

# VASARI project - Smart Art experiences

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# Project, Consortium

**SANTER REPLY spa,**  
**@CULT srl,**  
**ILLOGIC srl,**  
**HERITAGE srl,**  
**Officina Rambaldi srl,**  
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**DATABENC SCarL:**  
**(WebGenesys srl, Conform**  
**Scarl, ES srl Progetti e Sistemi)**

**Università degli Studi di Milano,**  
**Università degli Studi di Salerno,**  
**Università degli Studi del Molise,**  
**CINI:**  
**(Università degli Studi dell'Aquila,**  
**Università degli Studi di Palermo,**  
**Università degli Studi del Sannio,**  
**Politecnico di Bari)**



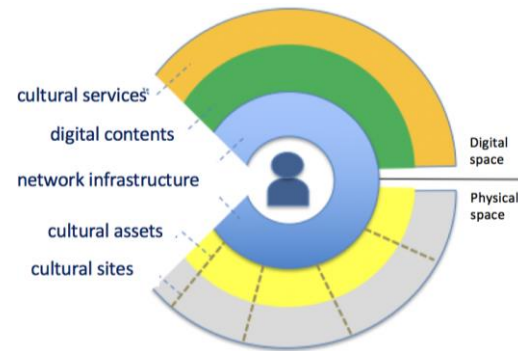
**9 Companies + 7 Universities**

**5 pilots**

**ICT + humanities**

> 20 researchers, PhD students involved

# VASARI Goals



User-oriented valorisation of cultural heritage, for **personalized and contextualized** visits, with engaging storytelling accessible at different levels.



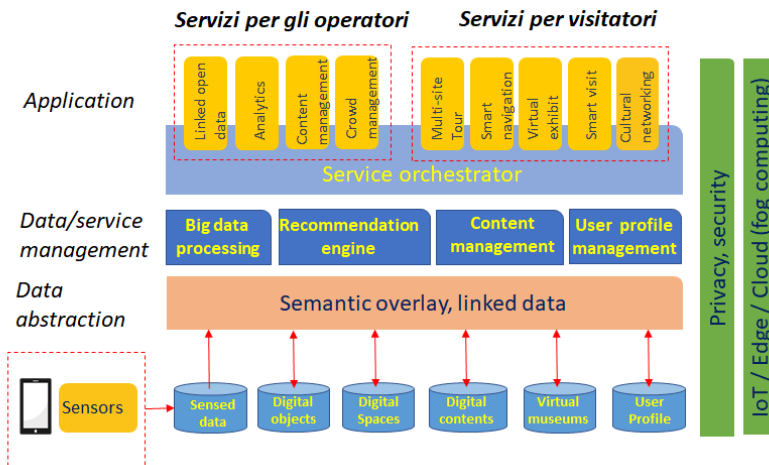
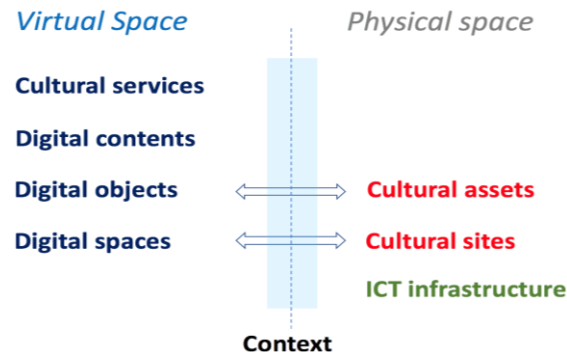
**User-centered** cultural fruition solution, for different audiences. VASARI exploits new technologies that can help overcome the environmental, cultural, physical and attitudinal barriers that can hinder people in visiting a cultural place.



