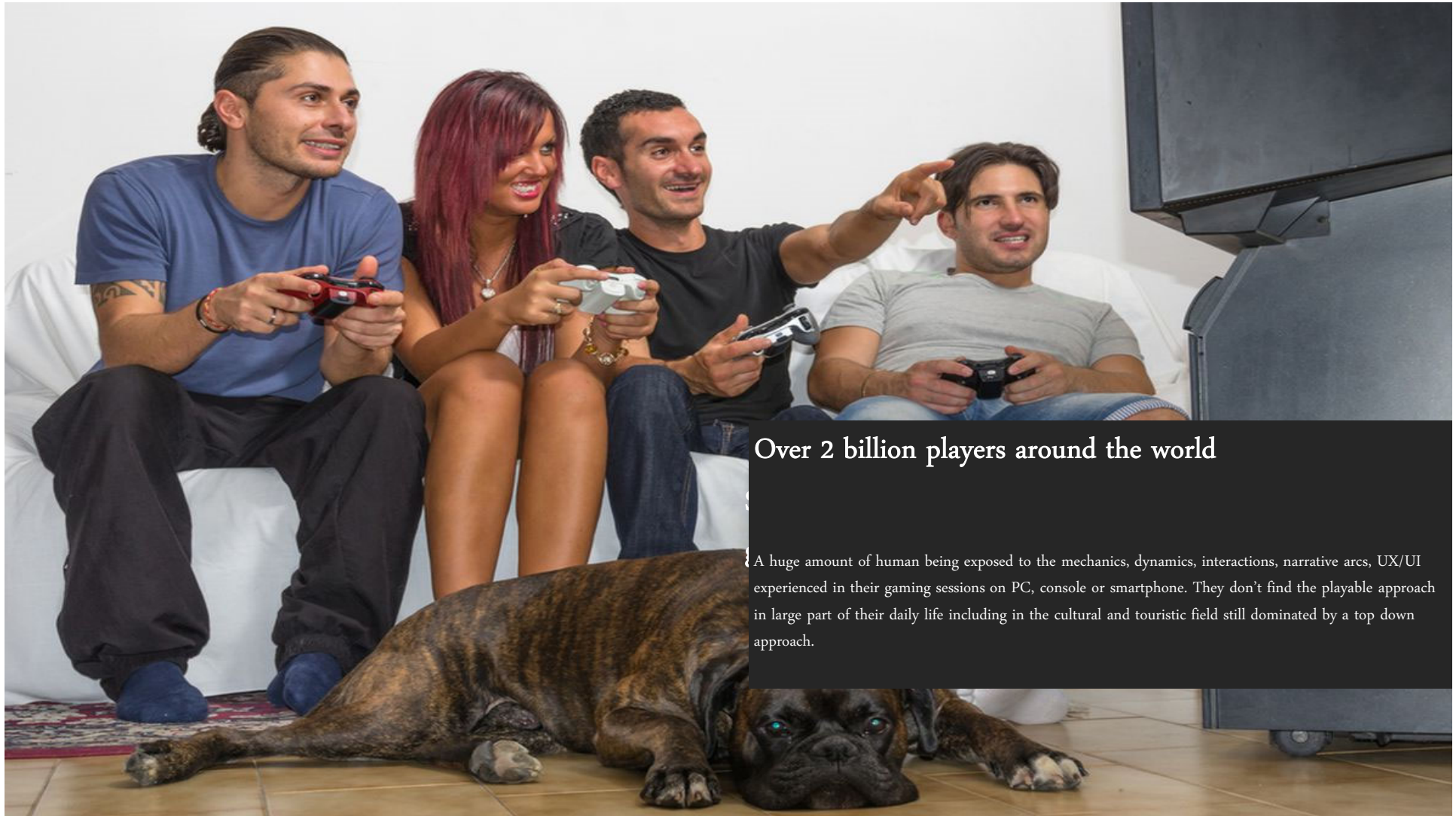




THE PLAYABLE CULTURE

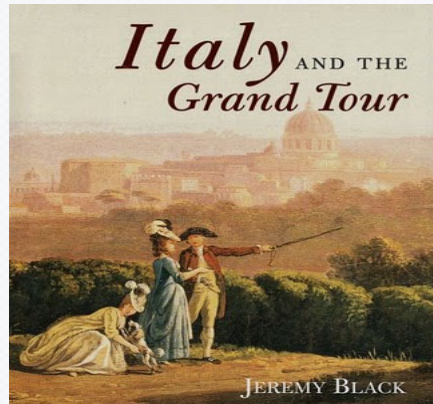
Fabio Viola info@tuomuseo.it



Over 2 billion players around the world

A huge amount of human being exposed to the mechanics, dynamics, interactions, narrative arcs, UX/UI experienced in their gaming sessions on PC, console or smartphone. They don't find the playable approach in large part of their daily life including in the cultural and touristic field still dominated by a top down approach.

