

A photograph of a silver laptop resting on a black music stand with circular perforations. To the left of the laptop, a black 360-degree camera is mounted on a small black stand. The background is a blurred interior of a museum or church, showing ornate architectural details and a few people in the distance.

Progettare l'interazione con le tecnologie nelle esperienze di fruizione del patrimonio culturale

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A nighttime photograph of a building with a dark, tiled roof and a light-colored facade. Several windows are illuminated from within, casting a warm yellow glow. In the background, a city is visible, with its lights reflecting on a body of water. The sky is dark, and the overall scene is a mix of urban and natural elements.

Centro interdipartimentale di
progettazione e ricerca
Scienza Nuova

HumaDes @ Scienza Nuova



NextPerception
Automotive



Automotive Apple Human Interface Guidelines
Automotive



Automotive Proactivity with Apple Shortcut
Automotive



AI perception in Health
Health AI



Idiomatica
Lexicography



ROAR - Proactivity & AR for innovative cars
Automotive



Museo Pagliara
Cultural Heritage



Insite @Cappella Pignatelli
Cultural Heritage



CULTMEDIA app @MANN
Cultural Heritage



Itinerary based app @VDT
Cultural Heritage



J'accuse
Design Thinking
Group Concertation



Apple Foundation Program
Mobile App



Psychospamley
Phishing Eye-Tracking



Metronaming
Railway



SBAM guidelines
Sustainability

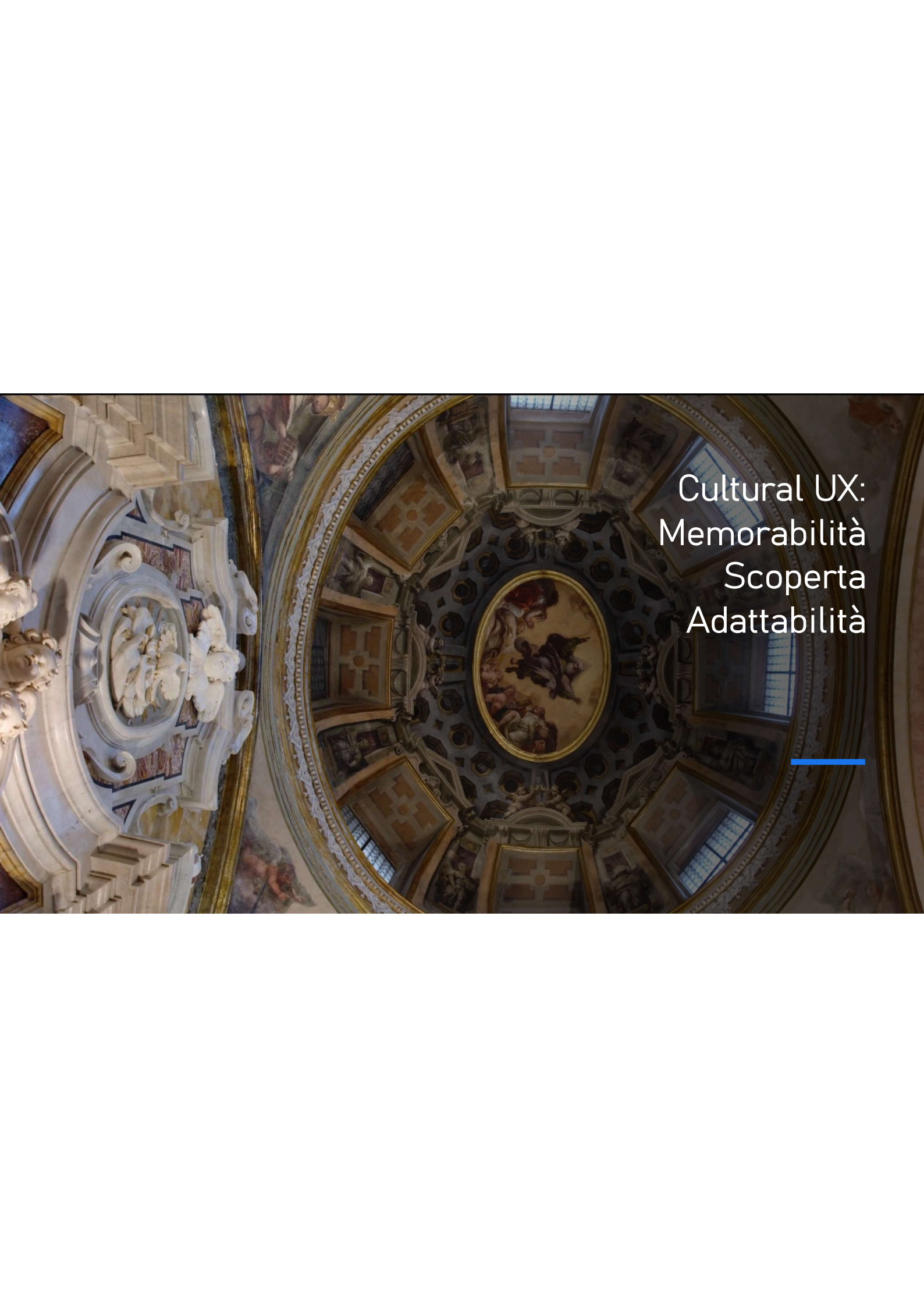
The image shows the interior of the Cappella Pignatelli, a Baroque chapel located in the Porta della città di Napoli. The space is characterized by its ornate white marble architecture and vibrant polychrome marbles. The focal point is the altar, which features a central painting of a religious scene, likely the Virgin Mary with the Christ Child, set within a decorative frame. Above the altar is a large, ornate pediment. The side walls are adorned with intricate carvings and niches containing statues. The floor is decorated with a complex geometric and floral mosaic pattern. The overall atmosphere is one of grandeur and artistic richness.

