



Soprintendenza Speciale  
di Roma  
Archeologia Belle Arti Paesaggio



## MISSIONE CULTURA

Publico e Privato per l'attuazione del  
PNRR tra innovazione e competitività

Real Collegio di Lucca  
6 - 7 ottobre



INTERNATIONAL  
SUMMIT OF  
IMMERSIVE  
EXPERIENCE

SECONDA EDIZIONE  
MUSEI DEL  
FUTURO

# GENIUS LOCI E MEMORIA LA PIATTAFORMA V.R.B.I.

Soprintendente Speciale  
Daniela Porro

Relatori:

Alessandra Fassio, architetto SSABAP

**Genius Loci, recuperare la memoria dello spazio urbano**

Bruno Restuccia, sceneggiatore e produttore

**La piattaforma V.R.B.I.**

LuBeC è un evento di



Con la partecipazione di



Con il sostegno di



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Pubblico e Privato per l'attuazione del  
PNRR tra innovazione e competitività

Real Collegio di Lucca  
6 - 7 ottobre



SECONDA EDIZIONE  
MUSEI DEL FUTURO

# V.R.B.I.

VIRTUAL REALITY BRIDGE INTERFACE

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THE LAND

LuBeC è un evento di



Con la partecipazione di

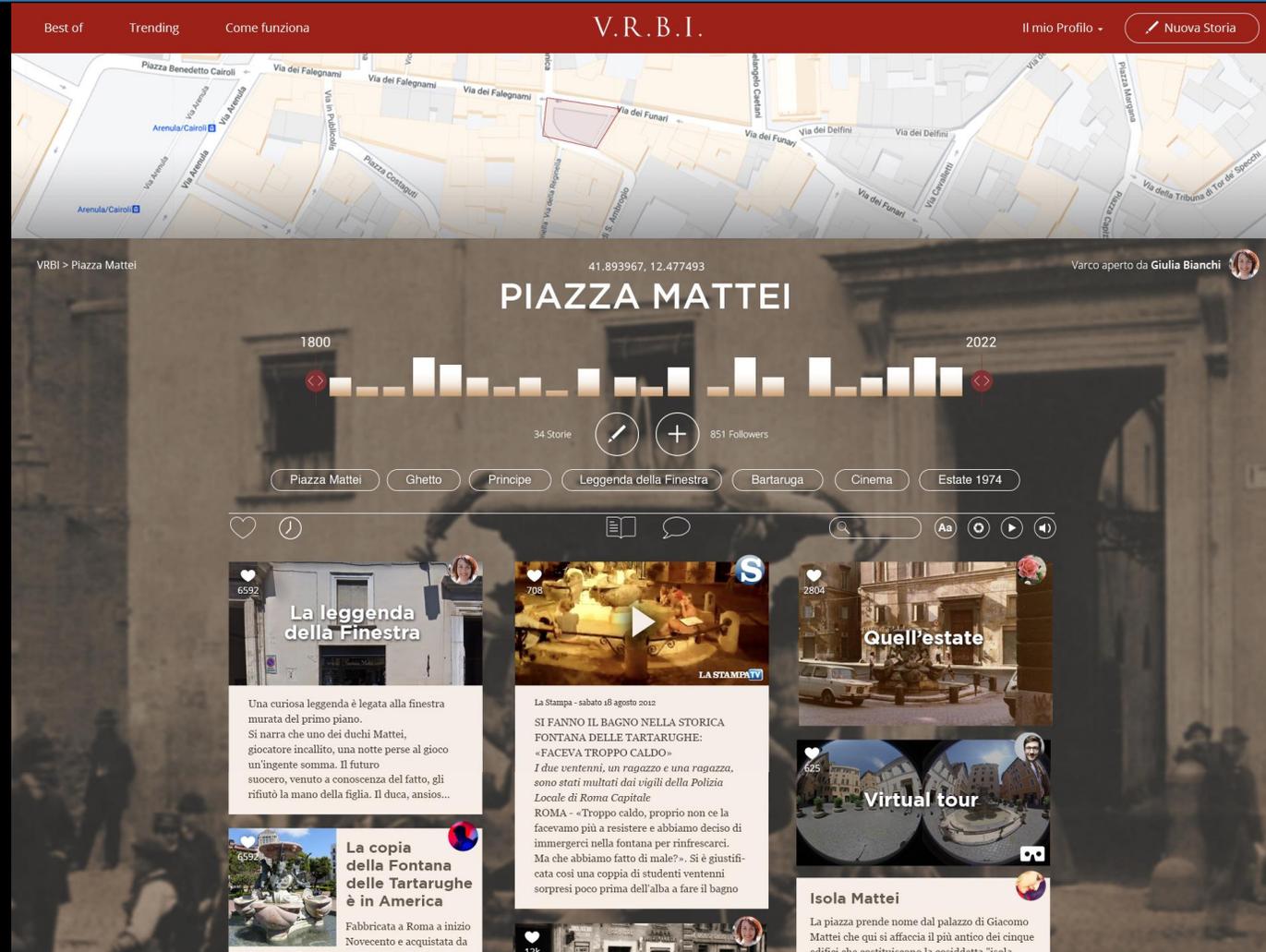


Con il sostegno di



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Best of Trending Come funziona V.R.B.I. Il mio Profilo Nuova Storia

VRBI > Piazza Mattei 41.893967, 12.477493 Varco aperto da Giulia Bianchi

**PIAZZA MATTEI**

1800 2022

34 Storie 851 Followers

Piazza Mattei Ghetto Principe Leggenda della Finestra Bartaruga Cinema Estate 1974

**La leggenda della Finestra** (6592 likes)  
Una curiosa leggenda è legata alla finestra murata del primo piano. Si narra che uno dei duchi Mattei, giocatore incallito, una notte perse al gioco un'ingente somma. Il futuro suocero, venuto a conoscenza del fatto, gli rifiutò la mano della figlia. Il duca, ansioso...