CREATIVE INDUSTRIES INFLUENCE



1600-1800

1950-1990

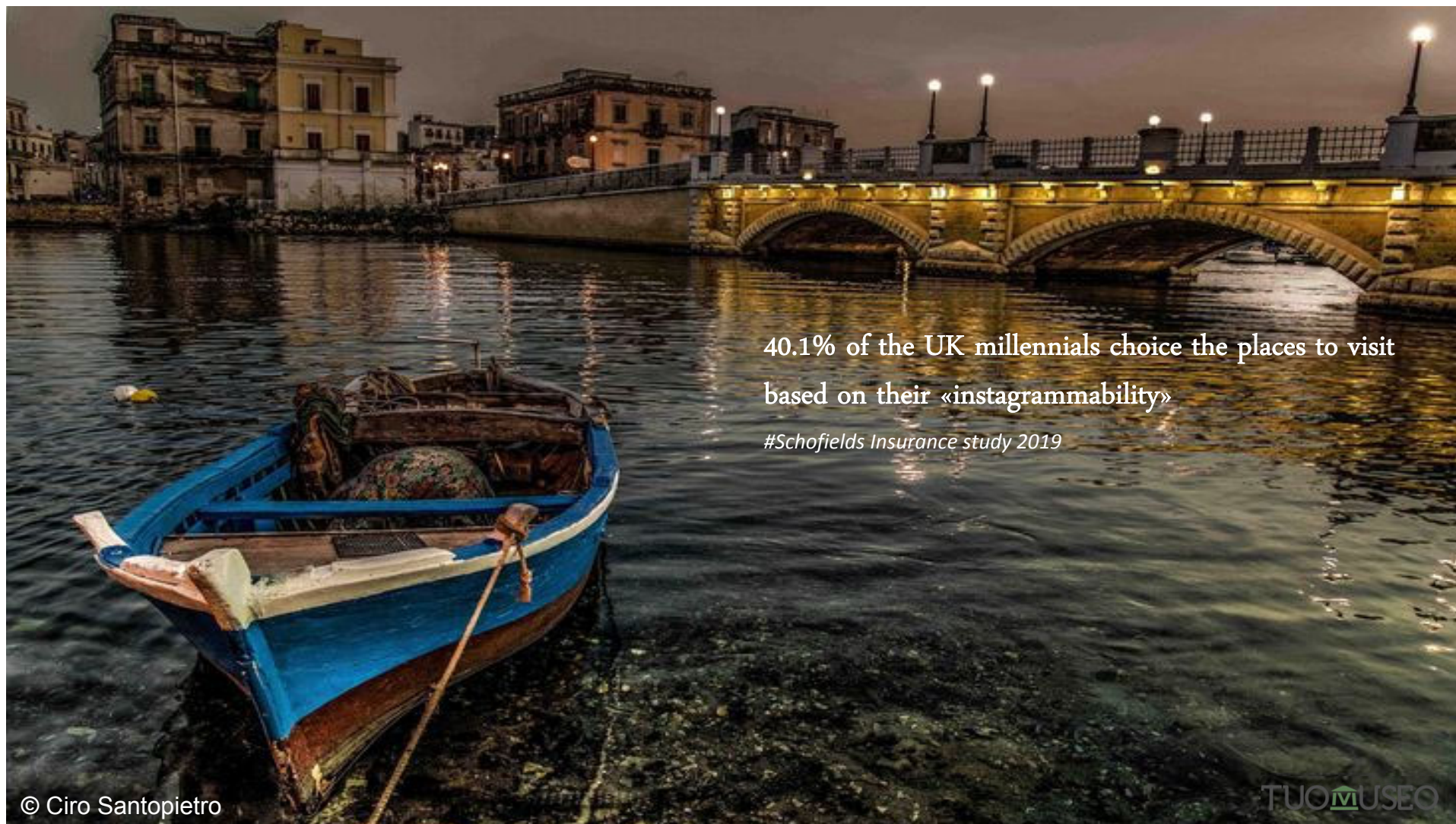
XXI century

I am interested in underlining the extraordinary power that creative industries have in the construction of tourist stratigraphy. Every historical period has its reference media and right now we are shifting towards the Interactive image domain where videogames become dominant even more than movies and books. An evolution from the power of the static image (paintings, lithographs ...), to moving images (film, documentary, tv series) to the interactive image?? (video games, youtube/twitch, interactive art).



*10 years after the release of Assassin's Creed II,
Monteriggioni still gets 16% of the touristic flows
from the game.*

★ Overall Score	4.66/5 (Rank #1)	👍 Quality of life score	Good
👨‍👩‍👧 Family score	Good	💰 Cost	😊 Affordable: \$2,070 / mo
📶 Internet	📶 Fast: 29Mbps (avg)	😄 Fun	Good
☁ Temperature (now)	☀ Nice: 20°C (feels 21°C)	💧 Humidity (now)	😊 Comfy: 75%
➡ Air quality (now)	🌿 Great: 7 US AQI	🔥 Safety	Great
🎓 Education level	Okay	❤ Liked by members	👍 39 likes vs. 👎 3 dislikes
🗣 English speaking	Good	👤 People density	👤 Low density: 6k ppl/km² (12x12m)
🚶 Walkability	Great	🕊 Peace	Good
🚦 Traffic safety	Okay	🏥 Hospitals	Bad
😊 Happiness	Okay	🏆 Nightlife	Okay
📶 Free WiFi in city	Okay	📄 Places to work from	Great
❄ A/C or heating	Okay	👋 Friendly to foreigners	Good
🗣 Freedom of speech	Great	👤👤 Racial tolerance	Okay
👩 Female friendly	Good	🌈 LGBTQ+ friendly	Great
👨‍💻 Startup Score	Okay		



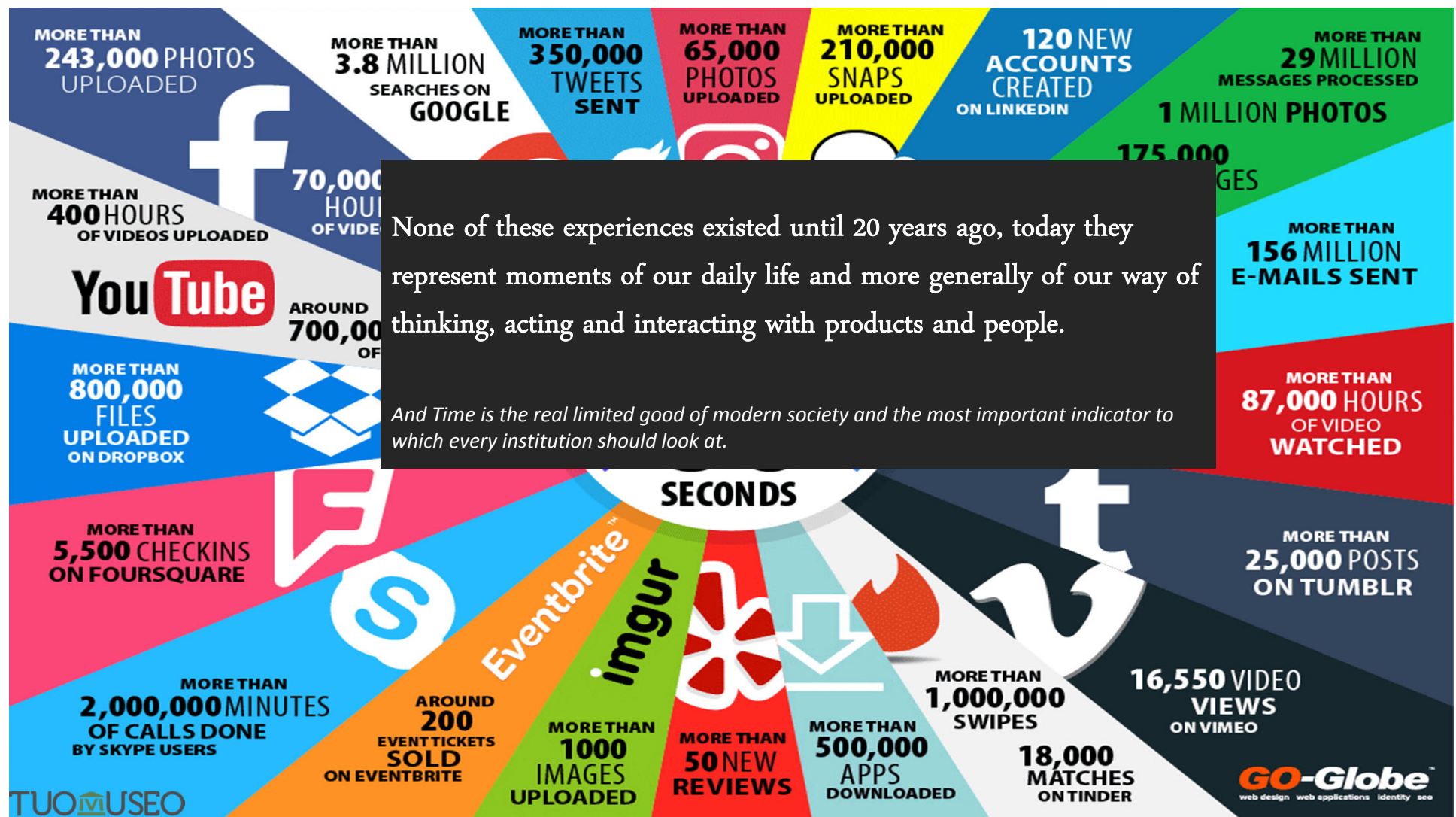
40.1% of the UK millennials choice the places to visit
based on their «instagrammability»

#Schofields Insurance study 2019



**Social changes shift the meaning of Culture and resistance
generates short circuit**

All of us in this room were born and created cognitive and emotional maps in a pre-internet era. It is normal to be afraid of what is not settled in our genetic memory and even more of what replaces products, processes and experiences with which we have grown.




