



THE Beauty and the BEAST

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About AR4Youth

Training Young People on Augmented Reality Authoring Showcasing Intangible Cultural Assets as Use Cases ([AR4Youth](https://www.ar4youth.eu/)) is a project funded by the Erasmus+ Programme of the European Union coordinated by the Research & Innovation Center for Social and Educational Sciences ([RISC](https://www.risc.gr/)) and in partnership with organisations from the Netherlands ([ATERMON](https://www.atermon.nl/)), Cyprus ([Fairy Tale Museum](https://www.fairytalemuseum.org.cy/)), Lithuania ([Active Youth](https://www.activeyouth.eu/)), Greece ([AKNOW](https://www.aknow.gr/)) and Estonia ([Eesti People to People](https://www.eestipeopletopeople.eu/)).

AR4Youth centralises at training young people in conceiving, designing and implementing an Augmented Reality (AR) project for digitising and augmenting books, guides or manuals. Acknowledging, in addition, the necessity of preserving our cultural heritage which constitutes the basis of our values, beliefs and aspirations, and responding to the Sustainable Development Goal (SDG) 11.4 to “strengthen efforts to protect and safeguard the world’s cultural and natural heritage”, the project will use as case studies Greek, Lithuanian and Estonian fairy tales, myths and legends which will be transformed into digitally AR texts and preserved in the project’s Cultural Digital Library.

To address the abovementioned scope, the project will aim to achieve the following objectives:

- To enhance advanced digital skills (i.e., use of AR technologies) of young people with special emphasis on NEETs (Not in Education, Employment or Training);
- To equip young people with competitive qualifications for either entering the labour market or for conceiving their own entrepreneurial future;
- To raise the awareness of young people on the cultural heritage aspects of partner countries;
- To sensitise them into the importance of preserving cultural heritage and more specifically the traditional fairy tales, myths and legends through digitisation;
- To increase the quality and innovation of youth work through the creation of advanced digital training.

More information about the project and its activities is available at the project’s website <https://www.ar4youth.eu/>, and Facebook account (@AR4Youth).

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Once upon a time, there lived a merchant who had three daughters whom he loved more than himself.

One day, the merchant had to make a long journey to buy some goods. Before leaving the house, he asked his daughters if they would like him to bring them gifts. The eldest daughter asked for a necklace, the second for a gold chain, while the third, the beautiful one, did not ask anything but only to see her father coming back home safely. He insisted and so the beauty asked him for a rose.

The merchant made his journey and bought a pearl necklace for his first daughter, a gold chain for the second but for the beautiful one he thought that by the time he returned home, the rose she had asked for, would wither. So, he decided to get a rose on the day he would arrive near his home.

After he finished with his job, he made his way back. When he got close to his house, he remembered what he had promised his youngest daughter and started looking for a rose. Near the place where he had stopped, he saw a wonderful garden. He immediately got off his horse and cut the most beautiful rose he could find.

Suddenly, he heard a loud noise like thunder. He looked around and was surprised to see a huge monster that had two tusks in its mouth, fiery eyes surrounded by hair and horns that came out of its head and spread down its back.

- "Who told you, you can cut my roses?" said the monster angrily.

- "Please sir, I promised my youngest daughter to bring home a rose for her. I saw your beautiful garden and thought you wouldn't mind" said the merchant with fear and dread for his life.





- "Stealing is stealing, be it a rose or a diamond. Your life is wasted," said the monster. The merchant fell on his knees and begged for his life, thinking of his three daughters who had no one in the world besides him.

- "Okay," said the monster. "I will set you free on only one condition. In seven days from now, you must bring me your daughter, for whom you ruined my garden, and leave her here. If you do not do it, your life belongs to me." So, it happened. The merchant swore, and after taking the rose, mounted his horse and returned home. As soon as he entered the house, his daughters immediately ran into his arms. After embracing them, he gave them the gifts he promised. When it was the beauty's turn, he sighed, handing her the rose.

"Thank you, father," they all said together. The beautiful woman, seeing her father troubled, asked him: - "Why did you sigh like that father when you gave me my rose?" - "I'll tell you later", he told her.

Days passed and the merchant was very unhappy, despite the girls' efforts to cheer him up. At some point, he decided to talk to his daughter. - "My beautiful, do you love your father?" he asked her. - "Of course, father", she replied. - "Well now it's time for you to prove it to me," he said and immediately started to tell her the story of the rose. The beauty couldn't believe her ears. She was so sad with all that she was hearing.

- "Take me to him, father, maybe he won't hurt me. But even if he does, it's better that I suffer than you," said the beautiful woman who loved her father so much. So, the next day, the merchant along with his daughter made their way to the monster's house.

When they got there, they dismounted and suddenly saw the doors of the house open. Once they entered, they saw no one. So, they went up the stairs, through a large hall, and into the dining room. There they saw a table laid with many foods, beautiful glasses and plates.

They waited for a long time, thinking that the owner of the house would appear. Then the merchant said: "Let's sit down and see what happens."

So, it happened. After they were seated, invisible hands began to serve them. The beauty and her father ate and drank to their heart's content.

Suddenly, the monster appeared in front of them. Immediately, he said to the merchant:

- "Is this your youngest daughter?"
- "Yes, she is," he replied.
- "Is she willing to stay here with me?" asked the monster looking at the beauty.
- "Yes sir, I am", she said with a trembling voice.
- "Don't worry, I won't hurt you," said the monster and led the merchant to his horse.

After telling him that he could come and visit his daughter once a week, he returned to the beauty and said:

- "Everything in this house is yours. Just clap your hands and you will have whatever you ask for."

So, the beauty stayed at home with the beast. There, invisible servants brought her whatever she wanted. Soon, she got tired of being lonely and one day when the monster came to her, even though he looked so hostile and scary, he comforted her and treated her so nicely.





They talked about the garden, the house, her father's business, and all sorts of things, so that the beauty completely lost her fear of the monster. A little later, when her father came to visit her, he saw her quite happy and was reassured about his daughter's future. This went on for quite some time. The beauty talked to the monster every day and felt really happy.

But one day the monster did not come at his usual time, shortly after lunch as he used to do, and the beauty missed him. She wandered around the garden for some time trying to find him, calling his name but getting no response. In the end, she headed to the rose bush from which her father had cut the rose. He couldn't believe what she saw there! The monster was lying down, half dead.

The beautiful woman, distraught, thought of all the kindness and love the monster had shown her. Crying over him, she began to tell him how much she loved him.

Suddenly, something incredible happened. The monster was transformed into a handsome prince. The beauty was impressed. He explained to her that long ago a sorcerer transformed him into an ugly monster and that only if he found true love, despite his ugliness, could the curse be broken.

Thus, the prince and the beauty got married and lived a happy life with her father and sisters by their side. And they lived happily ever after...



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