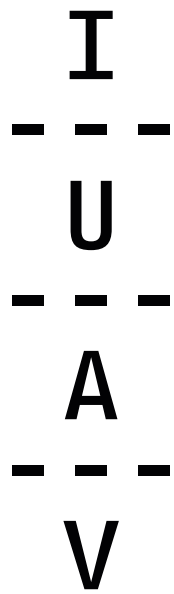




Information Design for cultural tourism



Information Design for cultural tourism

digital technologies
in the service of people

Raimonda Riccini
Università **Iuav di Venezia**

multi**media**

alternativemedia

citizenmedia

democraticmedia

digitalmedia

hypermedia

independentmedia

interactivemedia

metamedia

newmedia

oldmedia

participatorymedia

socialmedia

traditionalmedia

multimedia

is media and content that uses a combination of different content forms.

multimodal

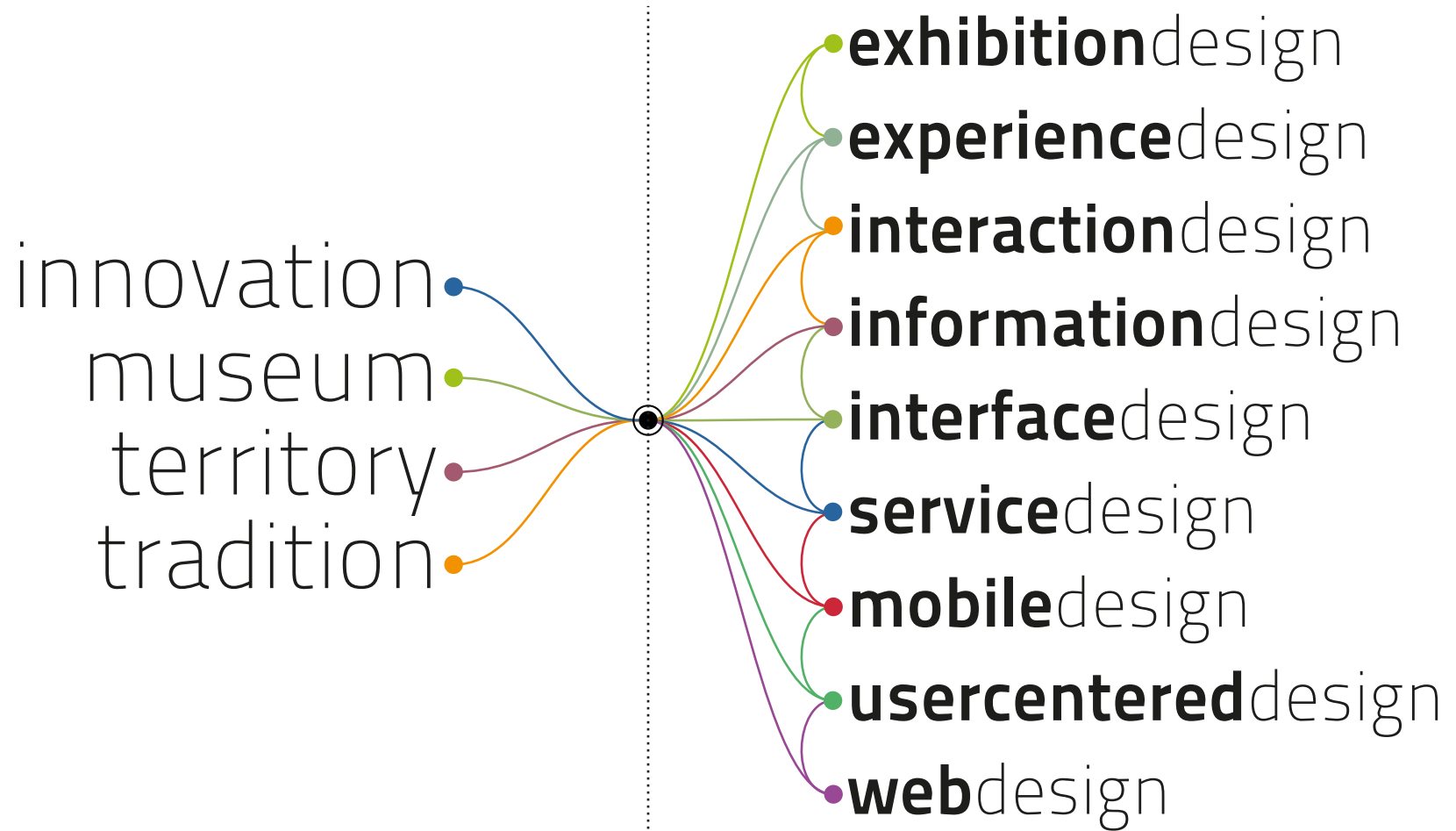
provides the **user** with multiple modes of interfacing with a system.