PASSAGGIO DA:

UNA SOCIETA' DEL DOVER FARE AD UNA DEL VOLER FARE




“We could not help fearing that all this may be going too far and not quite in the right direction”

I wish there were plenty of Sir Henry Lyons (former director) out of there. He opened the Children's Gallery at the Science Museum of London in the 1931 and he got two different reactions. Great review from the new audience (for the first time a worldwide museum opened its space to non specialists and even worst children) and the generalist press and critics even from the museum official newspaper.

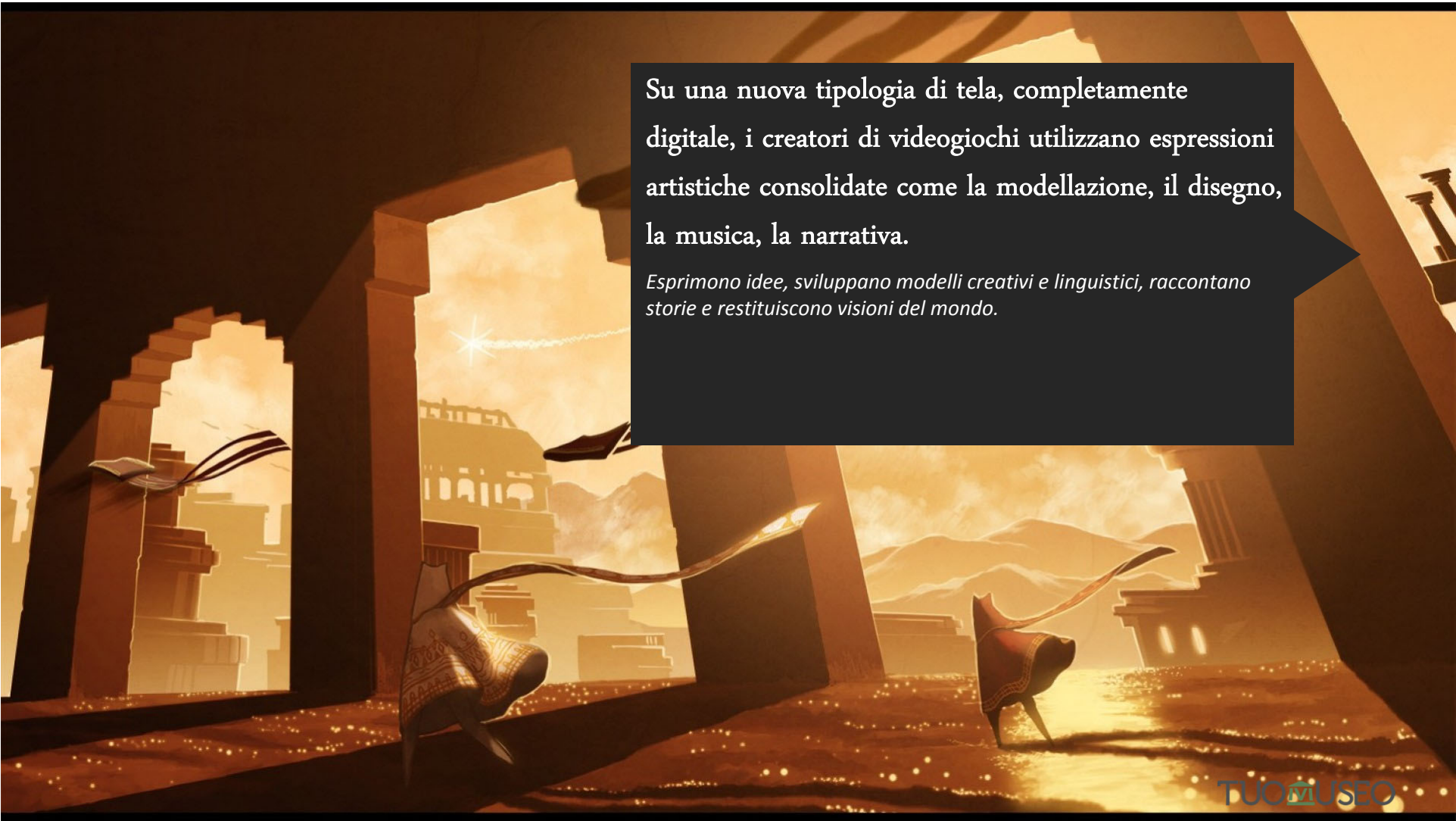


Cultural institutions and city managers should look at Fortnite and Candy Crush as models, and rivals, in reaching, engaging, transferring knowledge and monetizing the audience.



I videogiochi, a soli quarant'anni dalla loro nascita
sono diventati non solo la principale industria
creativa mondiale per fatturato e tempo speso
*ma anche una delle più complesse – e meno comprese
istituzionalmente – espressioni culturali del nostro tempo*

among the
SLEEP
TUOMUSEO



Su una nuova tipologia di tela, completamente digitale, i creatori di videogiochi utilizzano espressioni artistiche consolidate come la modellazione, il disegno, la musica, la narrativa.

Esprimono idee, sviluppano modelli creativi e linguistici, raccontano storie e restituiscono visioni del mondo.