Cappella Pignatelli,
Porta della città di Napoli



Progettare l'esperienza

*"Design the experience
before the product"*
M. Hassenzahl

The image shows the interior of a large, ornate dome, likely from a Baroque church. The central feature is a large oval fresco depicting a religious scene with several figures. The dome's interior is decorated with a complex pattern of smaller frescoes and architectural elements, including a series of windows around the perimeter. The lighting is dramatic, highlighting the intricate details of the architecture and the central artwork.

Cultural UX:
Memorabilità
Scoperta
Adattabilità

An aerial photograph of a dense urban area, likely a historic city center, showing a grid of streets and numerous buildings with red-tiled roofs. A white square highlights a specific block of buildings in the center-left. A small white dot is located within this highlighted square.

*Insite:
Interactive Technologies
for Site-specific Cultural
Heritage Experience*

Raccontare la storia e le opere
Svelare scorci inesplorati
Contestualizzare nella città



**È tutto così silenzioso qui dentro.
Ma c'è tutto quello di cui ho bisogno.**

**It's all so quiet in here.
But there is everything I need.**

ESPERIENZA SONORA 3D
3D AUDIO EXPERIENCE



Alla scoperta della Cappella Pignatelli
Discovering Cappella Pignatelli

Una esperienza sonora immersiva per conoscere l'essenza della
Cappella Pignatelli attraverso un dialogo tra la storia e l'anima.
*An immersive 3d Audio experience to discover the essence of the Pignatelli
Chapel through a dialogue between the history and the soul.*

Indossa le cuffie
Wear the headphones

- 01 Partenza davanti alla piccola cappella di Caterina Pignatelli
- 02 Partenza dall'altare
- 03 *Start in front of the small chapel of Caterina Pignatelli*

ITA
ITA
ENG

Insite
**Cappella
Pignatelli**



Storie di sofferenza e di riscatto, di amore e passione che si intrecciano fra i dedali e le pieghe di questa meravigliosa città.

Stories of suffering and redemption, of love and passion that intertwine between the labyrinths and folds of this wonderful city.

ESPERIENZA IMMERSIVA 360°
360° IMMERSIVE EXPERIENCE



Da Cappella Pignatelli alla cittadella di Suor Orsola
From Cappella Pignatelli to cittadella di Suor Orsola

Un'esperienza immersiva di cinema a 360° per scoprire la città di Napoli attraverso un percorso fatto di sguardi e storie che si intrecciano in un unico viaggio.

An immersive Cinematic VR 360 experience to discover the city of Naples through a journey made up of sights and stories that are intertwined in a single journey.

Indossa il visore
Wear VR headset



Insite
**Cappella
Pignatelli**