

Building for the Future

Chinese Welfare Association

PUTTING
HERITAGE AT
THE CENTRE
OF THE
CENTRE

CHIME





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KEEPING THE CENTRE AT THE CENTRE BUILDING FOR THE FUTURE

Like many organisations which had worked hard to build a home for themselves and their community CWA found the COVID Restrictions of 2020-21 a particularly hard blow. As they closed

their doors and were forced to look at new ways to provide a range of services they realised just how important the Chinese Resource Centre really was.

As they revisited their strategic plan in light of the pandemic, one of the main priorities was to take the challenges and problems and turn them into opportunities and drivers for change.

Working alongside funders, statutory bodies, professionals and others the Board and Staff embarked on a journey of digitalisation which would see them mirror

their building with a virtual space which could be accessed and used online.

One central part of this process was to look at how the Centre in real time and online could be used as an interpretative, and educational museum space. Alongside the wider development of the Virtual Centre and the planning for how heritage could be given a home physically and digitally the CHIME concept was born. Standing for the Chinese Heritage Interpretative Museum Experience it used the symbol of the ancient Chinese bell.





THE SYMBOL OF THE CHINESE BELL MAKING OUR MESSAGE HEARD

The bell is an ancient and constant feature in Chinese heritage. It has many layers of

meaning and social as well as religious significance for many. It also symbolising proclaiming a message clearly for many even at a distance to hear. It can be a warning, a way of marking the passage of time as well as a symbol of joy and achievement.

It plays many roles in Chinese culture and traditions. The zhong (bell) is the sound of the Autumn Equinox. All crops have been zhong (cultivated)." In Chinese, zhong (bell) and zhong (cultivate) are pronounced similarly, but in different

tones. This fits our use as we cultivate good relations and sow seeds of knowledge.

The ancient bell first associated China's ruling Dynasties became a feature of both Buddhist and Taoist faiths. It symbolised ideas, culture and spreading a message often the lessons of history.

It is an embodiment of Chinese culture and science, and testifies to the wisdom of Chinese people.





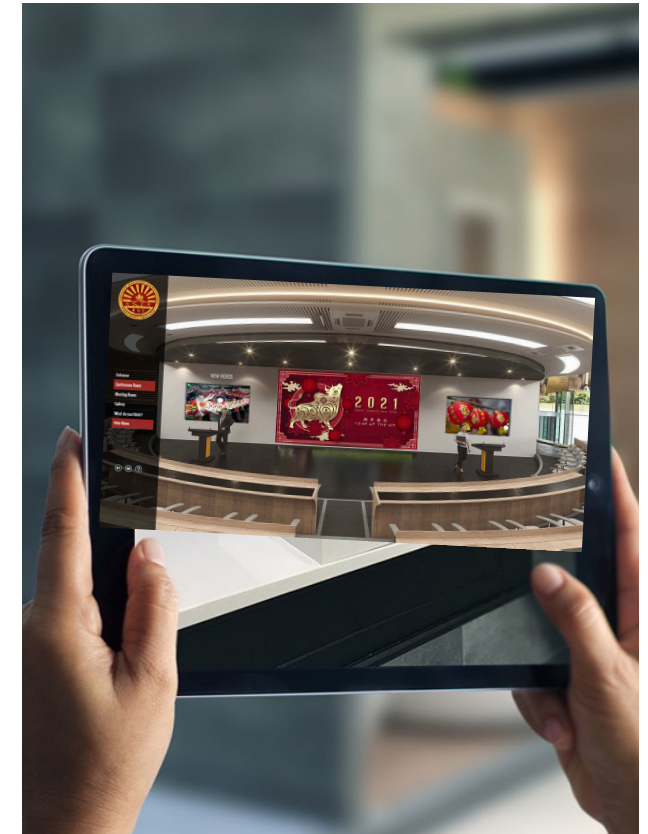
OPENING OUR DOORS AND OPENING NEW DOORS

The use of cutting edge technology will allow us to virtually reopen our Centre offering a range of services and the experience which many have missed. It will blend virtual representations of the real building with digitally designed spaces.