“3P del COINVOLGIMENTO

Protagonismo, Partecipazione, Personalizzazione

TUO2USEO

SANSEPOLCRO (AR) 14/22 LUGLIO 2017

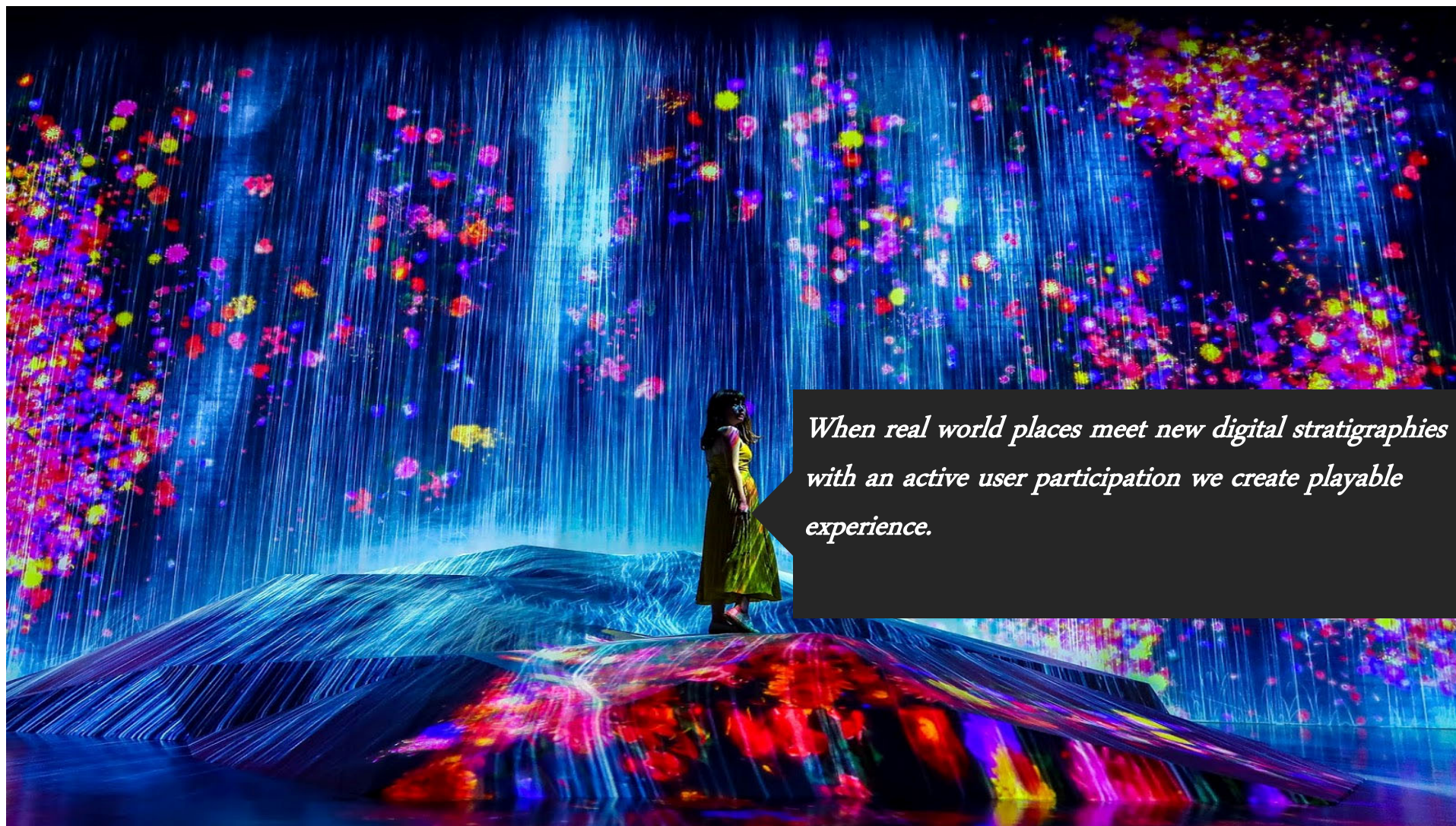
KILOWATT FESTIVAL

L'ENERGIA DELLA SCENA CONTEMPORANEA

15°
edizione

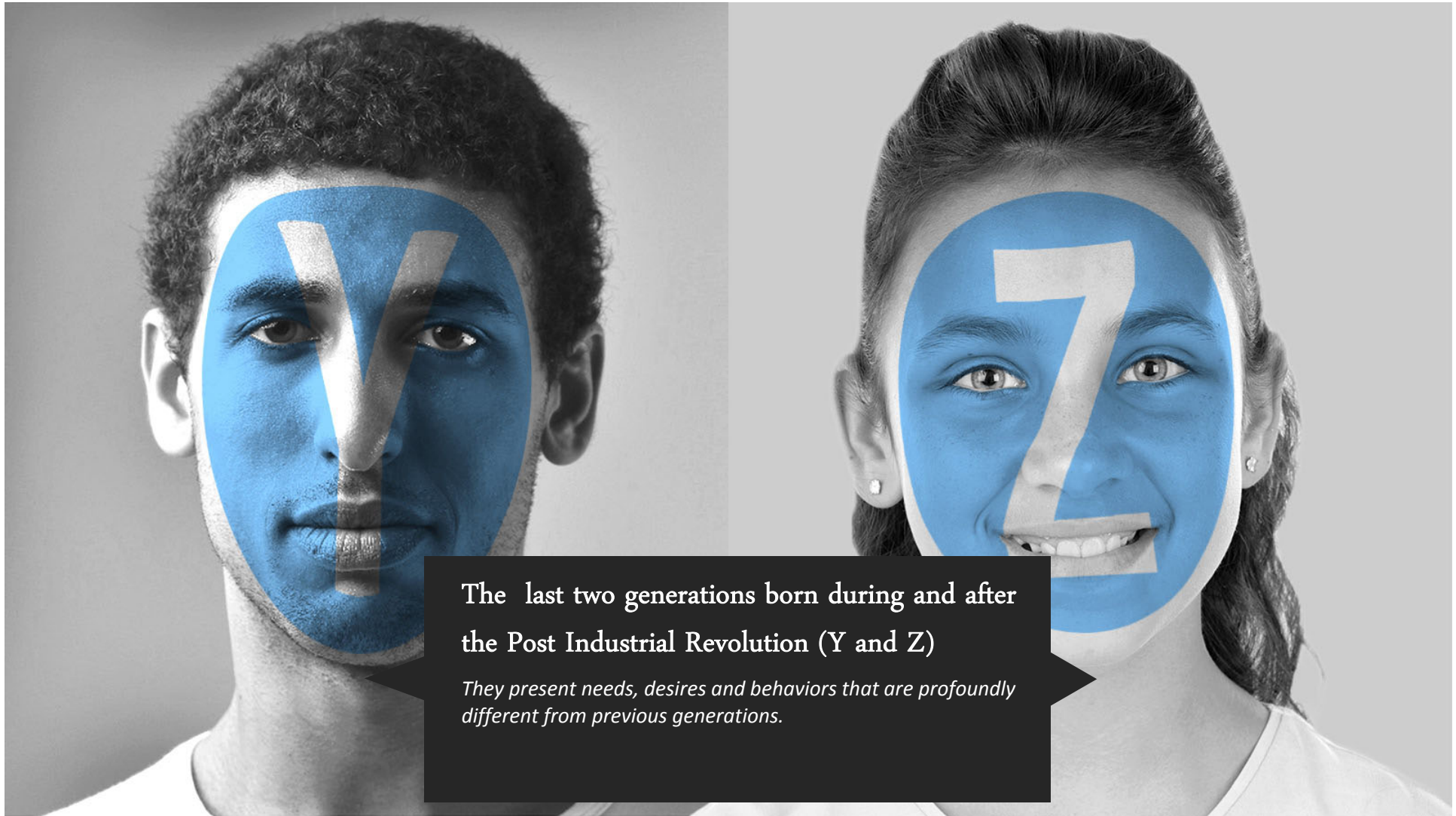
La scelta dei 9 lavori da ospitare non la fa il direttore artistico, ma un gruppo di persone che risiedono in Valtiberina Toscana, che hanno la caratteristica di essere semplici spettatori di teatro e di non essere ad alcun titolo operatori teatrali. Tra loro ci sono due commesse del supermercato, un professore dell'istituto tecnico, una barista, un operaio, una studentessa di lingue straniere, due elettricisti, tre pensionati. Il gruppo è composto da circa 30 persone. Questo gruppo di spettatori-selezionatori si è dato il nome de "I Visionari".

PROGRAMMA/PROGRAMME



When real world places meet new digital stratigraphies with an active user participation we create playable experience.





The last two generations born during and after
the Post Industrial Revolution (Y and Z)

*They present needs, desires and behaviors that are profoundly
different from previous generations.*



The distance between those who produce and those who consume culture is shortened.

At the same time we produce videos and consume videos produced by others on Youtube. We create and watch photos on Instagram, we buy video games in which we play an active role in shaping stories and altering endings. The same person writes and reads on Wattpad as well as on Wikipedia.



From places of consumption, our cultural spaces/territories can also become centres of cultural production.