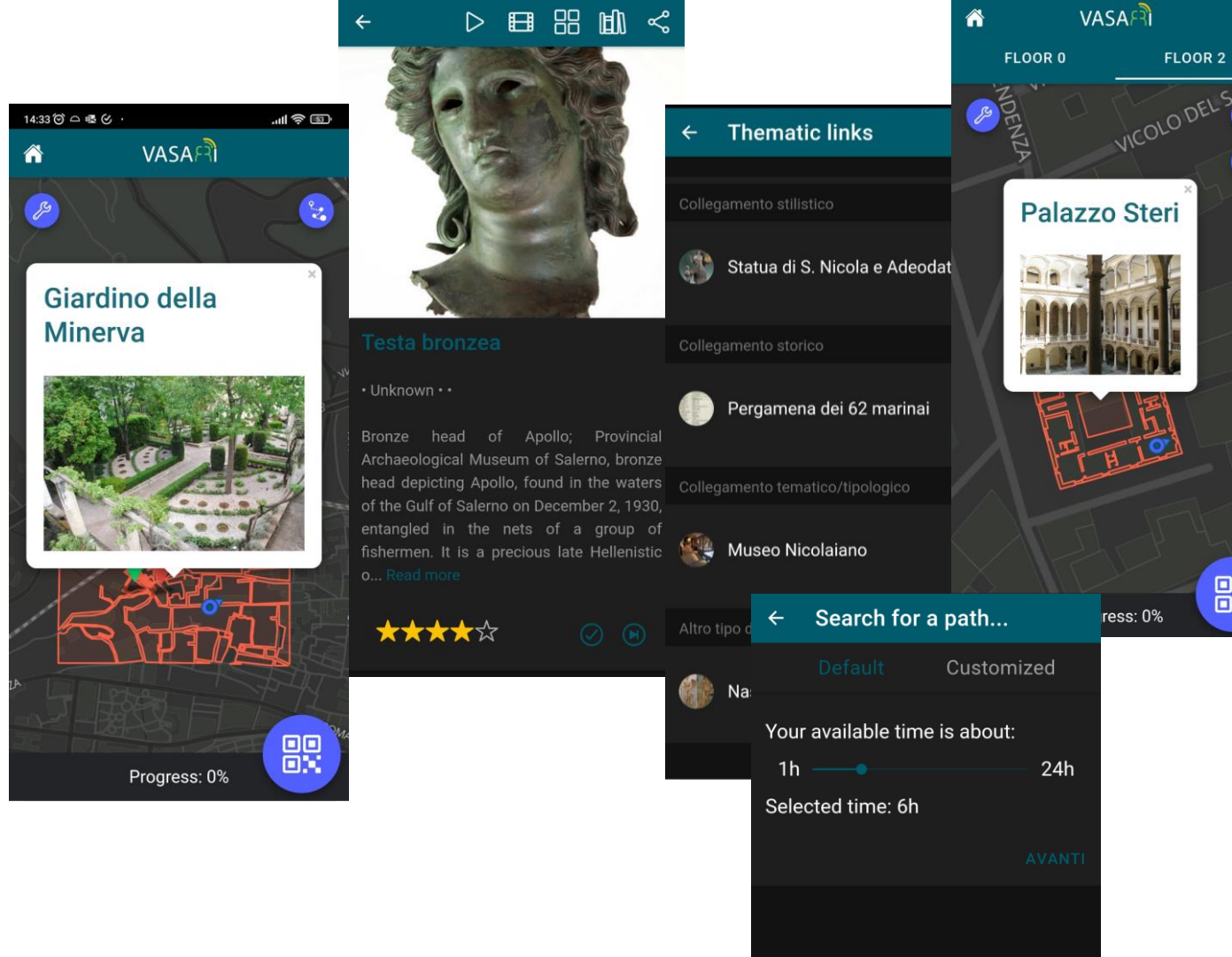
To allow the enhancement and use of the assets of the national cultural heritage through a single platform of data and services. Allow economies of scale to systematise resources and offer coordinated services in a **multi-site** logic

# VASARI platform

- Cultural sites (physical spaces) integrated with the corresponding digital spaces and services
- Context Detection and Interaction between People and the Environment (Feedbacks and Recommendations based on profilation, AR/VR information, queue management)
- Reference to National cataloguing standards (ICCD) + linked data + data/metadata oriented to fruition/enhancement



# MULTI-SITE APP




## «Smart Table»



Palermo



VR



[PROGETTO VASARI](#)
[GUIDA](#)
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VALORIZZAZIONE SMART DEL PATRIMONIO ARTISTICO DELLE CITTÀ ITALIANE




# CARCERI DELL'INQUISIZIONE

Sperimenta un viaggio virtuale all'interno del complesso monumentale di Palazzo Chiamamonte-Steri di Palermo direttamente dal tuo browser

DISCOVER NOW


## Guida per la navigazione all'interno dell'ambiente virtuale

Se usi uno smartphone, mettilo in orizzontale e naviga con Google Chrome per un'esperienza migliore.


