

Lecture: Origins and Identity of Italian Design. Autarchic Products of the Thirties.

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The theme of the lecture is the recognition of the most important groups of products produced in Italy between the early '30s and the war years. The exploitation of national resources is a matter that has covered and concerns diverse countries, it's linked to the political-economic scenarios and to the strengthening of cultural identities. The goal of the lecture is to outline, through the recomposition of fragments of a documentary and iconographic, an image of the Italian style of that period from architecture to design and fashion. The products of autarchy, that page of the product of the Italian culture that for some aspects appears to be of great relevance, are considered "material witness having the force of civilization", a significant part of Cultural Heritage and therefore the expression of social practices and aesthetic of modernity.

Lecture: Multimedia Experience Design.

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The lecture propose a novel design direction for Next Digital Technologies in Arts and Culture by employing modern methods from Multimedia Design, Interaction Design, Interactive Storytelling. The focus is on Cultural Heritage and propose a new paradigm for Museum Experience Design that facilitates both the traditional visual and multimedia communication as well as a novel interaction with the artifacts as a Storytelling Experience. As museums are being transformed into a hybrid space where virtual (digital) information lives along with the physical nature of the stored artifacts, Next Digital Technologies have a new role to provide methodologies for better cultural accessibility and experience. Not only to convey the hidden stories of artifacts but also to offer the ground for building new ones through the experience of the museum and connotations with the artifacts, especially in a social sharing that can increase greatly the dissemination value.

The lecture includes the presentation of a Master thesis of an Iranian student who studied at Sapienza: a research and a project of an immersive room dedicated to Iranian ceramics kept in the Museum of Oriental Art "Giuseppe Tucci" in Rome.