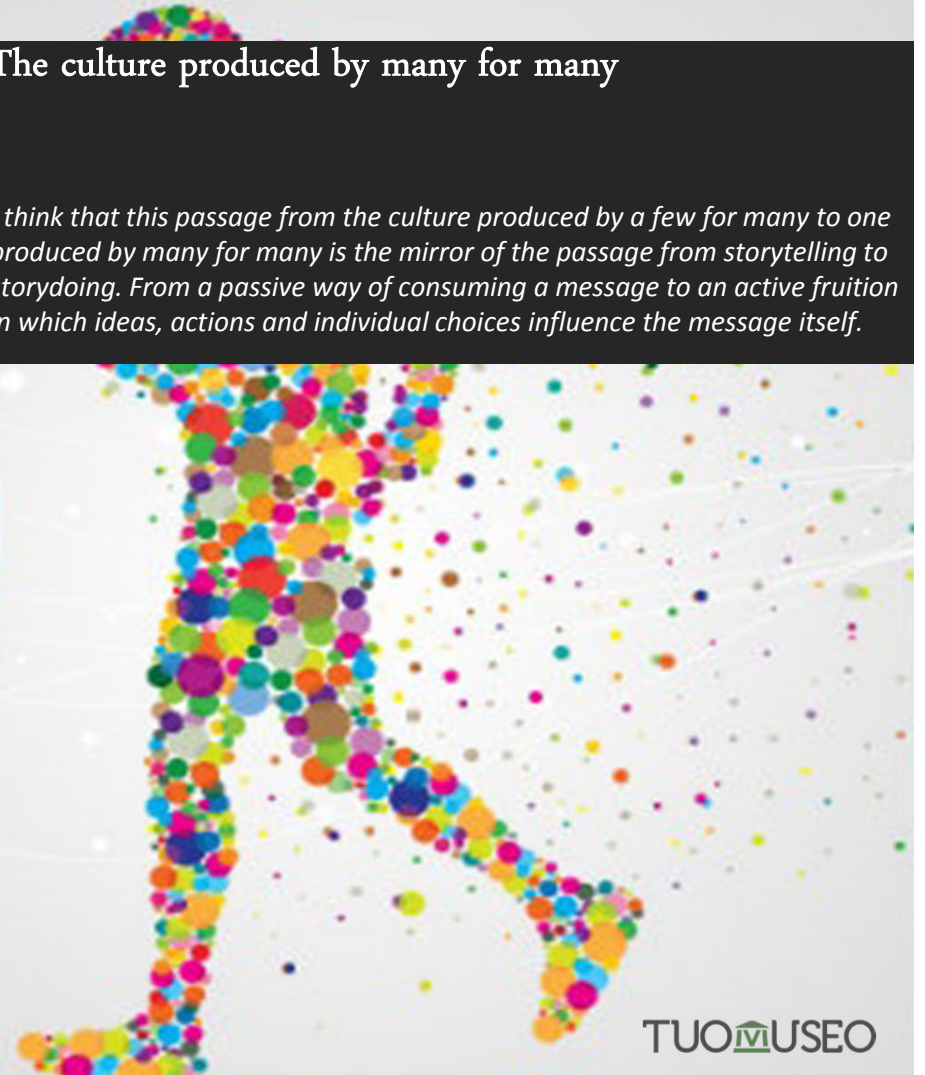
Museums have to be the house for those who can imagine, design and execute the Future. A premier destination for creative and entrepreneurs from all around the world, a privileged gate between the Past and the Future.

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Storydoing

The culture produced by many for many

I think that this passage from the culture produced by a few for many to one produced by many for many is the mirror of the passage from storytelling to storydoing. From a passive way of consuming a message to an active fruition in which ideas, actions and individual choices influence the message itself.



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STORYDOING



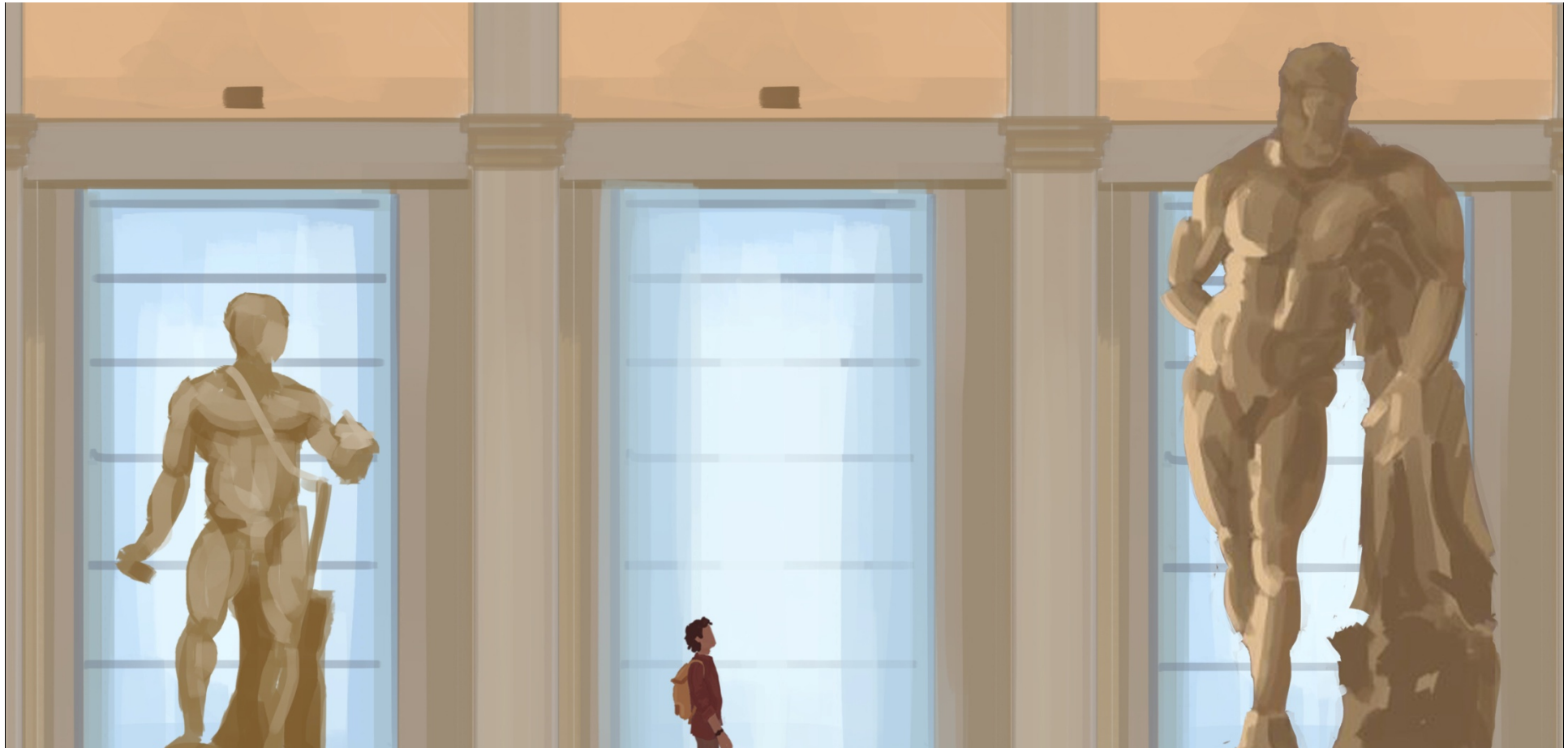
Video games are the only medium in which the audience speaks in first person "I saved the princess" or "I killed the dragon". This is the power of the **StoryDoing** where the audience actively participate in modelling the narrative of the experience through their decisions, even altering the ending. Our cultural spaces and cities don't provide room for audience protagonism.



