

ARCHEOVIRTUAL WORKSHOP SCHEDULE

Archeovirtual workshop - "Archeology and Cultural Tourism "on Play ".

October 28th, 2017 | 15:00 - 18:00 | Conference Room, Archaeological Museum, Paestum (SA)

Usual appointment of the Mediterranean Archaeological Tourism Exchange Fair is the Archeovirtual Workshop, linked to the **Exhibition** at the Paestum Archaeological Museum.

The workshop aims at comparing the potential of video games and the latest immersive and portable technologies with scientific research in the field of communication and cognition, looking at the past and (consciously) to the future. If today's video game industry succeeds in reaching millions of players, whose age is growing, and getting new creative companies emerging, it is clear that the potential benefit of Culture and Tourism is evident too. ***How to integrate the video-game experience in the educational museum visit, with the tourist offer?*** This is the question around which the discussion of the workshop of October 28th will be held, and that will see the participation of leading figures in research, culture, technology and video game industry.

Following the greeting of the director of BMTA, UGO PICARELLI, and the director of CNR ITABC, PAOLO MAURIELLO, AUGUSTO PALOMBINI (researcher at Cnr-Itabc) will introduce the discussion; CIA President, ALESSANDRO PINTUCCI will draw a summary on the representation of the typical archeologist in video games and its social implications; DAVIDE MANCINI (IViPro) will illustrate the design of a platform that connects history, cultural sites and video games; SOFIA PESCARIN (researcher at Cnr Itabc, director of ArcheoVirtual) will talk about the role of scientific research to support the development of videogame-oriented heritage communication and learning, at European level; NICOLA BORRELLI and BRUNO ZAMBARDINO (Mibact Dir. Cinema) and Francesco PALUMBO (Mibact Dir. Turismo) will look at recent ministerial measures to stimulate this expressive form in relation to cultural growth and the new "Italy for Movies" platform; PAOLO GIULIERINI (director of MAN Museum) will tell the real experience of a museum director who has invested in video game as form of valorization; AESVI will provide a perspective of the video game market and evolution over the next few years, while MARCELLO MINUTI (Ist.Luce - to be confirmed) will illustrate the forms of interest that the world of Italian cinema is addressing in the video game world.

15:00 *Greetings* (Paolo Mauriello, Director CNR ITABC)

15:15 *Introduction* (Augusto Palombini, CNR ITABC)

15:30 *How archaeology has influenced the VideoGame sector* (Alessandro Pintucci, CIA)

15:45 *Connecting Stories, Location and VideoGames* (Davide Mancini, IVIPRO)

16:00 *Scientific Research and Video Applications* (Sofia Pescarin, CNR ITABC)

16:20 *Videogames and education: a cognitive perspective* (Rosy Nardone, UNIV. CHIETI)

16:40 *Italy For Movies and Tax Credits: MIBACT Cinema and Tourism initiatives for the video game industry* (Nicola Borrelli [tbc], Bruno Zambardino, MIBACT DG Cinema) (Francesco Palumbo, MIBACT DG Tourism [tbc])

16:50 *A videogame for the museum: "father and son"* (Paolo Giulierini, Ludovico Solima, Archaeological National Museum, Naples)

17:10 *The Video Games Industry: Novelty and Potential* (Giorgio Catania, AESVI)

17:30 *Events and video games in Rome* (cinecittà, Luce Institute ([tbc] Ist. Luce)

17:50 *Conclusions*

The workshop is organized by CNR ITABC as part of the H2020 REVEAL project.