TECHNOLOGY WILL PUT THE CENTRE INTO PEOPLES' HANDS

By providing access and functionality across a range of devices and platforms more people will be able to experience our Centre and will be able to control and curate their visits making it a tailored experience which is engaging and educational.



THE VIRTUAL CENTRE WILL BECOME A TWO WAY PORTAL

The Virtual Centre will create a digital bridge to China, allowing local people, businesses and students the opportunity to experience China virtually and will provide the same opportunities to potential Chinese tourists, investors or students to experience Northern Ireland.



A NEW AND EXCITING LINK TO CHINA, THE COUNTRY ITS CULTURE AND THE LOCAL COMMUNITY HERE

It will allow users to virtually visit China, and to experience culture and heritage which they can curate and control allowing for learning and planning future visits. The same process can be enjoyed by audiences in China interested in Northern Ireland.



THE MULTI-PURPOSE VIRTUAL SPACE WILL ACTS AS A MUSEUM, GALLERY, CONFERENCE & MEETING SPACE

Visitors can explore the virtual space, and enjoy galleries, or resource rich meeting rooms and other spaces. Central to the Virtual Centre will be a conference Room where Online Events will be hosted.



IT WILL ALLOW THE CHINESE COMMUNITY TO PROTECT AND PROMOTE THEIR HERITAGE

Cultural Heritage is at the heart of identity and is needed to help different communities understand and respect each other. The Virtual Space will allow for interpretative presentation, education and preservation of local Chinese heritage.



THE VIRTUAL SPACE WILL COLLECT, CURATE AND PRESENT ARTEFACTS AND MATERIAL WHICH TELL OUR STORY

After over 50 Years in Northern Ireland the Chinese community feel it is time to reflect on their experience, to collect and preserve their stories and conserve items of value.



HOW TO USE THE VIRTUAL SPACE

Our exciting CHIME design integrates a museum and gallery space and education classroom or conference space into the wider digital development of the Virtual Chinese Resource Centre.

Your visit begins in the front foyer of the Centre which is a perfect 360 Degree Virtual representation of the real life space.

You will be welcomed by the CWA Teams and given some instructions on how to use the space. On a PC you can simply move around using your mouse, however if you have a tablet or mobile phone you can move and view your virtual world through the device.

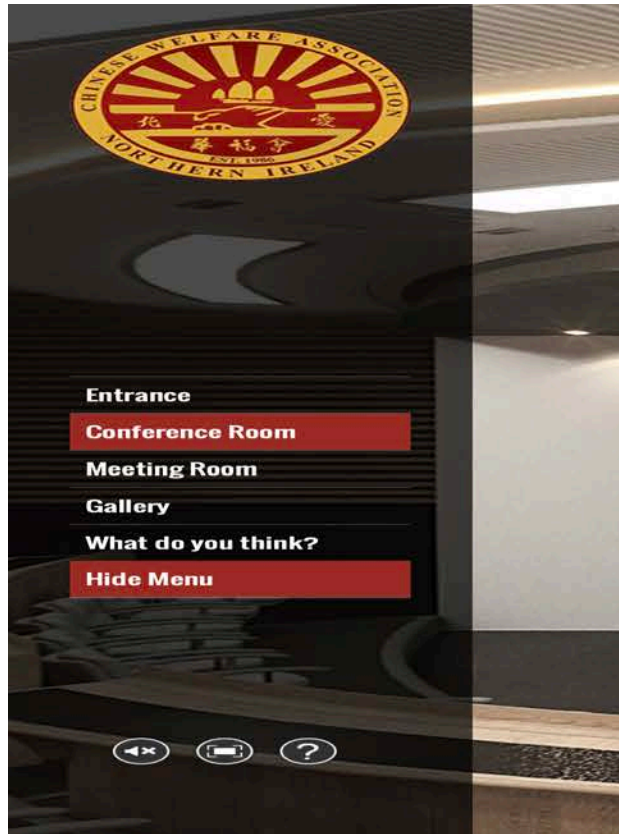
There is no need for headsets or other equipment, and the experience aims to blend the real building with computer designed space which give us additional

new rooms where you will find exhibitions galleries, meeting rooms a conference room and other resources.

As you move around many of the doors and other areas including walls and the floor will have icons known as hot-spots. As you touch these text bubbles will appear to explain what they are.