FATHER AND SON

Father and Son is the first video game published by a museum for a worldwide audience

How many of you know that a video game like Father and Son has been downloaded more than 4 million and the players have spent about 1000 years of life playing? From India to China they experienced stories and aesthetics of Naples and the museum, crying taking meaningful decisions on the last day Pompeii's scene and laughing in front of the Hercules Farnese.

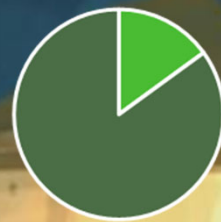


#1AWARENESS: The player must feel master of the choice, being able to weigh elements that push him to choose A rather than B. Randomness doesn't pay off. A mature choice that activates critical thinking and leaves no possibility of blaming the system for the consequences. The narrative power, in my opinion, is amplified as the awareness of a choice is clear but leaves a small margin of doubt in the player's head.

* 3 years after the launch:



■ male ■ female



■ Italy ■ other



✓ The game crossed the **4 million downloads** milestone.

✓ In the same time the museum has been **visited by 1.000.000**.

✓ The average age of gamers is **33 y.o.** with **35% of gamers are female**.

✓ Only **7% of gamers come from Italy**. We have a large user base in countries like Russia, China, India, US-

✓ **~1000 years have been spent collectively in to the game**. Consider the value in terms of education and marketing.

✓ The game received over **60.000 reviews** with an average rating of **4.7 out of 5**. X4 compared to the museum's tripadvisor page

* Leading new visitors to the museum

Father and Son attempts to bridge the gap across digital and physical experience. Here's how:



The game recognizes user's **geolocalization** when players visit the museum and new **bonus features** become available.

* Technology should not be a cost

“In our projects we are constantly **exploring new revenue streams models.**”



FIRENZE GAME: FISICO E DIGITALE



Grazie alla mappa di Firenze e delle sue attrazioni, il giocatore ha la possibilità da una parte di ottenere informazioni sui luoghi di interesse presenti, dall'altra di arricchire il proprio set di carte. Recandosi di persona nei pressi dei luoghi di interesse presenti sulla mappa, l'utente potrà attivare geolocalizzazione ed ottenere come ricompensa nuove carte speciali che renderanno più competitivo il proprio mazzo. Carte più rare potranno essere ottenute completando invece degli itinerari (es: itinerario Dantesco, oppure Residenze Medicee)

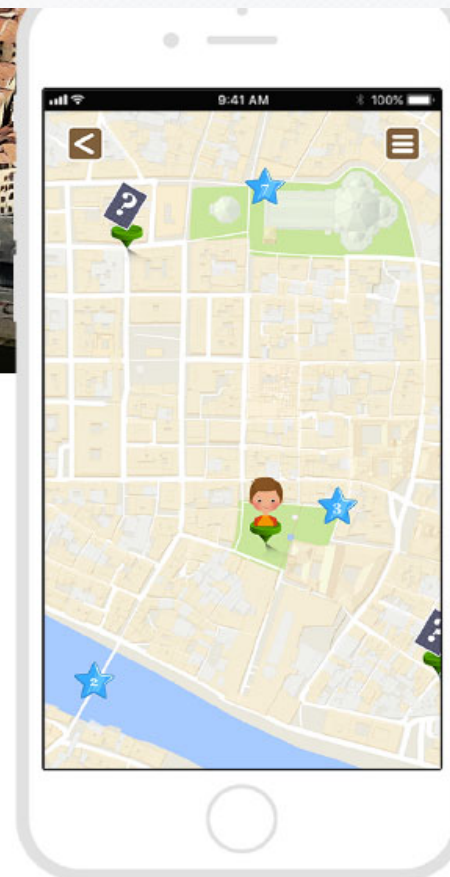


Classifica

Vincendo le partite, geolocalizzandosi nei pressi dei luoghi di interesse e completando itinerari, l'utente otterrà dei punti che gli permetteranno di entrare a far parte di una classifica dei migliori giocatori.

Collezione di carte

Questa sezione conterrà il set di carte collezionabile dell'utente. Saranno presenti sia le carte base sia le carte speciali o rare già ottenute o ancora da scovare visitando i luoghi di interesse.



ENGAGEMENT LOOP



Our efforts are mainly based around “on places” experiences. We are missing opportunities in reaching our audience before they visit our spaces and, above all, after they go away from our spaces.



ARTONAUTI!



ARTONAUT!

Le figurine dell'Arte

**PARTI CON NOI
ALLA SCOPERTA
DEI TESORI
DELL'ARTE**



**ALBUM +
3 PACCHETTI
3,00 €**

UN PROGETTO DI
WIZART
Impresa Sociale

PARTNER SCUOLE

La Spiga

EDIZIONI

CON IL SUPPORTO DI
Fondazione
CARIPLO



ARTONAUT



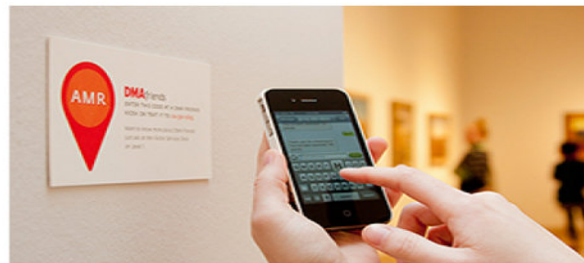
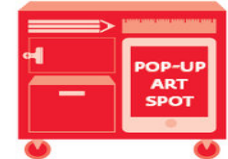
CERTiFICATO Di PUGLiESE
RiLAsCiATO A
FABiO ViOLA