provides several distinct tools for input and output of data.

design
of the other
things

design today
cuts across
disciplinary boundaries.

- scientific and cultural experimentation
- services and the territory
- technology and society
- education and the reproduction
of the local tradition and identity



3

projects

progettovetro

designingmuseum mobile experience

canovaccio

progetto vetro

Collection and memories
of glass factories

Rosa Chiesa

brief

the archive as a place
of knowledge's production.

aim

preservation and valorization
of Murano glasses' cultural heritage.

digitalization as a collecting tool
to facilitate information sharing
and to avoid logistic difficulties.

progetto
vetro



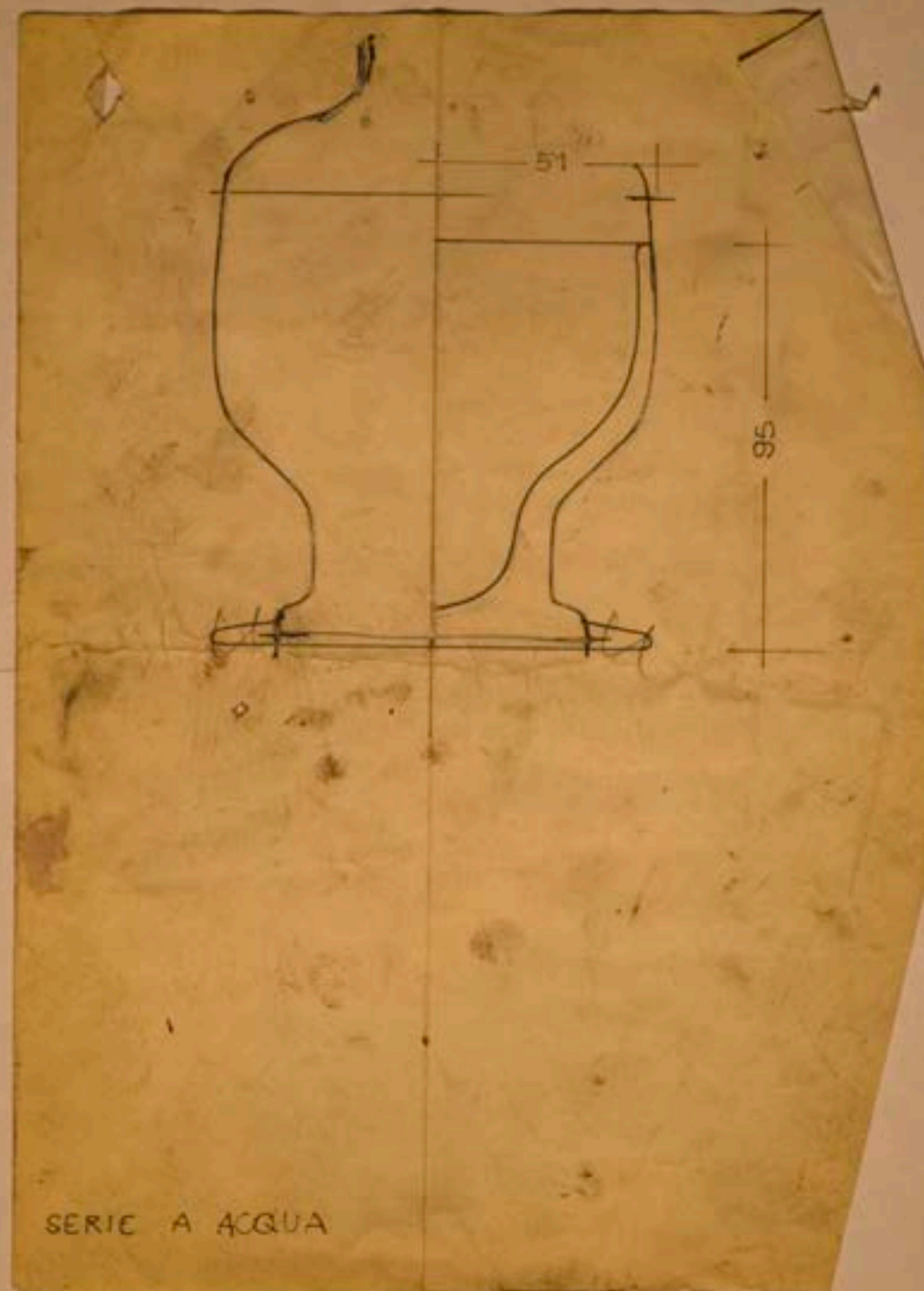
progetto
vetro



The image shows a close-up of several glass vessels, possibly perfume bottles or laboratory flasks, arranged in rows. Each vessel is decorated with vibrant red and white lines that swirl and spiral around its body. A small, rectangular label is attached to the neck of each vessel; some labels are white, while others are black. The vessels are set against a blurred background, suggesting a display or a workshop setting. The lighting is soft, highlighting the transparency of the glass and the glossy finish of the decorative lines.

progetto
vetro

progetto
vetro



progetto
vetro



progetto
vetro



designing museum mobile experience

why and how
mobile devices
should contribute
to communication strategies
