Design and development of interactive exhibit installations, virtual storytelling in the ambit of the Italian cultural heritage and artistic patrimony, with focus on 3D Mapping, Hologram, content visualization and projection system design of immersive audio-visual environments.
Franz Fischnaller - Research
Franz Fischnaller - Research

Design, contents and software development are by CNR ITABC, E.V.O.CA. Srl in collaboration with Franz Fischnaller (F.A.B.R.I.CATORS SAS | ARCHITECTS OF THE CULTURE - FABRICATORS OF IDEAS)
It is a permanent installation in the National Etruscan Museum of Villa Giulia Museum, in Rome.

It is articulated of four different sceneries that are visualized on three aligned 65 inches screens, aiming at creating a new evocative and narrative access to the territory of the middle valley of the Tiber.

It allows the visitor to see the Tiber through the eyes of a fish that swims in the river, a bird that flies over the landscape, the ancient characters living in the roman city of Lucus Feroniae, and a freed slave that lives his own dramatic experience inside a famous roman villa, Villa dei Volusii.

One of the most innovative aspect is the new approach in the narratatives and interactive storytelling.
3 MILLIONI DI ANNI....

3.000.000
Goals and motivations

The Virtual Museum of the Tiber Valley has been conceived in order to increment and disseminate the knowledge, the interest and the affection towards the territory north of Rome, crossed by the Tiber river and by two important Roman consular roads, via Salaria and via Flaminia, an area 40 km long x 60 km wide.

Starting from a cross-disciplinary study and documentation of the territory and of its evolution across the time (from 3 million years ago until today), 3D representations at different scales have been realized, from the whole landscape, to specific sites.

To do this an integrated communicative system has been created, including a website (still in progress), VR and multimedia installations placed in the museums disseminated in this area and, at central level, in Rome inside more attended and important museums.
LUCUS FERONIAE

Qui un tempo tutti i popoli la veneravano,
c'era un bosco sacro e un santuario dedicato a lei.
Poi i Romani di Augusto hanno fondato una nuova città.
Via Tiberina. km 18,500 Capena
Augmented Simulated Environment and interactive narrative intersected in Physical Space

A networked and physically-augmented habitat that bi-directional juxtaposes the digital and the analogue world, mixing and intersecting the “real” with the “virtual”, giving form to and creating an “augmented territory” enabling inhabitants to access and interact with information integrated in their virtual and physical environments.
The installation is articulated by:

- Physical scenario: SOE-QC interactive mock-up
- Virtual scenario: SOE-QC simulation
- 3D sound: Star Clusters
DREAM

Proposal: Installazione in Realtá Virtuale Aumentata [IRVA]
The nativity scene was created by Vilnius Gediminas Technical University's (VGTU), Vilnius, Lithuanian creativity and innovation center Linkmenu Fabrikas together with scientists from the companies Femtika and 3D Ideja and in cooperation with the Vilnius Archdiocese, the capital's development agency Go Vilnius and the government's foreign investment promotion agency Invest Lithuania.
The nano-scale nativity scene, which has already been registered in the Guinness World Records as the "world's smallest" nativity scene, has been given to Pope Francis as Christmas gift by the President of Lithuania, Dalia Grybauskaite.
Breaking wall test (Unity scene) by pushing the bricks with the haptic arm and obtaining real-time force feedback from virtual scene.
Franz Fischnaller - Research
Urban Media Art ... INNOVATIVE PUBLIC ART

Through this perspective, new genres of intersections and cross-disciplinary combination more and more experimental and new hybrid styles and integrated media communication is being delivered, channeling new forms of creativity and adaptability for human interfaces, morphing the future cities urban designs for the digital urban living and reshaping PUBLIC ART.
THANK YOU!