**La copia della Fontana delle Tartarughe è in America** (6592 likes)  
Fabricata a Roma a inizio Novecento e acquistata da...

**Quell'estate** (2804 likes)  
La Stampa - sabato 18 agosto 2012  
SI FANNO IL BAGNO NELLA STORICA FONTANA DELLE TARTARUGHE: «FACEVA TROPPO CALDO»  
I due ventenni, un ragazzo e una ragazza, sono stati multati dai vigili della Polizia Locale di Roma Capitale ROMA - «Tropo caldo, proprio non ce la facevamo più a resistere e abbiamo deciso di immergerci nella fontana per rinfrescarci. Ma che abbiamo fatto di male?». Si è giustificata così una coppia di studenti ventenni sorpresi poco prima dell'alba a fare il bagno

**Isola Mattei** (12k likes)  
La piazza prende nome dal palazzo di Giacomo Mattei che qui si affaccia il più antico dei cinque edifici che costituiscono la cosiddetta "Isola"

VRBI > Piazza Mattei

41.893967, 12.477493

Varco aperto da Giulia Bianchi

# PIAZZA MATTEI

1932 2022

34 Storie 851 Followers

Piazza Mattei Ghetto Principe Leggenda della Finestra Bartaruga Cinema Estate 1974

To Rome with love

Ciak all'alba per Woody Allen. Alle 7 il regista era già sul binario uno della stazione Termini (una sola scena alle 9 e via). Poi, sotto un caldo tropicale, spostamento a piazza Mattei, alla Fontana delle Tartarughe, dove è stato allestito il coreografico set per...

La notte brava

Il talento di Mr Ripley

Owen Wilson a Roma per Zoolander 2

La finestra di fronte





Di loro sappiamo tutto.





ma di lei?





Un luogo è  
Esperienza.  
Memoria.  
Relazione.



Un luogo è  
la somma delle storie  
che l'hanno attraversato.



nella rete del “qui e ora”  
**queste storie sono destinate  
a sparire per sempre.**

place

time

+

go

london

1976

+

go



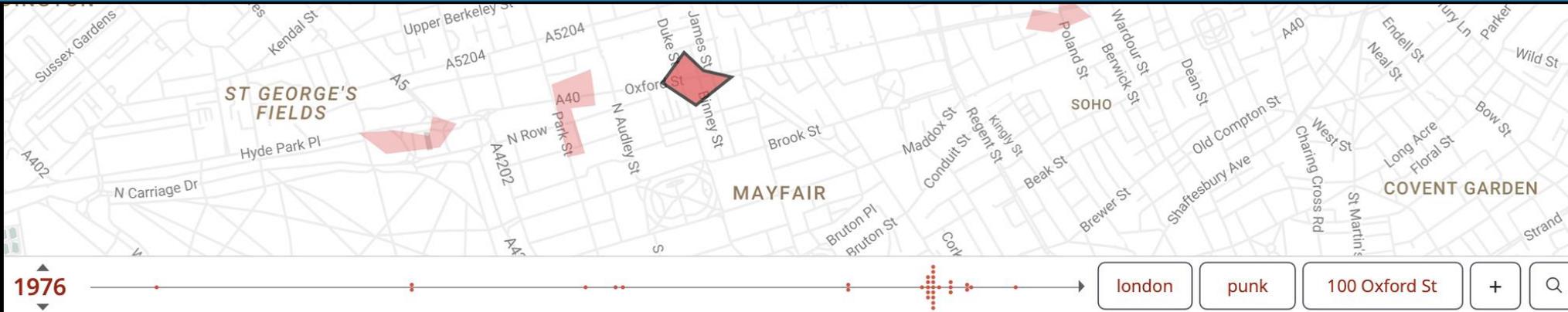
london

1976

punk

100 Club, Oxford St

go



John Reed

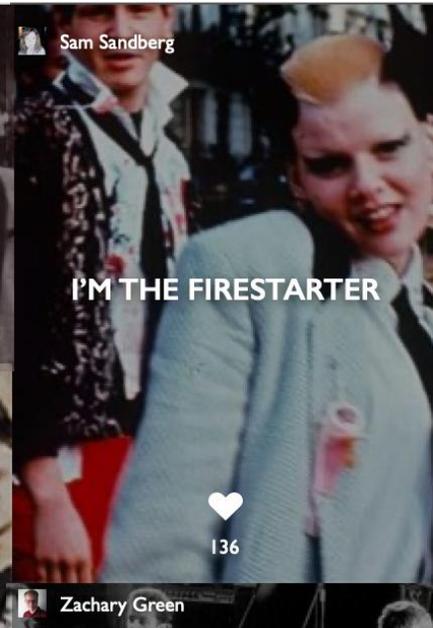


Michelle Brigandage

MICHELLE AND BRUNO  
AT THE 100 CLUB



Jim Blue



Sam Sandberg

I'M THE FIRESTARTER



Zachary Green

TAG CLOUD



RECENT ACTIVITIES



1976

london punk 100 Oxford St

John Reed

Michelle Brigandage  
MICHELLE AND BRUNO  
AT THE 100 CLUB  
81

Sam Sandberg  
I'M THE FIRESTARTER  
136

Jim Blue

Zachary Green

TAG CLOUD

THE CLASH VIVIENNE WESTWOOD  
SEX PISTOLS MALCOLM McLAREN  
SIOUXSIE AND THE BANSHEES

RECENT ACTIVITIES

Peppermint @pepper  
lorem ipsum dolor sit met  
consequitur velit ut

1976

london

punk

100 Oxford St

+

Q

# Michelle and Bruno at 100 Club

9.21.1976



Michelle Brigandage

#TheClash, #JoeStrummer, #Strummet, #London, #UKPunk, #Punk, #punxnotdead #101oxfordstreet #seventies



My boyfriend **@Bruno** and I were a little different at school in that we loved **#RoxyMusic**.