in museums

Marco Mason

brief

investigate rules and methods
of mobile services for the museum.

aim

show best practices in application
and service design development
for the museum's context.





iBiennale



canovaccio

An interactive system
that helps people to
organize and be involved
in cultural events
in venetian public spaces

Maddalena Mometti

Daniele Savasta

@IxD Lab 2011

Philip Tabor + Gillian Crampton Smith

brief

design an interactive service
that create an hybrid level between
the real and a virtual Venice.

aim

promoting cultural exhibition
in a more usable and engaging way
both for performers and visitors.

ONCE IN VENICE, IN A NEAR FUTURE,
A MONGOLIAN DANCER, WALKING IN THE CITY



WOW!!! THIS IS THE
PERFECT PLACE FOR
MY NEW DANCE
PERFORMANCE!



A SECOND LATER

AND THAT S THE
QR-CODE THAT I_
LOOKING FOR!

NOW IF I DONif MISS
NOTHING I HAVE JUST
TO SHOT IT WITH MY
SMARTPHONE.



YES!

DO YOU REALLY WANT
TO BOOK THIS PLACE
FOR A PERFORMANCE?

Y

N

YES!

YOU ARE ASKING TO
MUNICIPALITY OF VENICE



YES!

CONGRATULATIONS!
YOU HAVE BOOKED
THIS FABOLOUS PLACE
GREAT JOB!



THE SAME DAYS AS PREVIOUS IN VENICE (AGAIN)
A TOURIST, WALKING IN THE CITY (AGAIN)

C'MON THAT'S A
FANTASTIC PLACE AND
WE KNOW BUT LESS
BORING PLEASE, C'MON
C'MON I WANT TO SEE
A SPECIAL EVENT



CONTEMPORARY
DANCE!

WRITE INSIDE YOUR
HEART? WHICH ARE
YOUR INTERESTS?



C'MON I'LL NEVER
FORGET IT,
IT'S TOMORROW
YOU CAN'T BE
SERIOUS.

SETUP YOU'RE ALARM
OR YOU GONNA FORGET
THAT!



