SSM minutes box

"SSM minutes box" is a device for kids that allows people to make an experiential, digitized and customizable journey to rediscover the territory of the city of San Severino Marche from Elcito, a small village whose knowledge has spread in recent years. During such a journey people assist to stories and concepts expressed through simple and inspiring language based on the theme of time. "Time is money" is in fact the basis of the experience: the more time you spend in the places of San Severino Marche, the more prizes you can get. The purpose of the experience is to allow a greater influx of tourists to the territory of San Severino, to promote its visibility, to enhance its value, and to make its visitors discover and become interested in even the most "hidden" sides of the town.

MACROSCENERY: EMOTIONAL STIMULATION IN TOURISM

It is easy to have an impactful experience in a city like Rome, New York, London...in these metropolises there are so many stimuli that it is practically impossible not to find something that appeals to us, that allows us to have the experience we are looking for. However, when it comes to small towns and villages, the matter begins to be a little different: the place can leave something behind for those who are particularly attached to that place, for those who are looking for a bit of tranquility and slowness. Slowness is a value that has been rediscovered among people especially with the advent of the Covid-19 pandemic. Slow tourism and domestic tourism became popular in these years when traveling abroad was complicated: people rediscovered the beauty of inland vistas and the values of villages and towns that were very often forgotten.
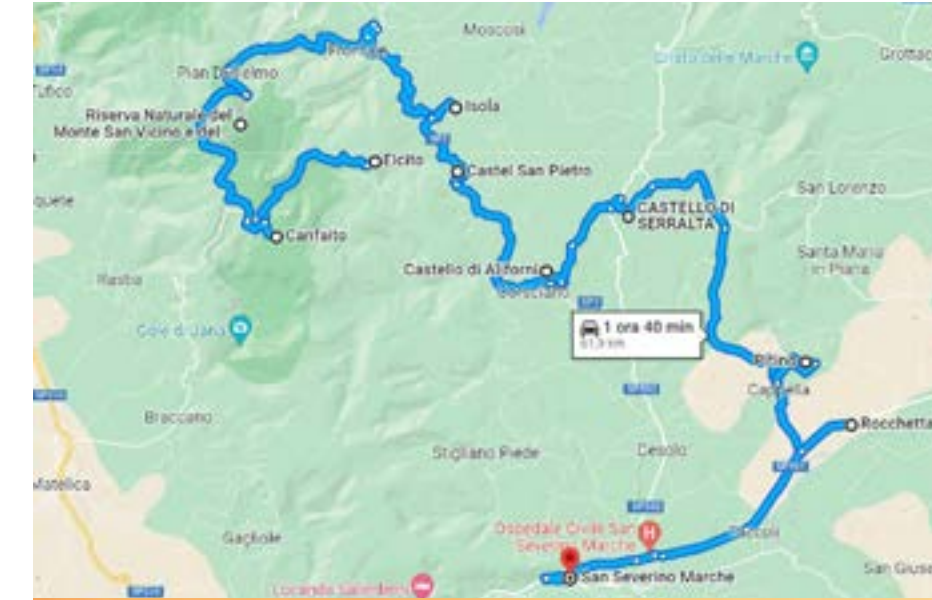
Now that people have returned to traveling, it is a challenge to carry forward the rediscovery of these places as well: is it possible to create experiences, to give people the chance to get excited even in more anonymous places where stimuli may be few?
How to bring forward domestic tourism and the development of the economy of small towns? Is it possible to renew interest in a country that may be underestimated by those who do not know it through experiential tourism and storytelling?

MICROSCENARY: STIMULATING TOURIST ACTIVITY IN THE TERRITORY OF SAN SEVERINO MARCHE

The place I wanted to focus my attention on is San Severino Marche because in addition to being a town that I know very well since it is the place where I was born and my family lives, it is also a very large town, known yes on a name level but very little on a cultural and territorial level. It is also a country that in recent years has had a history, on the level of tourism, that has been fluctuating and in my opinion interesting.

THE CONCEPT

Realization of a pathway experiential, digitized and customizable, starting in Elcito, a small village in San Severino Marche, telling stories and concepts expressed through a language simple, innovative and inspiring based on the theme of time.

Autore: Valeria Panzarani

The route is a step-by-step journey concerning places different from them. Therefore there is a need for a common thread that can unite them: it is the theme of time. In fact, Elcito is also referred to as "the village that has stood still in time."
In particular, taking a cue from the famous movie Intime, in the concept time is considered as money to be earned and to be able to spend in the center of San Severino Marche.

THE EXPERIENCE

The experience consists of driving to Elcito, "the village that stood still in time"; then picking up the "SSM minutes box" device and getting a Qr code. At this point there is the "study" of the device and the experience to be had. Then the routes that can be taken, the ways and amount of points that can be obtained, the affiliated activities, and the prizes that can be won. Walking tour of the village of Elcito, reaching the multimedia totem and scanning the Qr code. Choosing the type of story or trivia you want to participate in and scanning the Qr code. Scanning the Qr code at the end of each trivia attended. Earn points in minutes that accumulate over the course of the tour: the more stops you visit, the more stories you hear, the more minutes you accumulate. Reach other destinations and earn more minutes through multimedia totems until you arrive in San Severino Marche. Reach participating venues and scan the Qr code from the shopkeeper. Obtain the prize.