I think we loved them better than Bowie - 'though we saw him on the 76 **Thin White Duke** tour.

We loved **#LouReed** and the Velvets and the **#RockyHorrorPictureShow**.

Bruno had a massive record collection for the time. We just liked things that weren't long hair and flares and dull, like Led

Zeppelin, Lynyrd Skynyrd, Genesis.... this made us odd at school.

He read the **#MelodyMaker** and when we were about 15/16 we started going to gigs, even rock'n'roll gigs.

It was fun but there was a feeling in the air that something was about to happen, about to explode - then one



TAG CLOUD



RECENT ACTIVITIES



**Peppermint** @pepper  
lorem ipsum dolor sit met  
consequitur velit ut  
6 hrs ago



**SeanHenry** @sean1966  
Sed ut perspiciatis unde omnis  
iste natus error sit  
22 hrs ago



**ConnieRoscoe** @connie\_R\_uk  
Ut enim ad minima veniam, quis  
nostrum exercitationem  
friday



**Peppermint** @pepper  
lorem ipsum dolor sit met



**Michelle Brigandage**

@mbrigandage

+ follow

42

Stories

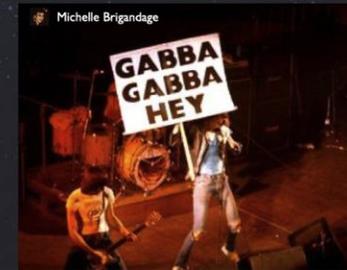
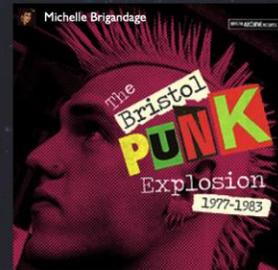
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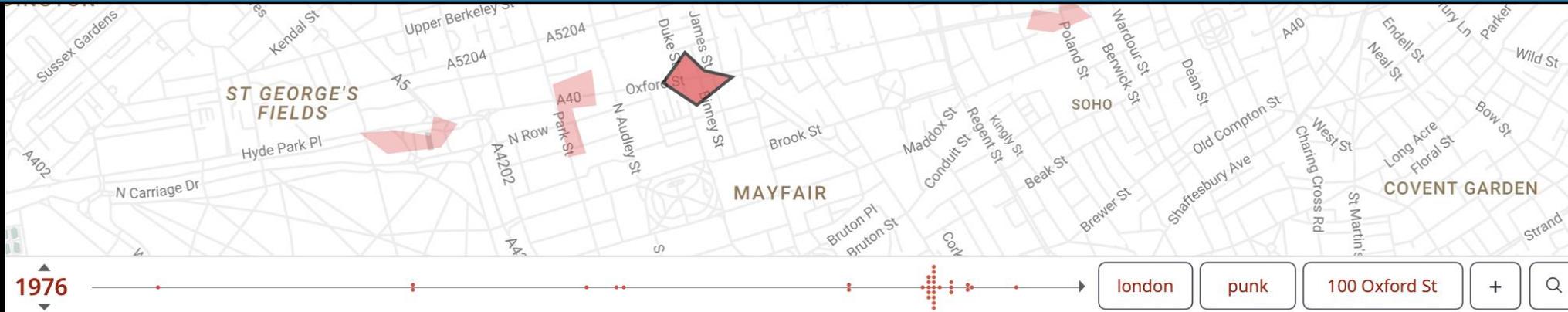
followed places

781

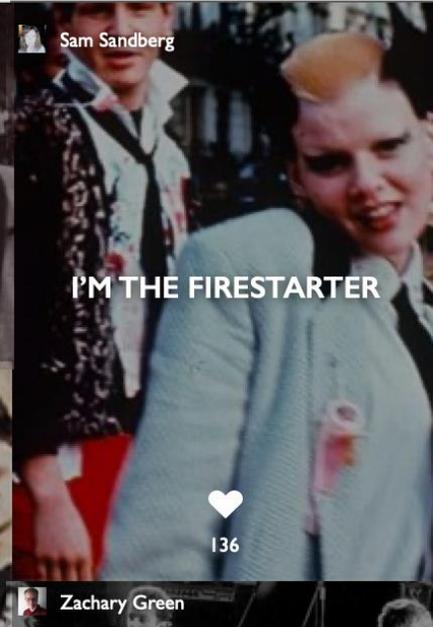
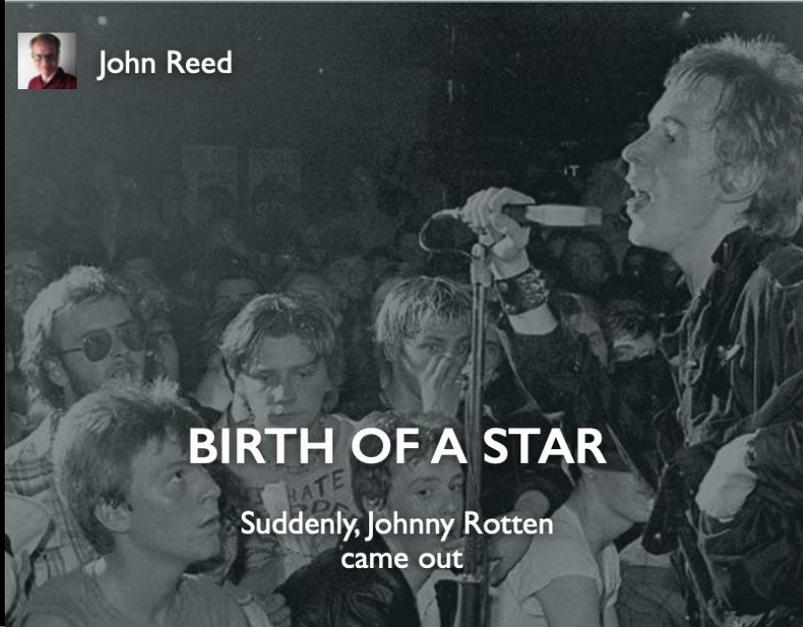
followers