DRIIIIIIIII

AT THE SAME MOMENT AS PREV. IN THE SAME CITY
(VENICE IF YOU FORGET IT) AN ART CRITIC, YOU KNOW, IS WALKING

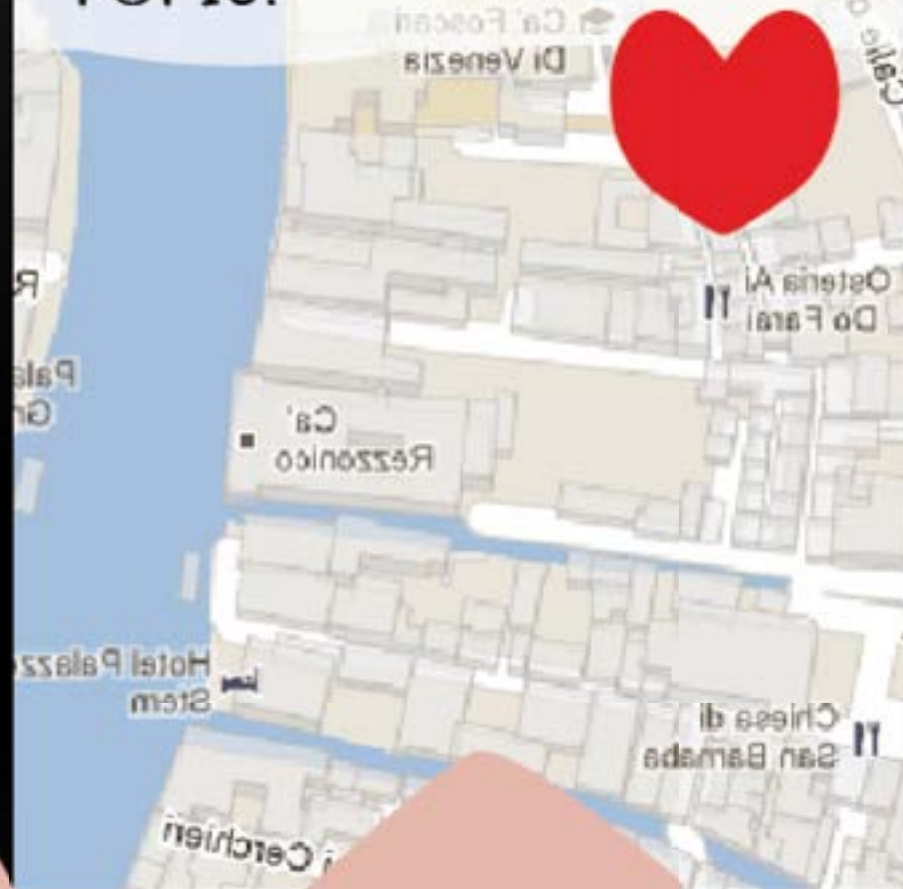


DRIIIIN

DRIIIN

DRIIN

TOMORROW, WILL BE
A MONGOLIAN
DANCE PERFORMANCE!
ONE OF YOUR FAVORITE
TOPIC!



ANOTHER ONE IN
THE SAME WEEK
I CAN'T BELIEVE IT
I HOPE THAT THIS
IS GOOD AS THE
LITUANIAN

THE DAY AFTER IN VENICE,
THE ALMOST FAMOUS MONGOLIAN DANCER,
IS DANCING IN THE CHOOSSEN PLACE



HEY, HE'S REALLY
GOOD, I SAY, HE'S
REALLY GOOD!
I'VE TO SET A
SPRITZ WITH HIM!

AH, THERE! I HAVE
TO SHOT TO THE
QR CODE TO
REVIEW THIS
REALLY EXCITING
DANCER!



HEY, HE'S REALLY
GOOD, I WANT
INVOLVE HIM IN A
PROJECT

INVITE HIM
FOR A CULTURAL
SPRITZ!

