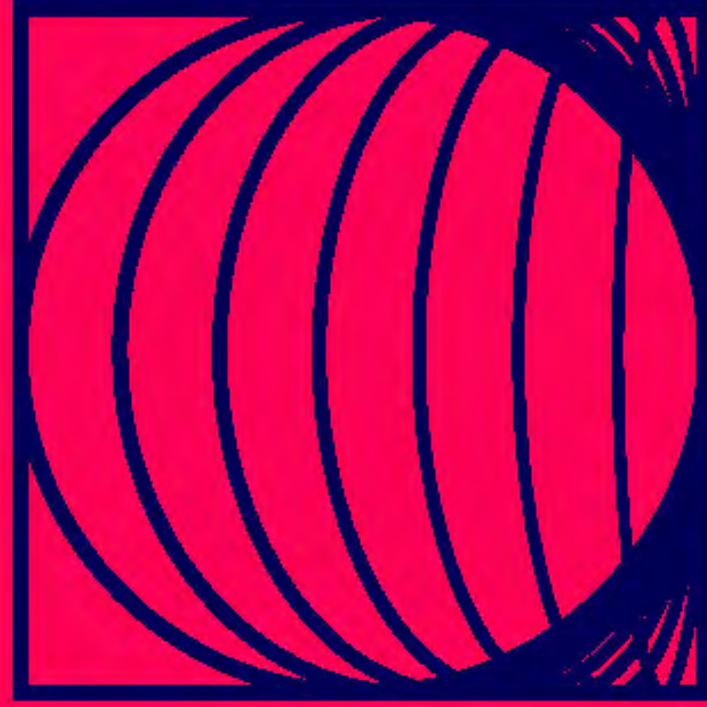
evidences of  
new narratives  
shaping culture



