



ANCONA MOLE Auditorium 18 giugno 2019

SCHEDA GIURIA

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laurea - insegnamento - docente *University - degree -subject – teacher*

Università degli studi di Macerata
 Corso di laurea Beni culturali e turismo & Corso di laurea in Scienze dell'educazione e della formazione.
 Insegnamento: Storia dell'arte contemporanea
 Docente: Giuseppe Capriotti

Nome progetto *Project name*

ArtView – The Art next to You



Squadra *Team*

Elena Basso – Serena Bordoni – Marta Giammarini– Renata La Marca – Giulia Mangialardo – Benedetta Novelli – Matteo Palermo – Enrico Panichelli – Giulia Ruggeri – Luca Sorichetti – Matteo Zega

Idea *Idea*

ArtView is an **application** that allows to discover contemporary artists from Marche region and the territories which influenced their artistic production.
 You will learn by **playing** mini educational games: you can virtually enjoy ArtView from home or by spending a day in the suggested towns. For each town we offer a route that describes the artist's palces and production. For every stop-over we created different activities to rise the user's interest and to simplify the learning process. In this way **art** becomes **fun!**
 We provide exlcusive content! We carried out a research in order to discover untold stories that make our contents unique. We met relatives, friends and people who personally knew the artists.
 The app also addresses the societal challenges of inclusion. In fact, we elaborated a version of the app for visually impaired and blind people. Art has to be for everybody.
 To connect artists and territory, and to sustain the costs of the project, we have selected some economic activities linked to the artists and we included them in the itineraries. While visiting the cities, users will gain a level up system, experience and special discounts in the different places!
 Furthermore ArtView offers a credits collection system: the player will obtain credits to get special gadgets like t-shirts with our logo and books on the artists.
 We have already prepared itineraries and activities for 6 cities: Ancona with "Premio Marche", Civitanova Marche with Arnoldo Ciarrocchi, Grottammare with Pericle Fazzini, Macerata with Futurism and in particular Ivo Pannaggi, Monte Vidon Corrado with Osvaldo Licini and Montefiore dell'Aso with Adolfo de Carolis.



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Problema e soluzione *Problem and solution*

Contemporary artists from Marche region are mostly unknown! In general contemporary art is regarded as something very exclusive and difficult to understand. In addition, nobody has valorised local contemporary artists in an innovative, enjoyable and attractive way as we plan to do! We met people and interviewed them. We studied their habits, tastes and desires. In addition, we made a survey and discovered that 65% of people do not know any contemporary artist from Marche region! We want to simplify the understanding of contemporary art by means of an app that combines itineraries and educational digital games which tell the story of the artists. 98% of interviewed people are very interested and attracted by the idea of learning by playing with educational digital games and getting exclusive contents and untold stories on the personal life of artists.

Obiettivi *Objectives*

Artview tries to spread contemporary art from Marche region to as many people as possible, by making it accessible, understandable, attractive and funny! In addition, we aim to valorise the territory. Finally, accessibility, usability and inclusion are undeniable strengths of our project because we want to spread art to everyone. To this end, our attention is also focused on disable people. Our app offers them differentiated routes and activities.

Impatto *Impact*

The itineraries will invite people to travel all over the region. In this way the territory will be valorized, as well as fostering economic activities linked to tourism, art and culture. The development of new itineraries will facilitate the creation of a network between our team, local economic operators and public bodies. We promote certain structures that are linked to the artists. In this way we will generate a constant flow of tourists and we will receive in exchange monthly subscriptions and sponsorships.

Sviluppi futuri *Future Plans*

In the next 6 months ArtView will include further towns of Marche Region. Then, in the next 12 months we aim to cover all the major towns of the region. After that, in the next 24 months, we plan to replicate the model in other Italian regions, by extending the number of artists, routes and games.