**Porte e frecce**

Questi simboli ti permetteranno di entrare e uscire dagli ambienti.



**Cerchi gialli**

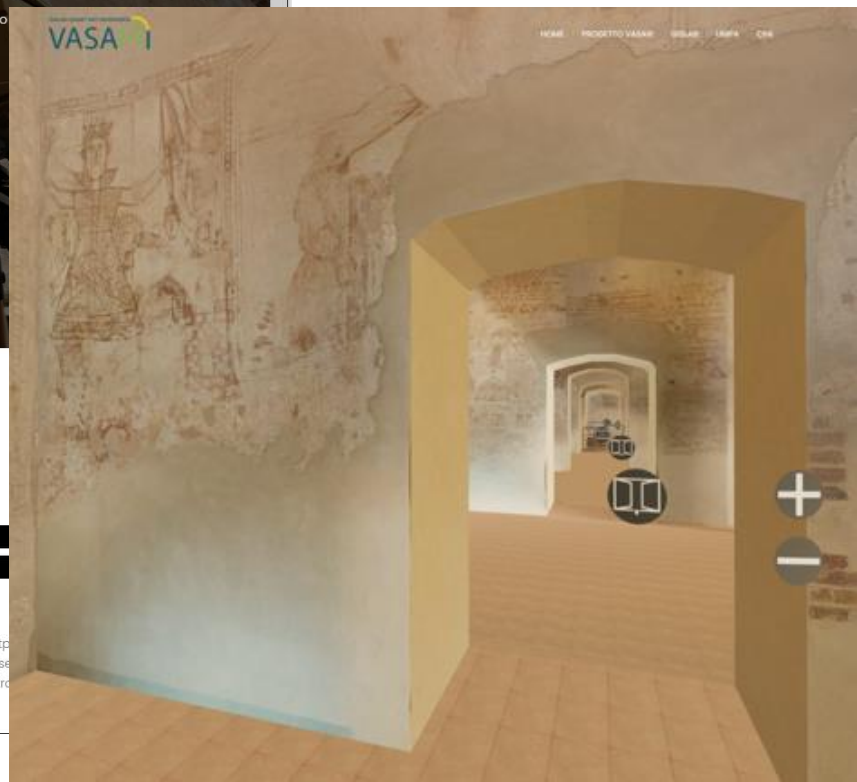
Cliccando sui cerchi gialli, posti a terra, è possibile spostarsi velocemente all'interno di sogni singolo ambiente. Puoi anche usare la rotellina del mouse per muoverti liberamente.



**Zoom**

Se usi lo smartphone puoi usare i simboli per zoom avanti o indietro.

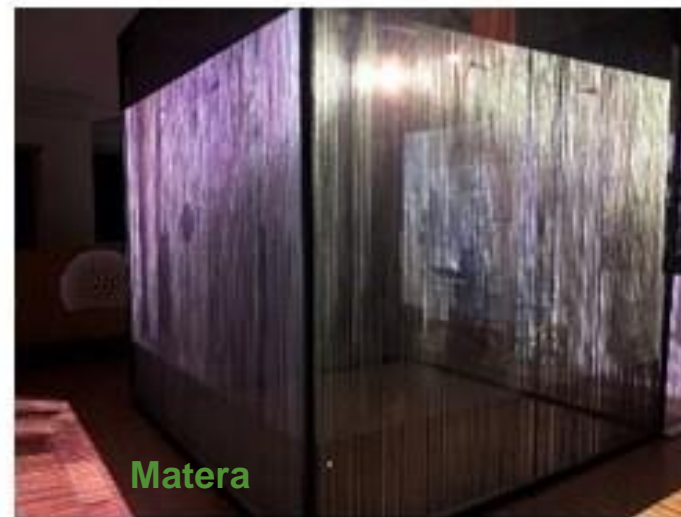
Palermo



# VR / Immersive box



Bari



Matera



## University – business collaboration

- Internships + MSc thesis **Talent acquisition**
- Short project-works (works assignment)
- Feedbacks from business on program courses and topics
- Knowledge transfer
- Building synergies **Innovation exploitation**

# Thank you!

VASARI project [www.vasariartexperience.it](http://www.vasariartexperience.it)

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