**SPIRIT  
OF THE  
TIME**

ontological  
perspectives  
interacting





# How AI Obscures Time To Its Users?

Temporality Of AI





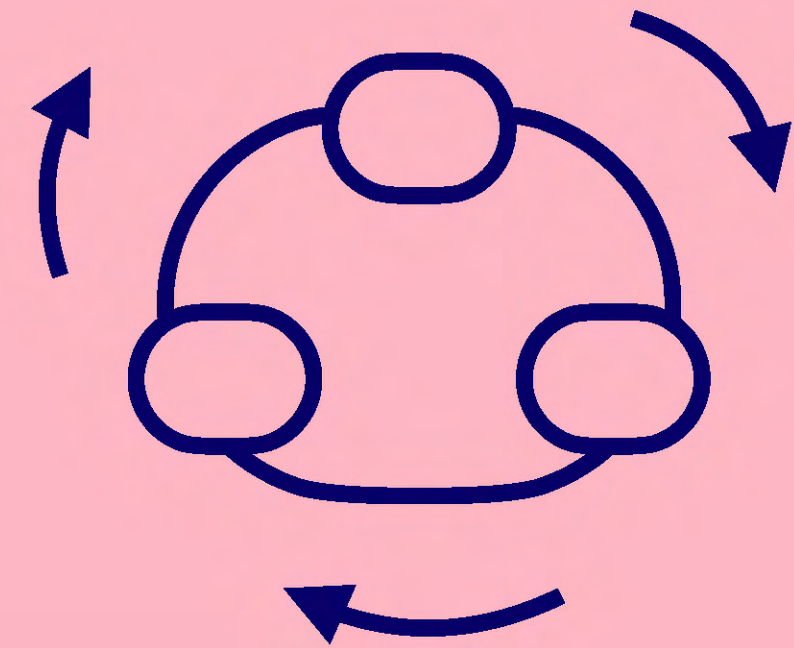
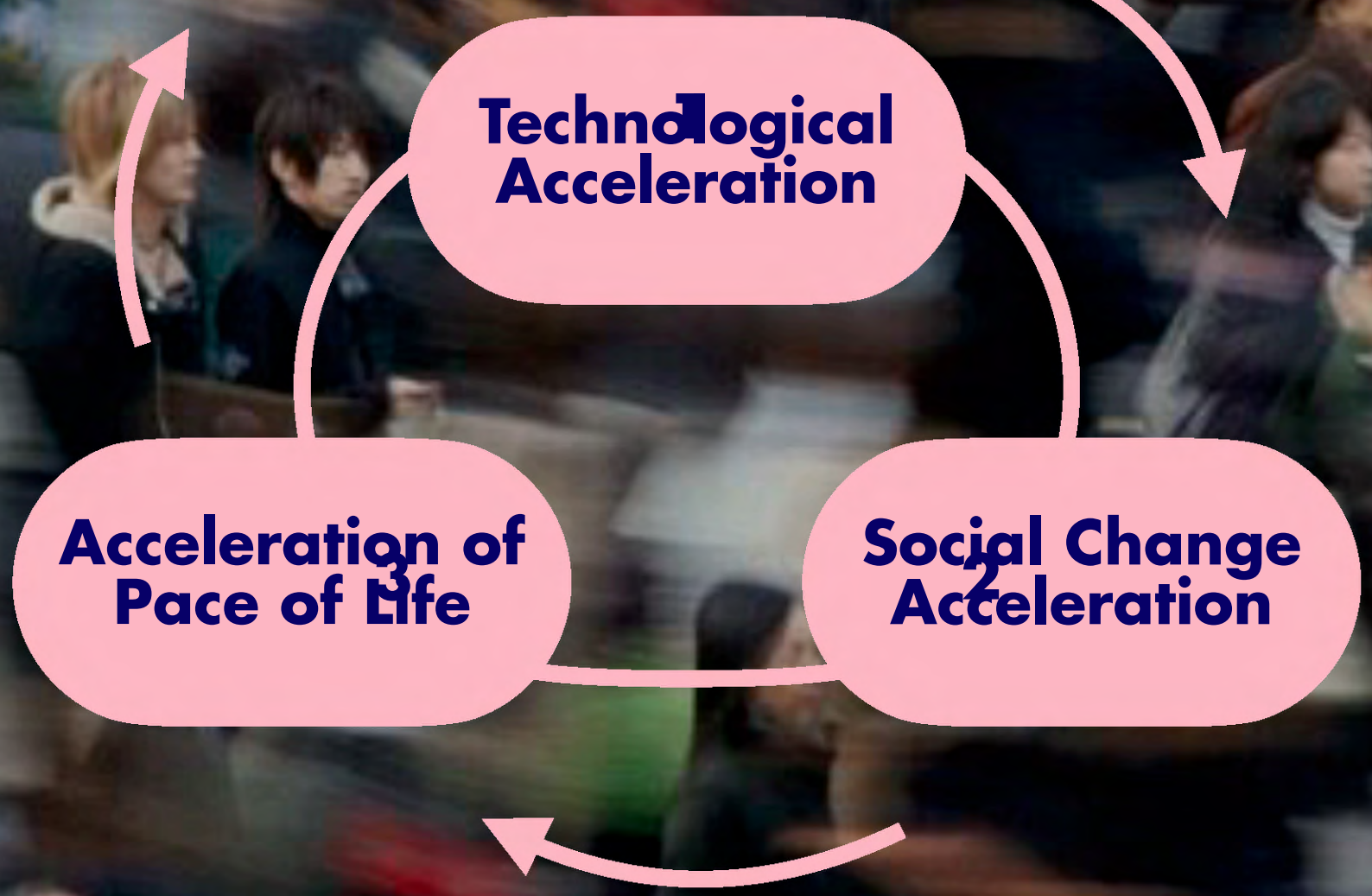
**Design of  
Responsible Artificial  
Intelligence Systems  
In The Context of  
Climate Emergency**

Master's program made by  
ELISAVA and IAM-Internet

**ELISAVA**  
Barcelona School of  
Design and Engineering





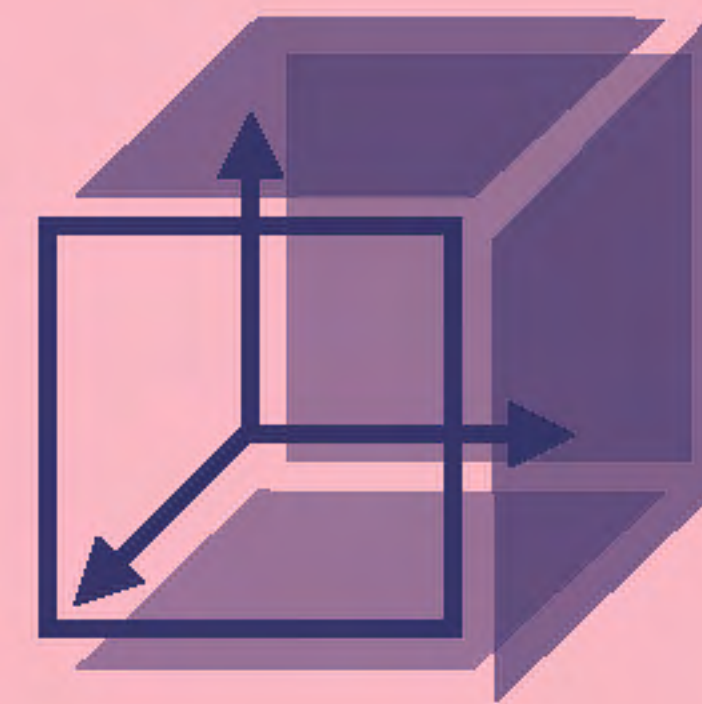


# Accelerated Time Perception

**AI accelerates our daily lives with instant responses, real-time updates, and automation. This leads to a constant state of urgency and anxiety among users / consumers.**