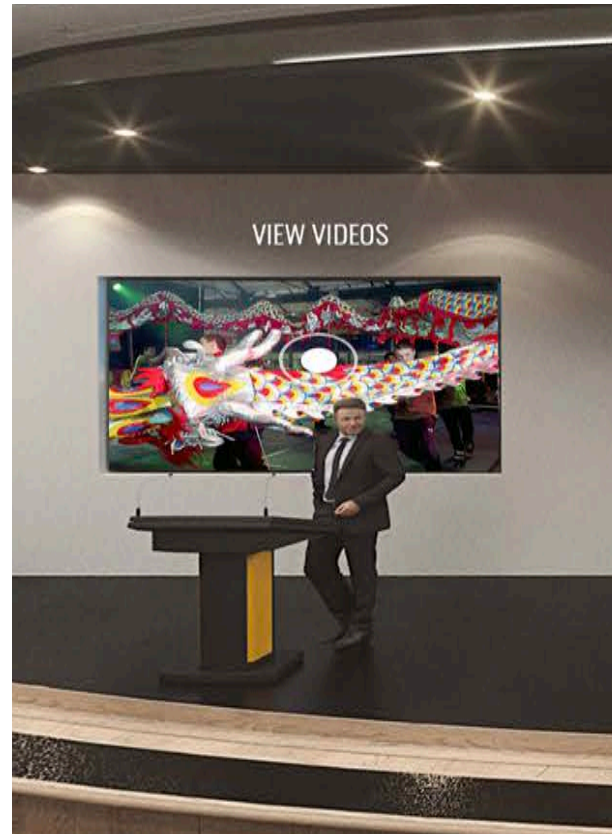
Click on these to open a new door, continue your journey to see the area from a different perspective, open a new information window or download materials.





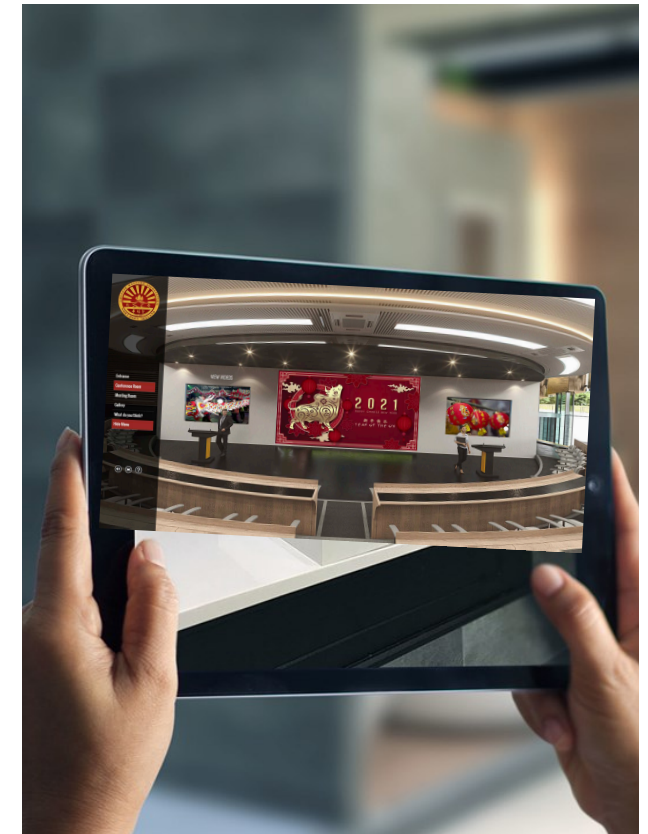
ADDITIONAL NAVIGATION TOOLS

At the side of the screen there are alternative controls, which will take you directly to an area or allow you to access content. At the bottom volume, view options and a help section will help you use the space.



HOTSPOTS OPEN NEW ITEMS

As you look around you will see some figures are animated and help guide you. Some pictures or screens also allow you to access more material. A dot inside a circle indicated a 'hotspot' which you can click and a pop up screen will appear.



SELF GUIDED TOURS

Using either PC and mouse, or with a tablet or mobile which allow you to view the entire virtual centre through their screen offer simple navigation and help. So enjoy your visit to the virtual centre today.

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