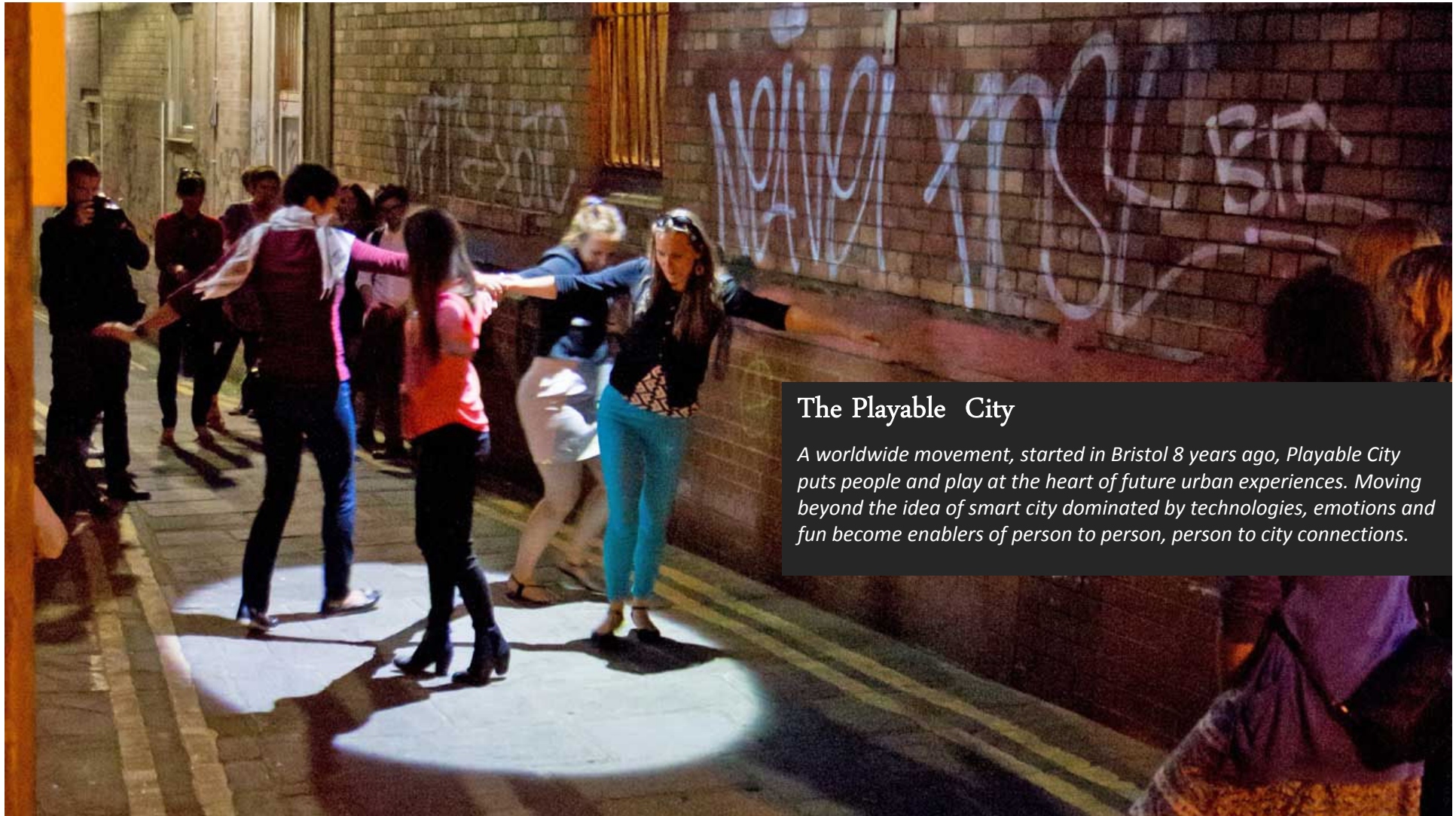


مخبر
expe

DOWNLOADING (0.0/1)







The Playable City

A worldwide movement, started in Bristol 8 years ago, Playable City puts people and play at the heart of future urban experiences. Moving beyond the idea of smart city dominated by technologies, emotions and fun become enablers of person to person, person to city connections.

SAVE YOUR VISIT WITH THE PEN AND RETRIEVE IT ONLINE

1

**USE THE
POINTED END
TO DRAW ON
INTERACTIVE
TABLES**

2

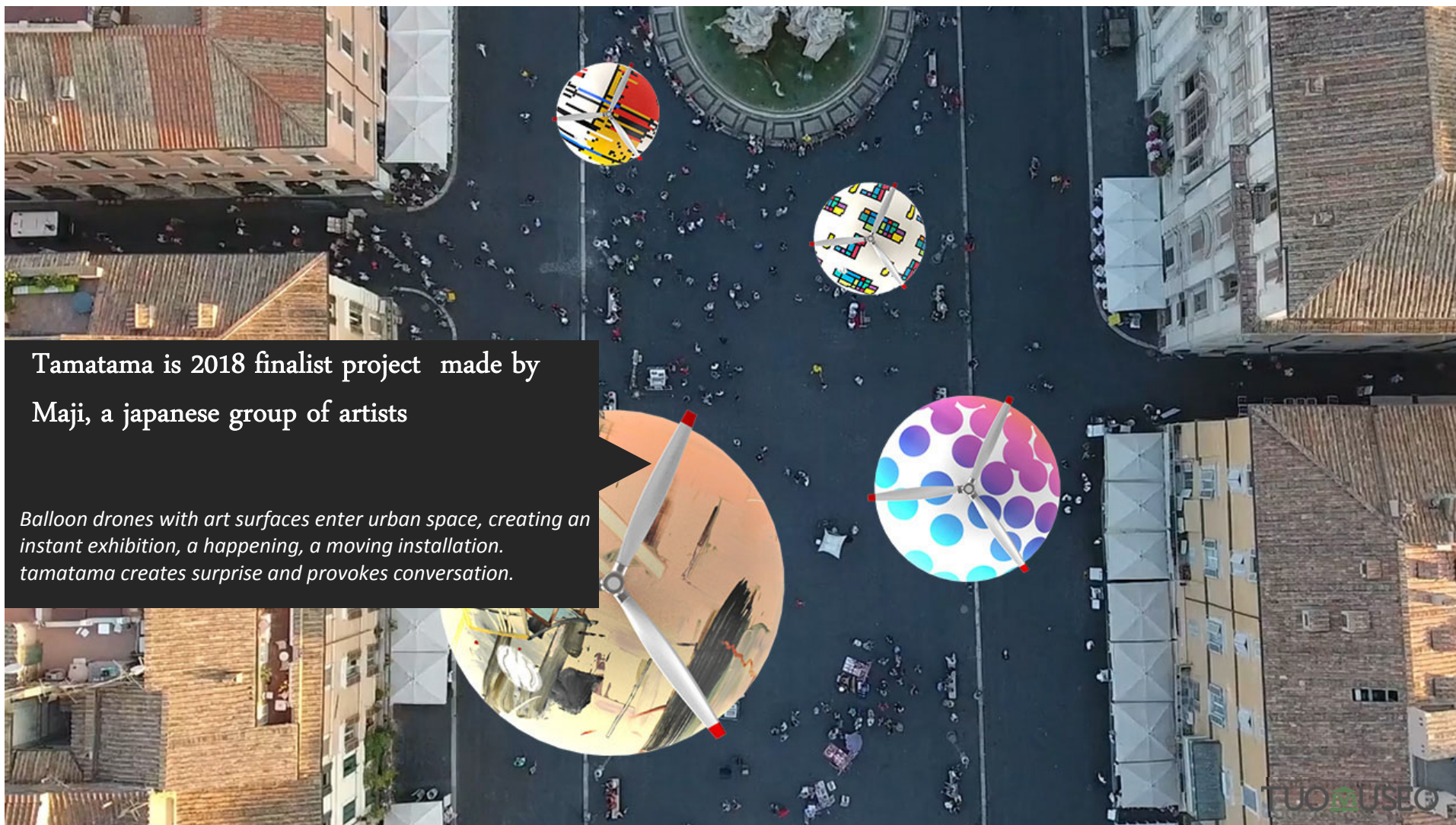
**USE THE FLAT
END TO SAVE:
ALIGN THE 
AND PRESS**

3

**FINISHED?
RETURN YOUR
PEN AT THE
MUSEUM
ENTRANCE**

4

**ACCESS YOUR
VISIT ONLINE AT
COOPERHEWITT.ORG/YOU
FIND YOUR CODE ON
YOUR ADMISSION TICKET**



Tamatama is 2018 finalist project made by Maji, a Japanese group of artists

Balloon drones with art surfaces enter urban space, creating an instant exhibition, a happening, a moving installation. tamatama creates surprise and provokes conversation.