Hartmut Rosa. Social Acceleration: A New Theory of Modernity





## The Frozen Past in AI Datasets

**AI models are trained on historical data, which can reinforce outdated norms and biases. Users might feel trapped in a deterministic past, where future possibilities seem constrained by historical data with self-fulfilling prophecies and false prophets**

Helga Nowotny. In *AI We Trust*.  
eg: *The Next Rembrandt*





# Societal Challenges

The acceleration can distract from pressing societal issues like the climate crisis and the Anthropocene. Constant engagement with AI can create a disconnect from the slower, more deliberate efforts needed to address these crises.

UN Sustainable Development Goals



For the kind of explosiveness that man will be able to contrive by 1980, the globe is dangerously small, its political units dangerously unstable.

#### CAN WE SURVIVE TECHNOLOGY?

by John von Neumann  
Member, Atomic Energy Commission

“The great globe itself” is in a rapidly maturing crisis—a crisis attributable to the fact that the environment in which technological progress must occur has become both undersized and underorganized. To define the crisis with any accuracy, and to explore possibilities of dealing with it, we must not only look at relevant facts, but also engage in some speculation. The process will illuminate some potential technological developments of the next quarter-century.

In the first half of this century the accelerating industrial revolution encountered an absolute limitation—not on technological progress as such but on an essential safety factor. This safety factor, which had permitted the industrial revolution to roll on from the mid-eighteenth to the early twentieth century, was essentially a matter of geographical and political *Lebensraum*: an ever broader geographical scope for technological activi-

504

Reprinted from John von Neumann Collected Works, ed. A. Taub, Vol. VI, pp. 504–519.

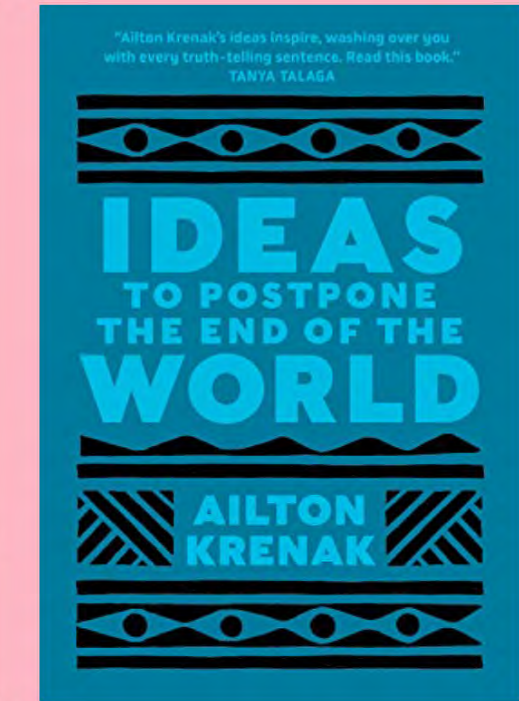


## Technology Can't Survive Without A Planet

**It is not our first temporal crisis around technology. In 1955, John Neumann wrote about the dangers of the nuclear fusion and the atomic bomb. Every technology is a product of its temporal context. We need to avoid the cultural blindspot called Technosolutionism.**

John von Neumann. Can we survive technology? (1955)



