



Virtual Maritime Museum and Heritage Project

Port of Riga

Introduction

Welcome to the journey through Latvia's maritime heritage, made accessible like never before. This presentation outlines the Freeport of Riga Authority's Virtual Maritime Tour project, an innovative and community-focused endeavor that digitally unveils the historical treasures of our maritime legacy. Explore with us the process, the challenges, the partnerships, and the results that have made this project a milestone in our shared understanding and appreciation of Latvia's rich maritime past.



The challenge

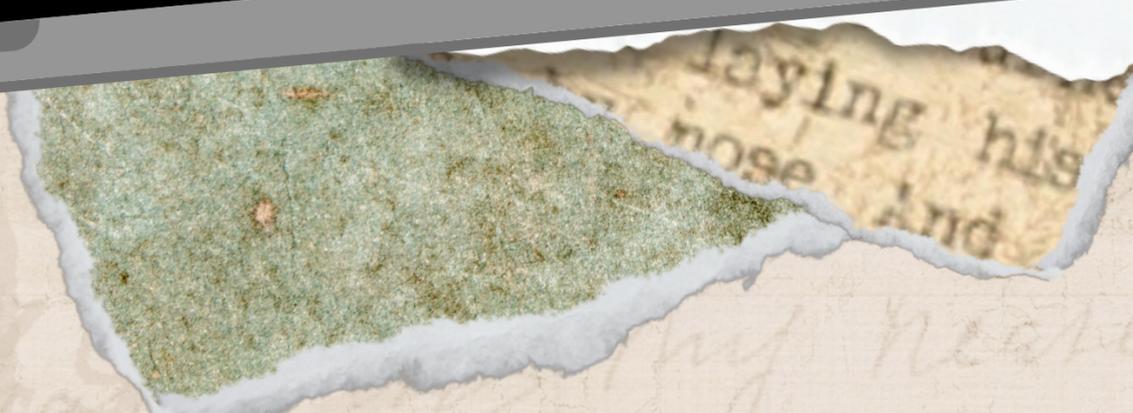
For many years, our unique Maritime Museum and heritage sites remained unseen by the wider public. Our challenge was to make these inaccessible yet important pieces of history visible to all.





The Solution

Envisioning accessibility, we digitized our unique maritime museum, showcasing priceless artifacts and offering virtual tours of lighthouses and icebreaker Varma - a solution to bridge the historical and modern maritime world for the wider public.





Stage one – Museum & Icebreaker

Maritime Classroom Museum and Icebreaker Varma digitized, featuring unique artifacts, 3D historical objects, and narrated tours. This initial launch laid the groundwork for an engaging, immersive virtual experience.



Stage two – Two lighthouses

Expansion to two lighthouses, despite challenges in reaching remote locations. The tour provided unprecedented access to historically restricted sites, including captivating 360 aerial and ground views.

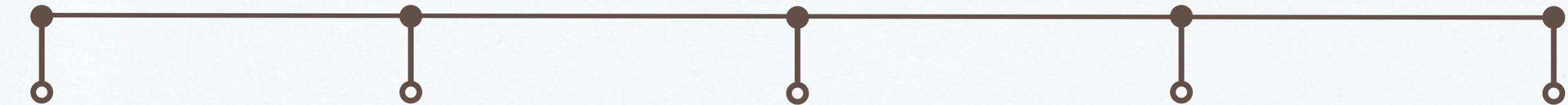


Stage three

Successful incorporation of the elusive Irbes Lighthouse, located 10km from the shore. Completion of five total lighthouses and the icebreaker Varma, achieving a comprehensive digital showcase of Latvia's maritime heritage.



Timeline



2020

June 2020 - The project initiation. Idea crystallization and public procurement to find the most suitable digital tools provider.

2021

March 2021 - The first stage completion. Launch of the digital tour showcasing the improvised maritime classroom museum and icebreaker Varma.