- london
- 1976
- punk
- 100 Club, Oxford St
- seventies
- thelash
- loureed
- uk
- bristol
- 1977
- 1980
- velvet underground
- siouxsieandthebanshees





John Reed



TAG CLOUD

- THE CLASH
- VIVIENNE WESTWOOD
- SEX PISTOLS
- MALCOLM McLAREN
- SIOUXSIE AND THE BANSHEES

RECENT ACTIVITIES

Peppermint @pepper  
lorem ipsum dolor sit met consequitur velit ut

1976

london punk 100 Oxford St

John Reed

BIRTH OF A STAR

Suddenly, Johnny Rotten came out

Michelle Brigandage

MICHELLE AND BRUNO AT THE 100 CLUB

81

Sam Sandberg

I'M THE FIRESTARTER

136

Jim Blue

Zachary Green

TAG CLOUD

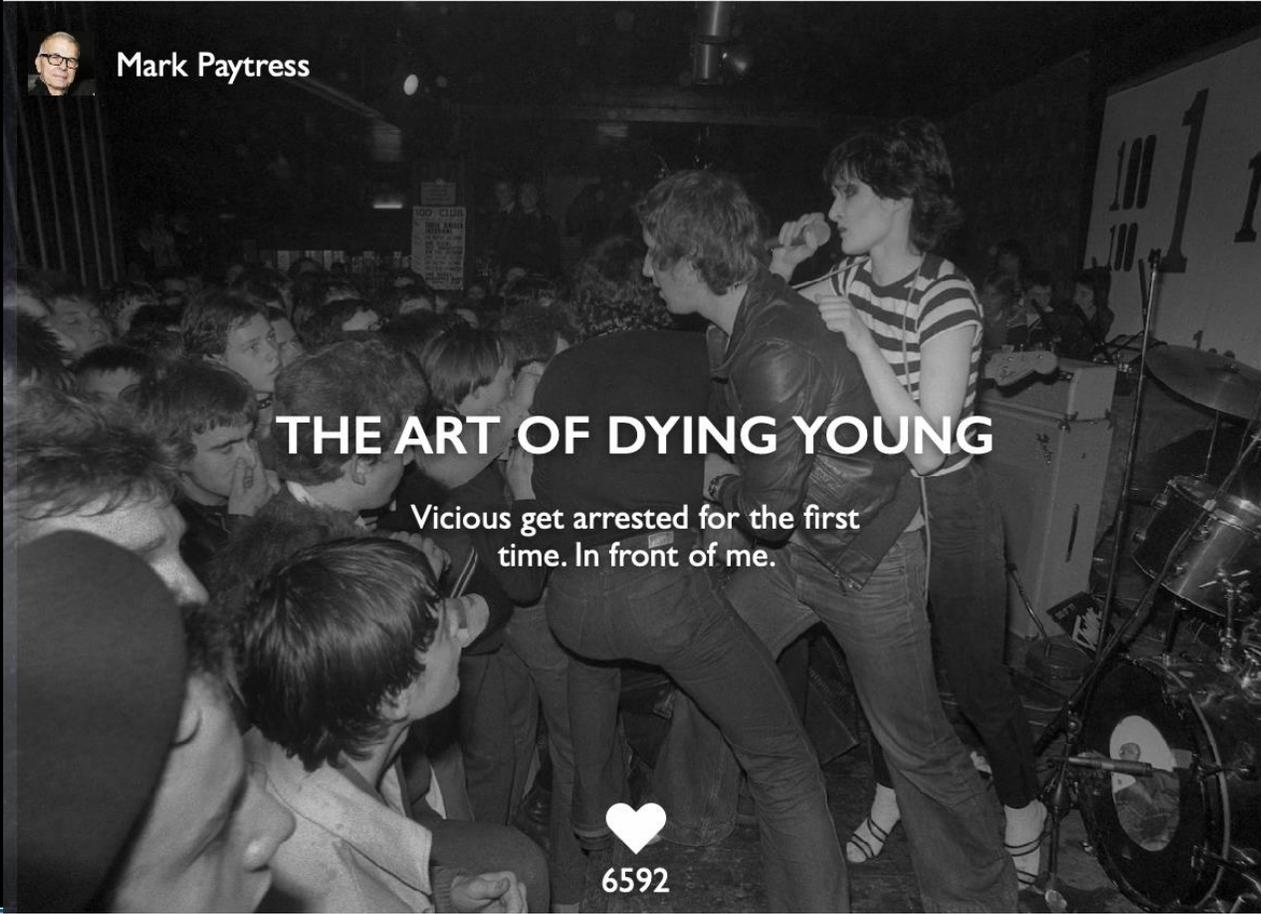
THE CLASH VIVIENNE WESTWOOD SEX PISTOLS MALCOLM McLAREN SIOUXSIE AND THE BANSHEES

RECENT ACTIVITIES

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lorem ipsum dolor sit met consequitur velit ut



 **Mark Paytress**



**THE ART OF DYING YOUNG**

Vicious get arrested for the first time. In front of me.

 6592

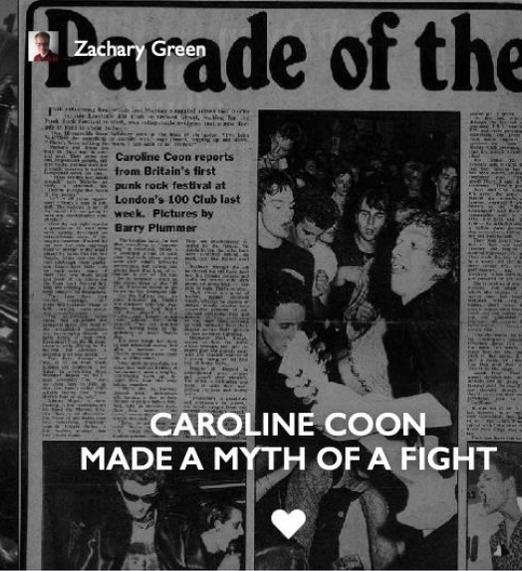
 **Sam Sandberg**



NICE SHOT, SIR!



