

Título: One More Story: a media project to add value to the intangible culture of territories

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Resumo: This article aims to provide knowledge of a project that by using construction of stories and narratives enhances the experience of a place. Since 2016, a multidisciplinary team based at the School of Communication and Media Studies of the Lisbon Polytechnic has been developing a digital mediation platform called "Landscape Museum" that is configured as an artistic and cultural solution to increase the value of territories. One of the stages to produce the platform involves developing an application (app) with multimedia content for mobile devices in which information and communication technologies are used as an innovative means to intervene in territories. *One More Story* is the project responsible for producing multimedia content for this application. It has been developed by cataloguing and documenting "landscape points" together with a written and audiovisual record of them. The first phase consisted of creating written, photographic, audio and video contents about the selected places. This content then provides the user with information relevant to a reading of the landscape, highlighting elements of its 'narrative'. The aim is to provide support for the visit and reading of sites with landscape value, crossing information about the landscape, its location and the user's own experience. The content that has been produced so far will also be used in other types of format, thereby allowing different narratives and different languages that are complementary. These can enable interlinking and symbiosis between digital and analogue environments in a transmedia communication system.

Descrição: This article is the result of research carried out under the R&D project "Narratives and Place Experience(s): Basis for a Landscape Museum" (LISBOA-01-0145-FEDER-023382) and the two related ID&CA projects, "*One More Place?: Mobile Application for Visiting and Exploring Landscape*" (IPL/2016/1+PLACE_ESCS) and "*One More Story: Transmedia Content for Landscape Experience*" (IPL/2017/1+STORY_ESCS)

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