2022

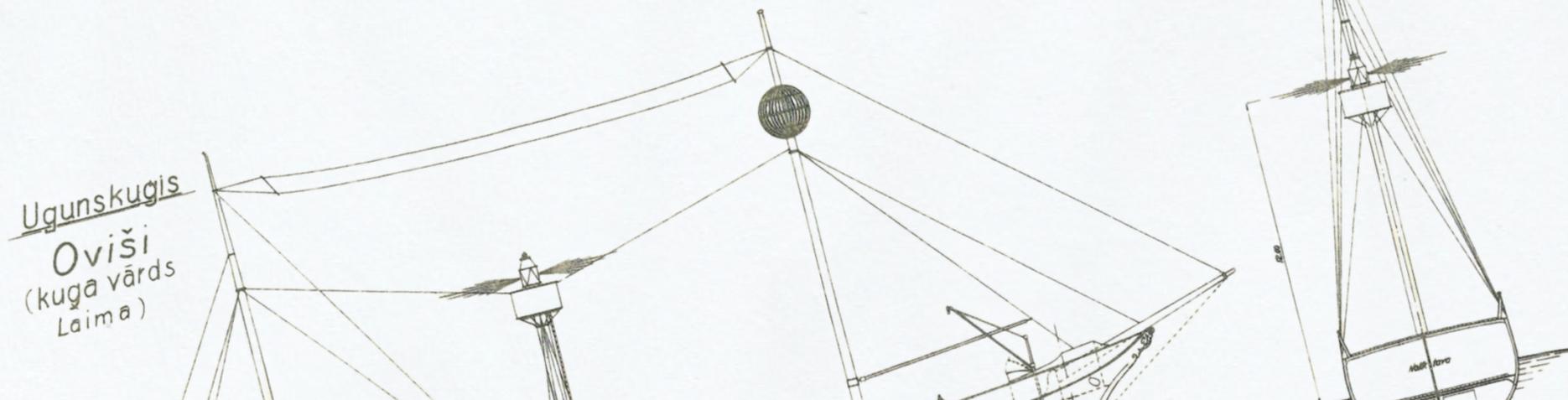
March 2022 - The second stage completion. The successful integration of two lighthouses in the tour.