 **Zachary Green**



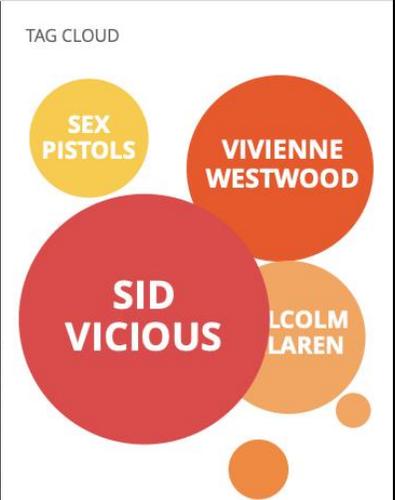
**Parade of the**

Caroline Coon reports from Britain's first punk rock festival at London's 100 Club last week. Pictures by Barry Plummer

**CAROLINE COON MADE A MYTH OF A FIGHT**



TAG CLOUD



SEX PISTOLS

VIVIENNE WESTWOOD

SID VICIOUS

COLM LAREN

RECENT ACTIVITIES

 **Peppermint** @pepper  
lorem ipsum dolor sit met consequitur verit ut  
6 hrs ago

 **SeanHenry** @Sean1966  
Sed ut perspiciatis unde omnis iste natus error sit  
22 hrs ago

 **ConnieRoscoe** @connie\_R\_uk



# The art of dying young

 Mark Paytress

#SidVicious #SexPistols #1976Sept22 #VivienneWestwood, #100Oxf, #MelodyMaker, #Siouxsie

Sid is deep in the crowd, not too far from the bar, and at an angle to the stage. With him is a clutch of *nouvelle vague* notables.

There is cackling #VivienneWestwood, bottle blonde matriarch of punk epicentre SEX - basically an ideologically-charged clothes shop - and seamstress to the new rising anti-stars.

Steven 'Two-Tone Spunker' Severin and Siouxsie Sioux stick close by too.

Like Sid, they're two of The Sex Pistols' most celebrated, visible followers. Unlike him, they're middle class and come from the suburbs. Caroline Coon, #MelodyMaker's resident punk enthusiast, recently described them as 'The Bromley Contingent', and now they're already legends at punk hangouts such as SEX and Louise's.

Twenty four hours earlier, these Bromley bizarros and blasphemed all over the 100 Club stage, twisting and shouting with untrained irreverence over a gloriously moronic beat bashed relentlessly



9.22.1976

TAG CLOUD



RECENT ACTIVITIES



Peppermint @pepper

lorem ipsum dolor sit met consequitur velit ut  
6 hrs ago



SeanHenry @sean1966

Sed ut perspiciatis unde omnis iste natus error sit  
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6 hrs ago