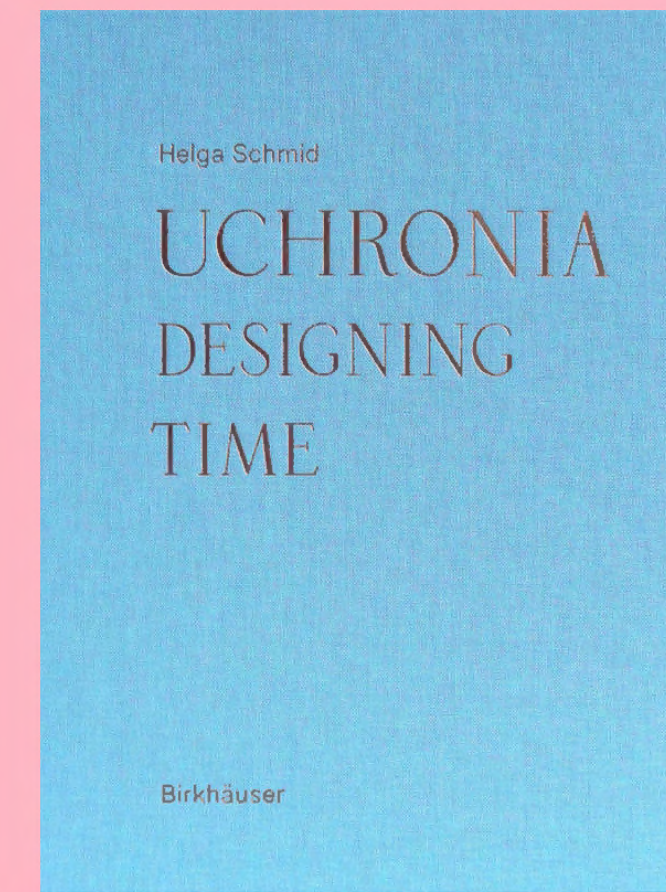


## Who is Postponing The End of The World?

Humankind is on a collective march towards the abyss. Global pandemics, extreme weather, and massive wildfires define this era many now call the Anthropocene. But Indigenous peoples have faced the end of the world before.

Ailton Krenak. Ideas to Postpone the End of the World.



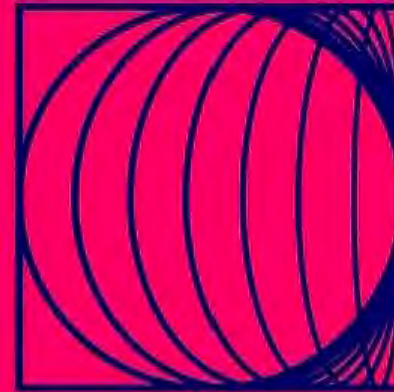


## Designing Time

**"Technologies shape and are shaped by society. They are neither the problem nor the solution. (...) Uchronia is a way to question, speculate, and design new types of temporal systems that are more about being in sync — with yourself, with each other, and with the world — rather than clock time."**

Helga Schmid. Uchronia: Designing Time.





# Temporality Of AI: How AI Obscures Time

Gustavo Nogueira de Menezes  
[gust@temporalitylab.com](mailto:gust@temporalitylab.com)

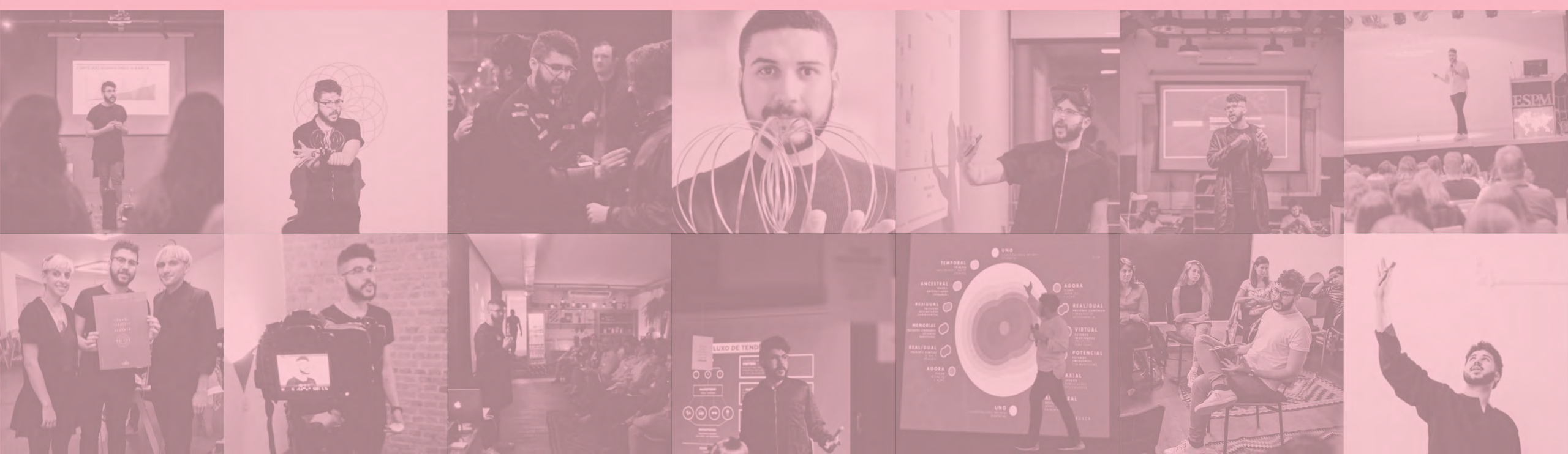
**AI is a central product  
of our time.**





**temporalityof.ai**

**is a transdisciplinary series and on going investigation started by Temporality Researcher Gustavo Nogueira de Menezes in 2023 and 2024 during both the Master in Design for Responsible Artificial Intelligence Systems in a Context of Climate Emergency at Elisava Barcelona and the Post-Graduation in Management and Communication of an Applied Design Project With Mention in Research at Tgraf-Isec Lisbon**







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