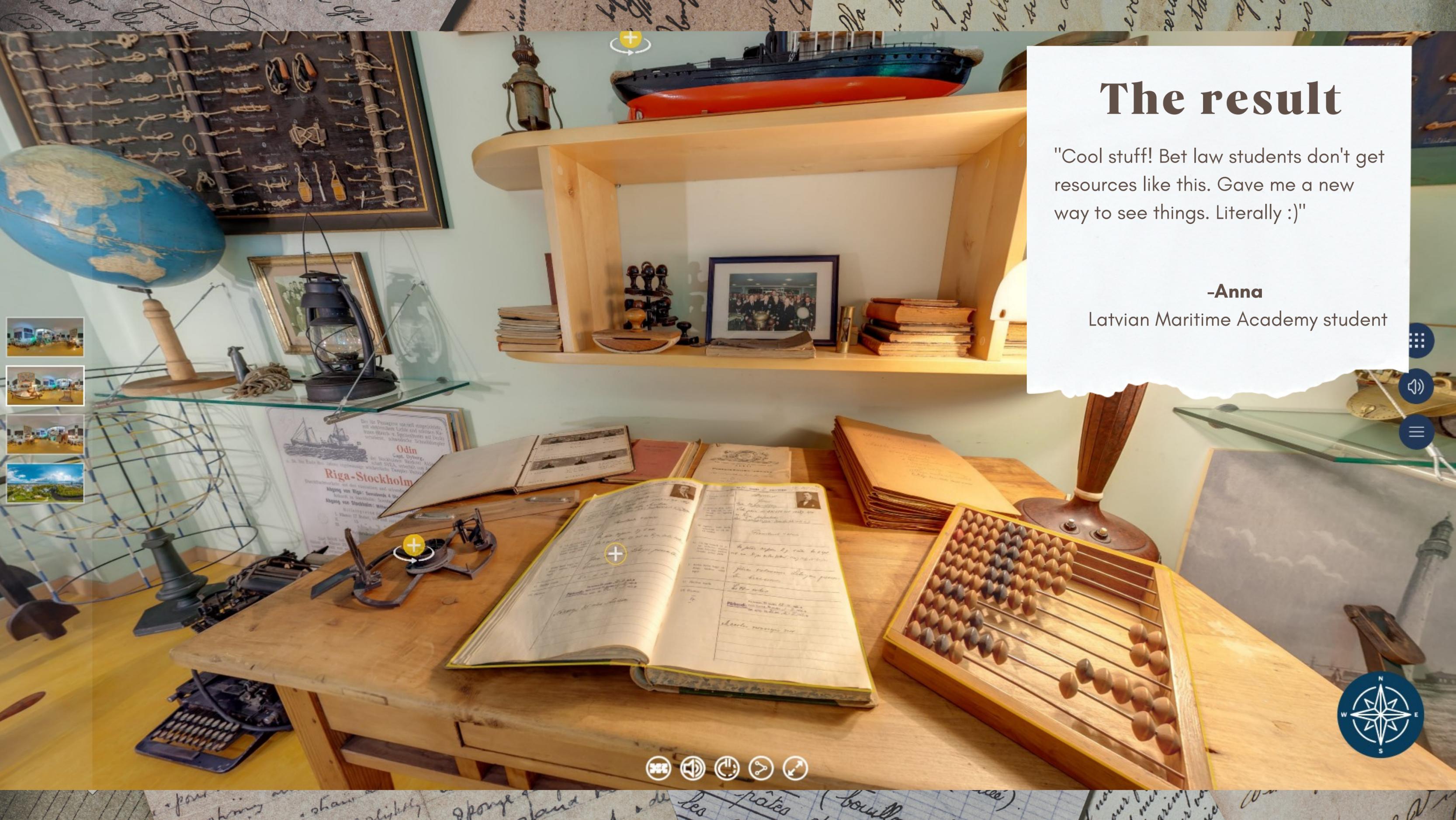
2023

May 2023 - The third stage completion. The integration of the remote Irbes lighthouse and two others into the tour.

FUTURE PLANS

Further digitization of maritime historical materials and the addition of the first maritime school in Latvia to the tour.





The result

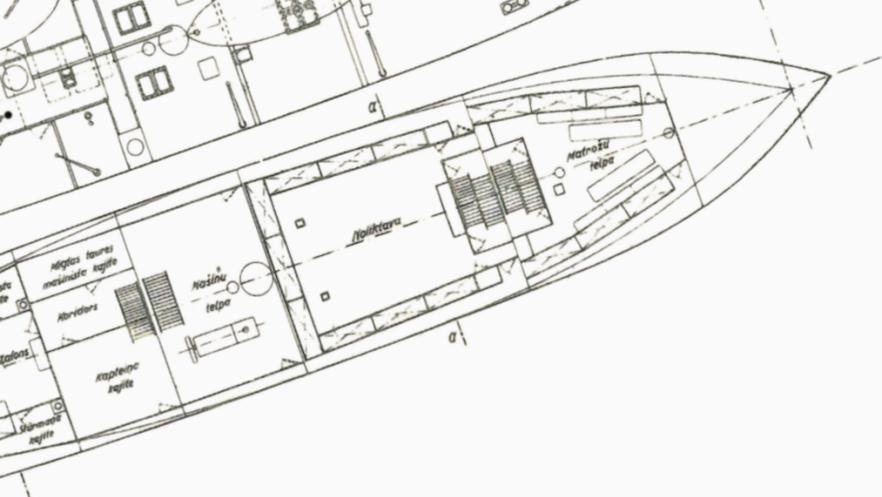
"Cool stuff! Bet law students don't get resources like this. Gave me a new way to see things. Literally :)"

-Anna

Latvian Maritime Academy student



Preserving Cultural Impact



Our project revealed unseen historical visuals from the icebreaker and lighthouses, illuminating and preserving our rich maritime heritage for a broader audience



Using 3D technology, we transformed static maritime artifacts into interactive experiences, virtually placing history in the hands of our users



By recording and integrating narratives from maritime veterans, we've ensured that the personal and rich experiences of our sea wolves continue to resonate through generations



From student logs to engineering drawings, we've digitized a plethora of historically rich documents, making them accessible to all



Our tour is recognized as a useful learning resource by maritime education institutions, providing a versatile, accessible, and engaging tool for maritime students to better understand life on a ship and the maritime industry in whole.

“

This virtual tour is invaluable, especially for students residing far from the capital. It not only conserves time and resources but also provides a comprehensive glimpse into the maritime industry and heritage, bridging distances across Latvia.