SeanHenry @sean1966

Sed ut perspiciatis unde omnis

1976

london punk 100 Oxford St

9.22.1976

## The art of dying young

Mark Paytress

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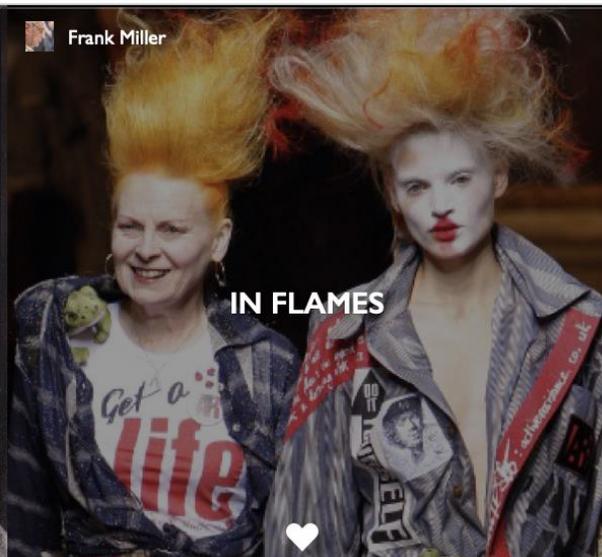
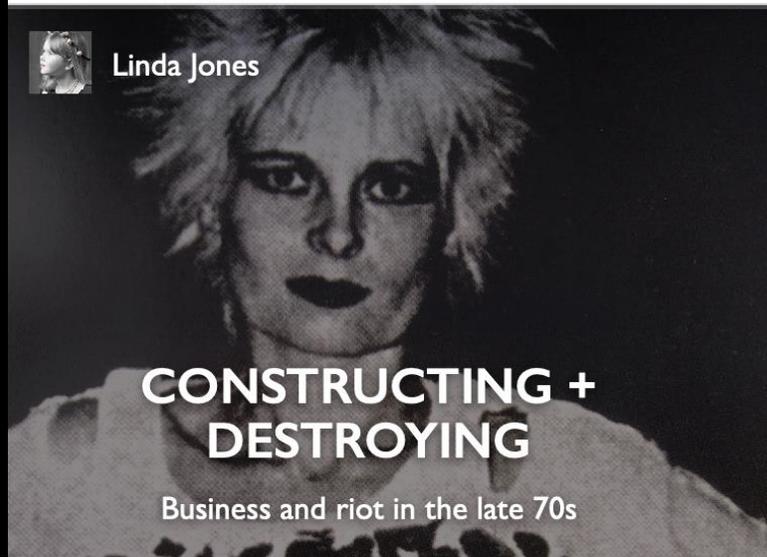
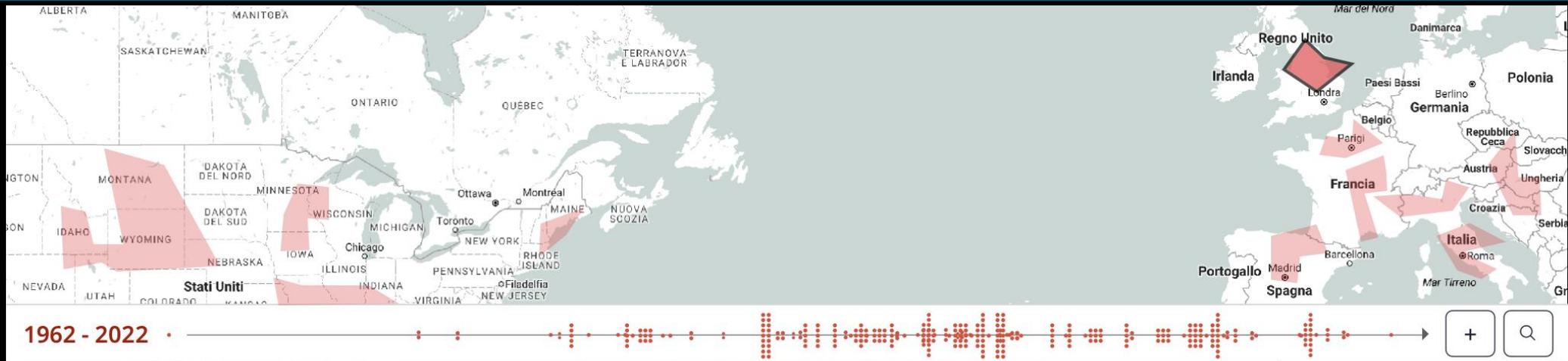
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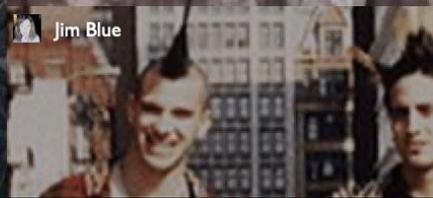
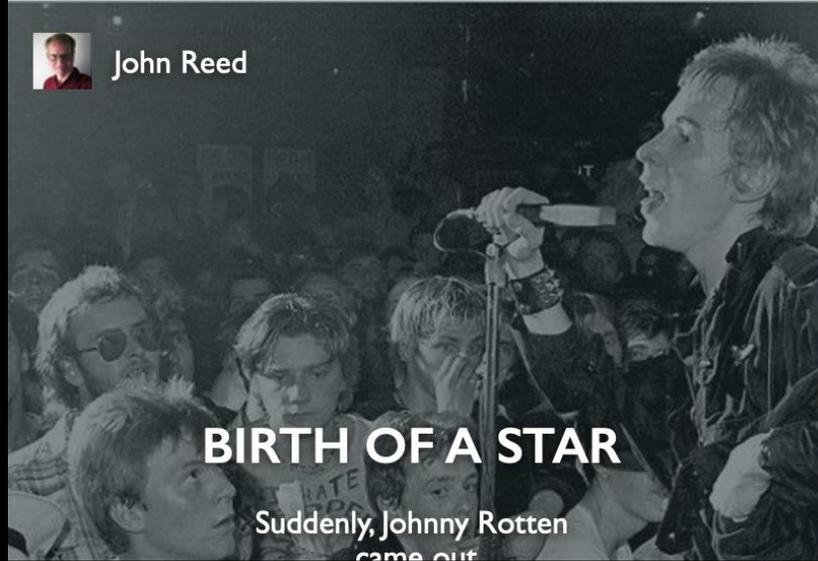
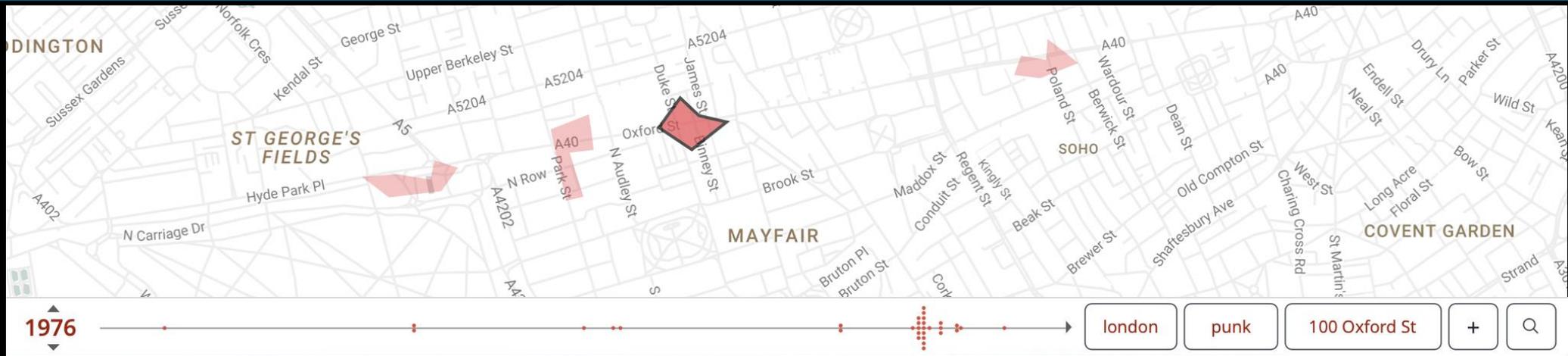
TAG CLOUD