THE 4C Formula: creativity, collective,
contamination and coinvolgimento
(engagement)

*In 80 days we collected 240 projects coming from 550
inventors and dreamers. Over 30 countries involved with out
of the box playable ideas.*

IN COLLABORATION WITH



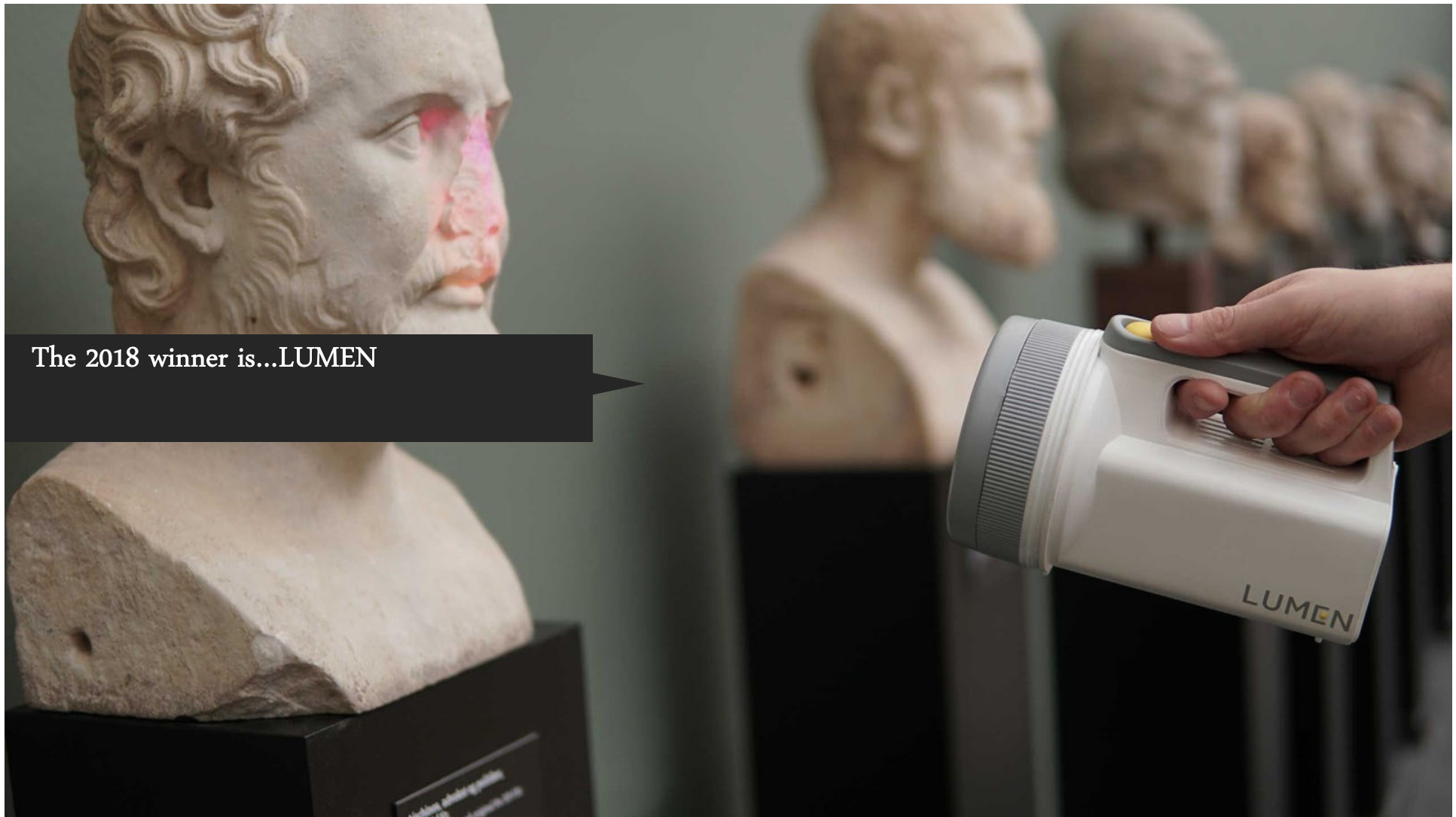
WITH THE SUPPORT OF



playable
museum
award

Re-create
the future museum

TUO  MUSEO



The 2018 winner is...LUMEN



PHYGITAL IS THE NEW NORMAL

Il nostro nuovo filone di ricerca e sperimentazione riguarda la contaminazione tra fisico e digitale . Esperienze in un sito fisico che viene aumentato attraverso la tecnologia stimolando la sensorialità dei visitatori, la loro co-creazione del tema e il continuo dell'esperienza usciti dal sito.



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A LIFE IN MUSIC

Available now on



App Store

and



Google Play

WWW.ALIFEINMUSIC.IT

On a new type of canvas, completely digital, game teams use consolidated artistic expressions such as modeling, drawing, music, narrative to give life to products in which they express ideas, develop creative and linguistic models, tell stories and return visions of the world. Videogames are not just a tool, this medium is a contemporary artistic and cultural expression.

مخبر
expe

DOWNLOADING (0.0/1)



Points

Tracking, Feedback



Badges

Goal-setting



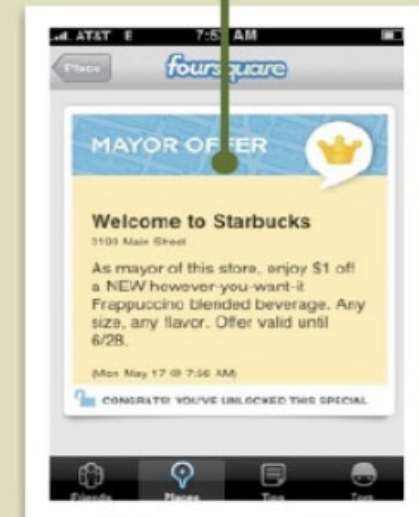
Leaderboards

Competition



Incentives

Rewards



Gamification doesn't mean PBLI

it is about understanding human emotions and nurturing the experience through a wide range of game mechanics and dynamics. Each motivation driver (self expression, empowerment, social attitude, exploration...) has a proper range of cards.





game designers + architects work together with 3 primary schools (Palermo, Rome, Favara) to redesign the cities of the future.

We choose Minecraft as common tool and created 1:1 scale map of the cities where children can unleash their vision. Game as urban planning tools, the future of our cities in the hands of whom will live in the 2050.

Scarica la app gratuita negli store
FREE DOWNLOAD



Firenze game

To relocate tourism flows and let under12 target to experience new stories and places

the municipality of Florence has launched Firenze Game, freely available on App Store and Google Play. Visiting "secondary" tourist and cultural sites you unlock digital cards (via GPS) to collect with which to challenge other players around the world and lead the leaderboard. New places and cards can be added in real time by the Municipality making the game an urban planning tool.



MINECRAFT

Minecraft diventa strumento di progettazione
partecipata

*Milioni di ragazzi in età scolare che ci restituiscono visioni ed idee
attraverso nuove mappe fedelmente basate su territori esistenti.*

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disponibile ora!

*Taranto, una storia
da vivere tra passato
presente e futuro*

PAST FOR FUTURE



BEST DIGITAL HERITAGE PROJECT 2018 –
ARTRIBUNE AWARD

M A R T A

Available on the
App Store

ANDROID APP ON
Google Play



Toscana Promozione Turistica ha utilizzato un videogioco per connettere territori
distanti tra loro e trasmettere l'identità etrusca grazie a Beyond Our Lives.

GRAZIE!

From Fabio and all the **Tuo Museo** team!



Let's stay in contact!

info@tuomuseo.it

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