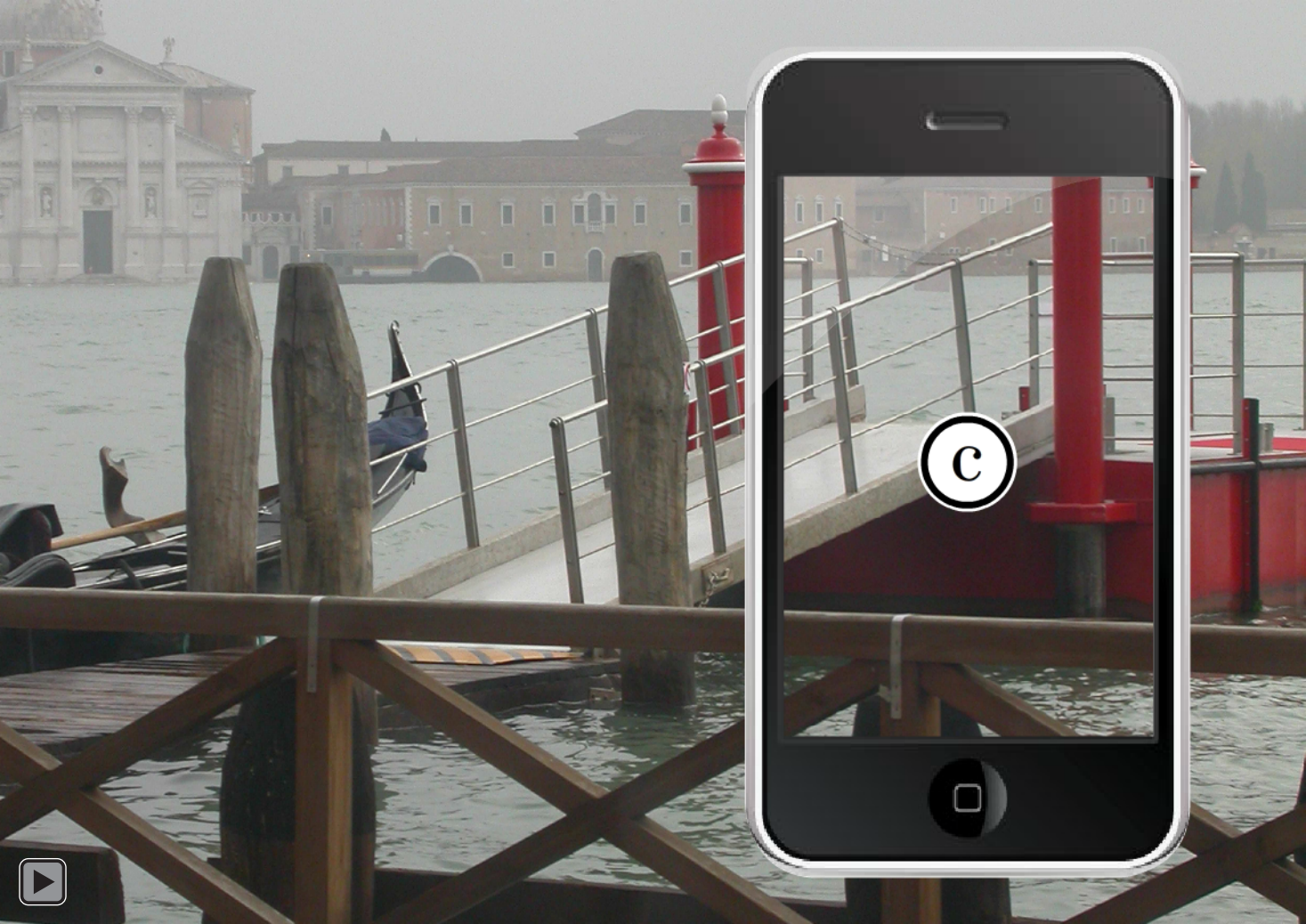


NOW YOU CAN
CRITICS THIS
PERFORMANCE



SET YOUR STREAM
FROM HER EYES!





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A
- - -
V

Thank you

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Università **Iuav di Venezia**
Dottorato in **Scienze del Design**
Unità di Ricerca in **Museografia**

progetti di:

Rosa Chiesa
Marco Mason
Maddalena Mometti
Daniele Savasta
Nicola Vittori

Interaction Design Lab
Philip Tabor+Gillian-Crampton Smith