*~ Sarma Kocane
Maritime Administration of Latvia*

Educational Impact

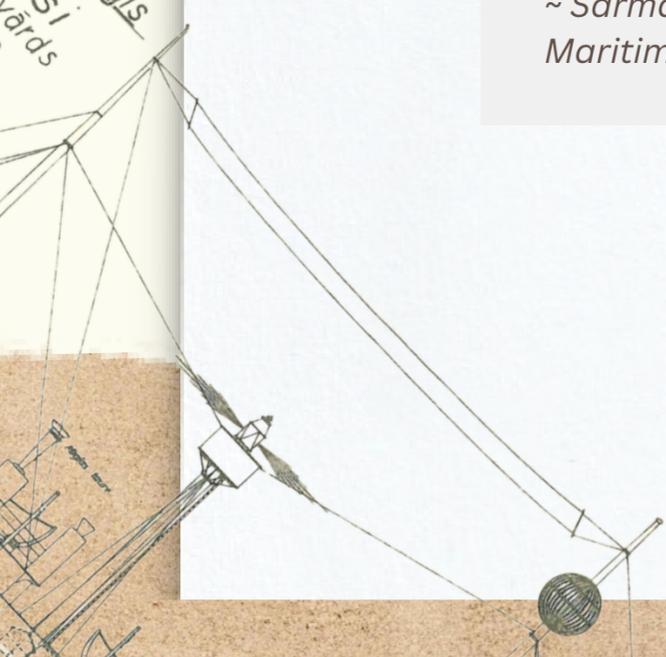
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As a maritime student, this tour offered a unique opportunity to explore the ship's technical gear and engine room - key knowledge areas. Before deciding on my career, the tour's insights and narratives painted a vivid picture of the industry and what to anticipate in my professional journey.



*~ Mairis Adamaitis
Latvian Maritime Academy*

Ugunsgrūcis
Dziļi
vārdi



Results

This project marked our most successful public communication initiative. Compared to previous campaigns, the virtual tour launch resulted in an impressive 240% increase in specific page traffic, setting a new record in our online engagement.

61%+
time spent on a page

Users engaged with our tour 61% longer than site average

40K
reach on Facebook

The project expanded our reach to over 13 times our follower count. Record-Breaking Facebook Engagement

25
organic media features

High-profile TV, radio, and print/digital media interviews amplified our project's reach and impact

Collaboration and Partnership Outcomes

Our partnerships with University of Latvia, Museum of the History of Riga and Navigation, and the National Archive of Latvia have been instrumental in sourcing valuable materials and expert knowledge



National Archives of Latvia



The team



Martins Skapars
Project manager



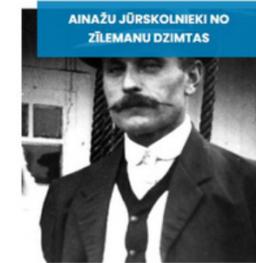
Liene Ozola
Project supervisor



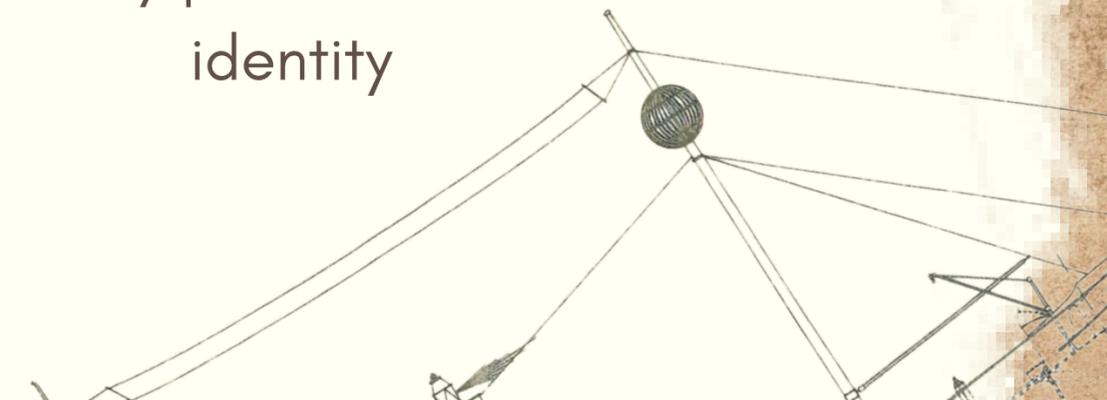
Haralds Apogs
Project manager

Future Plans

VIRTUĀLĀS IZSTĀDES



We're excited about the upcoming expansion of our digital archive and the inclusion of an exposition about the first maritime school in Latvia, a key piece of our national identity



Thanks You



**FREEPORT
OF RIGA
AUTHORITY**

