



Piber Digital

Digitisation of the immaterial and material cultural heritage around the breeding of the Lippizaner.

The Spanish Riding School (<https://srs.at>) together with the internationally renowned Ludwig Boltzmann Institute for Archaeological Prospection and Virtual Archaeology (LBI ArchPro; <https://archpro.lbg.ac.at>) started an ambitious research project in November 2020 at the Lipizzaner Stud Piber in Styria, Austria.

Since 2015, the classical equestrian art around the world-famous Lipizzaner stallions, as passed on as an oral tradition at the Spanish Riding School in Vienna, is ranked as an intangible UNESCO cultural heritage of mankind. The riders of the Spanish Riding School, the bearers of the knowledge of the High School of Classical Riding, still only pass on their knowledge to their apprentices orally. Knowledge acquired from their teachers and through experience in dealing with stallions throughout their lives. In contrast to many other oral traditions appearing in the list of the intangible cultural heritage of mankind, the High School of Classical Equestrian Art has been connected with the breeding for centuries. For a hundred years, the natural breeding of the Lipizzaner's has been carried out in the Austrian stud farm around the baroque Piber Castle and its historical stables, infrastructure facilities, administrative offices, grazing lands and alpine pastures on an area of over 500 hectares.

The cooperation of the Spanish Riding School with the LBI ArchPro and its international partner organizations starts with a detailed digitalization of the historical buildings and the scenic landscape of the Lipizzaner Stud Piber in Styria. In close cooperation with the Spanish Riding School and the stud authorities, a concept for the redesign of the existing museum and the exhibition rooms in Piber Castle is to be realized. On the basis of a scientific evaluation, new guided tours and display concepts will be developed using modern virtual and augmented reality technologies by the researchers known for developing unconventional solutions for effective public communication.

The research initiative of the management of the Spanish Riding School has the goal of transforming the intangible cultural heritage of mankind into a living sustainable resource for shaping the future development of the stud, strengthening regional economic development and promoting cultural tourism at the birthplace and kindergarten of the Lipizzaner. Together with the renowned archaeologist and Austrian Scientist of the Year 2015, Prof. Dr. Wolfgang Neubauer, Director of the LBI ArchPro, the cultural heritage in Piber is to be digitized and transformed into virtual space in order to preserve it in the long term, make it accessible to all and use it to promote regional, national and European identity, thus securing it sustainably for future generations. The LBI ArchPro, with its internationally unique experience and expertise in digital preservation and enhancement of cultural heritage, will use its novel virtual approaches to make the research results equally accessible and usable for science, economic development and cultural tourism in a sustainable way.

Image and film material: <https://piber.srs.at/presse>

Project homepage: <https://piber.srs.at>

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