- THE CLASH
- VIVIENNE WESTWOOD
- SEX PISTOLS
- IRMAN LAREN

RECENT ACTIVITIES

- Peppermint @pepper  
lorem ipsum dolor sit met consequitur velit ut  
6 hrs ago
- SeanHenry @sean1966  
Sed ut perspiciatis unde omnis iste natus error sit  
22 hrs ago
- ConnieRoscoe @connie\_r\_uk  
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today
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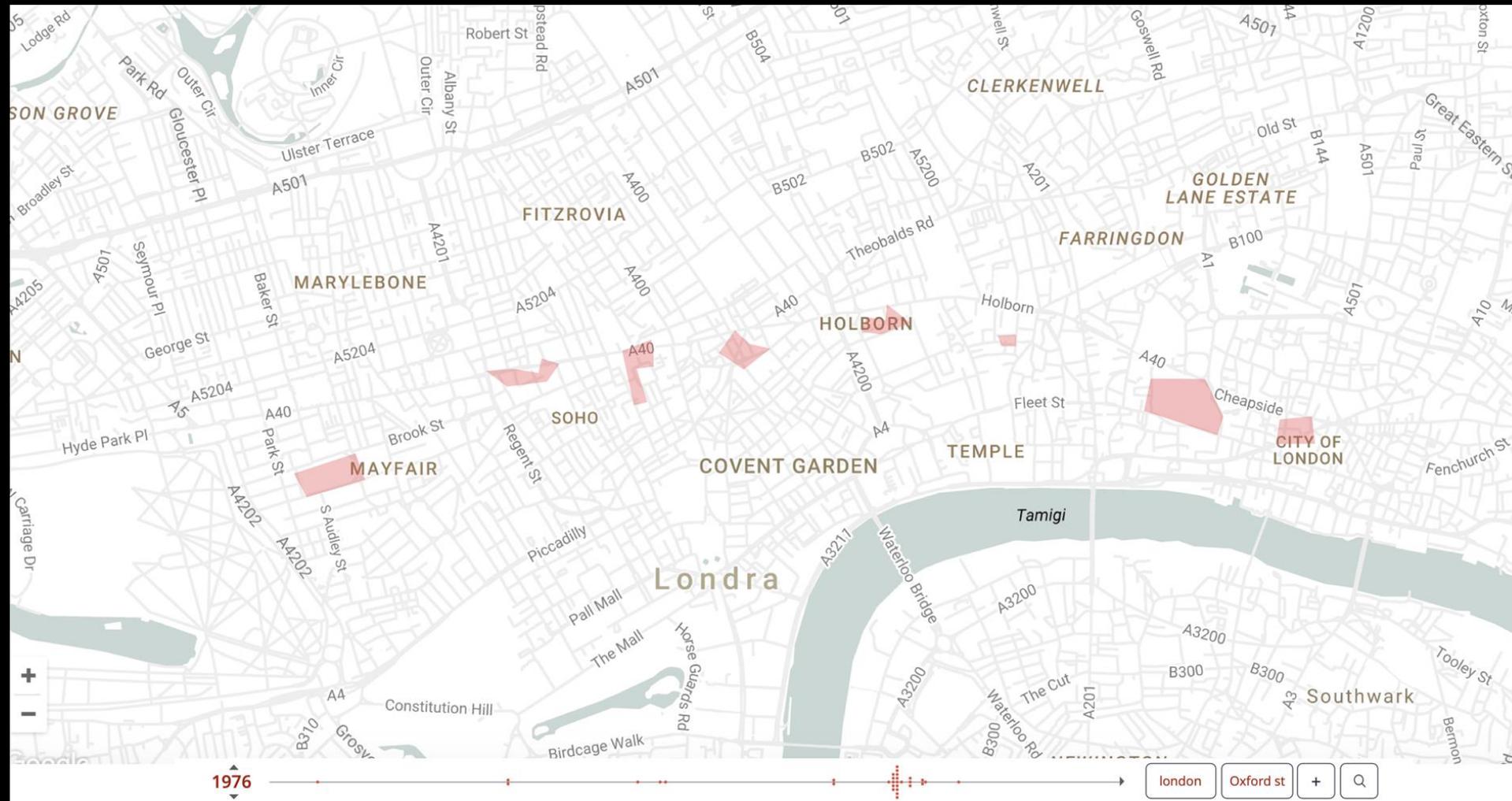


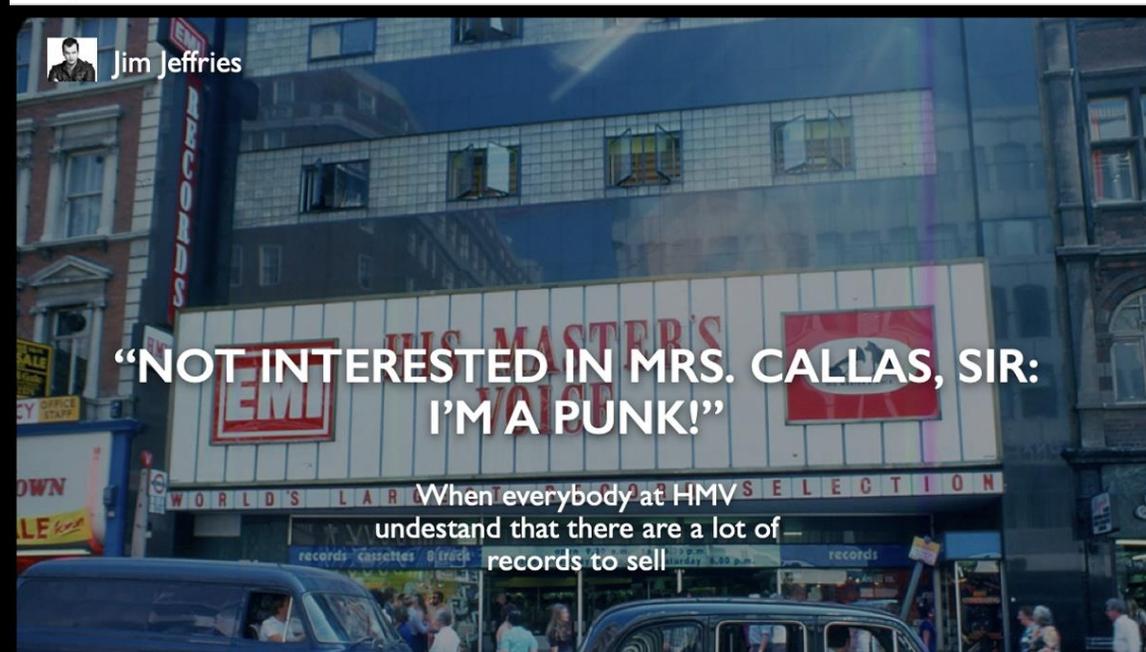
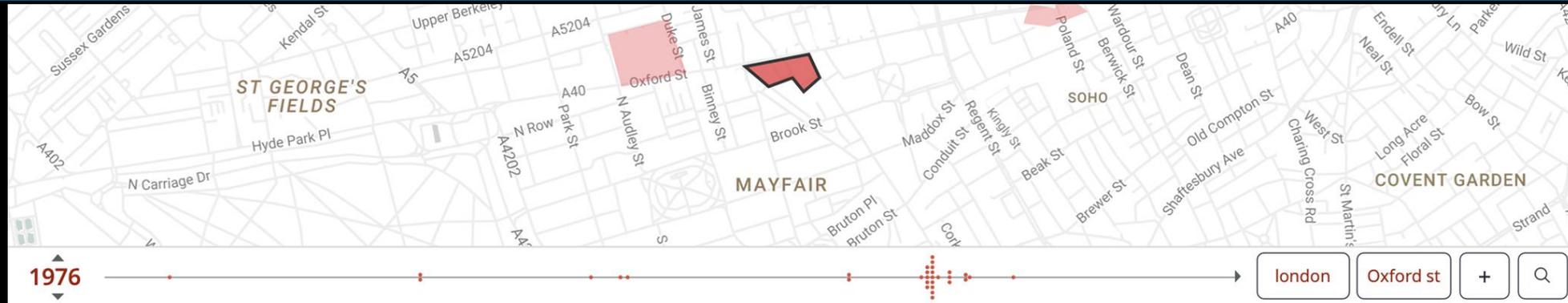


TAG CLOUD

- THE CLASH
- VIVIENNE WESTWOOD
- SEX PISTOLS
- MALCOLM McLAREN
- SIOUXSIE AND THE BANSHEES

RECENT ACTIVITIES





TAG CLOUD

- DAVID BOWIE
- EMI
- HMV
- MISS FRIDGE

RECENT ACTIVITIES

Peppermint @pepper  
lorem ipsum dolor sit met consequitur velit ut  
6 hrs ago

1900-2022

london Oxford st + 🔍

Lynn Masterson

**HMV: HERE MUSIC VALUES**  
The story of the most important record store in UK

1687

Jim Jeffries

**"NOT INTERESTED IN MRS. CALLAS, SIR: I'M A PUNK!"**

136

Claude Latouche

**2013: THE DAY BEFORE CLOSING**

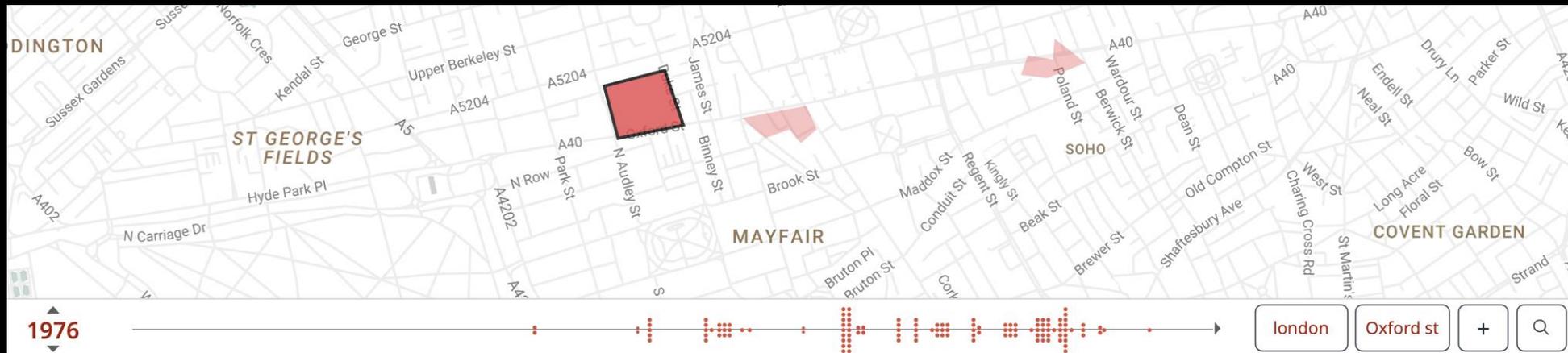
TAG CLOUD

- LONDON STORES
- EMI
- HMV
- MISS SELFRIDGE

RECENT ACTIVITIES

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lorem ipsum dolor sit met consequitur verit ut  
6 hrs ago

**SeanHenry** @sean1966  
Sed ut perspiciatis unde omnis iste natus error sit  
22 hrs ago



TAG CLOUD

- LONDON STORES
- IRA
- MISS SELFRIDGE
- IMV

RECENT ACTIVITIES

Peppermint @pepper  
lorem ipsum dolor sit met



I luoghi comuni  
non esistono.



di questo sappiamo tutto

... ma di lei?

QUI ABITAVA  
ADELE ASCARELLI  
NATA 1898  
ARRESTATÀ 16. 10. 1943  
DEPORTATA  
AUSCHWITZ  
MORTA  
IN LUOGO IGNOTO  
IN DATA IGNOTA

# V.R.B.I.

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THE LAND

Grazie