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della Campania  
*Luigi Vanvitelli*



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# Rethinking Culture and Creativity in the Technological Era

International Workshop

20<sup>th</sup>-21<sup>st</sup> February 2020

University of Florence

<https://www.disei.unifi.it/cmpro-v-p-393.html>

## Special session “Laboratory on Games and digital Innovations on cultural and creativity”

February 21, 2020

14:15 – 16:15

@ First Lab – University of Florence

**Laboratory on ‘Games and digital Innovations on cultural and creativity’:** This session presents real cases on digital innovation in the cultural and creative industries domain. Six innovators/entrepreneurs will participate presenting their innovations in specific cultural fields such as games, virtual reality, digitization, digital storytelling, etc.

This unorthodox event will allow participants to try and view digital innovations living culture digital innovations as an experience. Participants will be able to experience virtual reality helmets, new android/IOS app and much more.

### Andrea Mancini - LABORPLAY (Firenze), “Play Your Job: from recruiting to recruitment”

Many current psychological theories consider games as a functional tool: they allow us to experience actions and behaviours we might face in the future and to express our entire personality with no masks. Video games in particular may mediate the continuous learning process of soft skills such as initiative, problem solving, effective communication.

This turns to be important because the priority skills for companies nowadays are autonomy and proactivity, team-working skills, willingness to learn, role and timetable flexibility, and only after, the up-to-date technical skills. Working on soft skills means working on people’s employability.

The utopia of gaming recruiting is now reality. Download our PlayYourJob app, complete a quick test, continue to play your favourite game and share the screenshot with the scores: you will demonstrate how many and which skills you are learning.

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### **Nico Cerri - POLO TECNOLOGICO LUCCHESE (Lucca), “Start and Up: business? easy like a game!”**

Gamification is an increasingly popular tool also in the educational field to encourage the learning thanks to game activities.

Our goal with the videogame "startandup.eu" is to make learning the main concepts and dynamics related to run a start-up company fast, simple and intuitive.

### **Alessandro Innocenti - UNIVERSITÀ DI SIENA (Siena), “Improving creativity with virtual reality”**

Although the potential of virtual reality applications has been extensively assessed for gaming, education, and entertainment, the prospect of it being used as a tool to boost creativity has been somewhat undervalued. In this presentation I will explore the power of virtual reality to unlock the creative potential of its users. If it is clear that virtual reality offers us a way to simulate reality, it also encompasses what can be done in physical reality and can break out of the bounds of reality and accomplish things that cannot be done in physical reality. Herein lies its real power in boosting creativity.

### **Omar Rashid - GOLD ENTERPRISE (Firenze) “VR Storytelling”**

Gold is specializing in the language of storytelling through VR. We believe the VR narrative has infinite potential, applicable to many aspects of both corporate and entertainment reality. Lately, we have realized a series of projects ranging from advertising to entertainment, to the creation of a proper social confrontation. At the moment, VR presents unique characteristics that limit its use to a finite number of situations. Gold tries to increase these situations.

### **Marco Cappellini - Centrica-VirtuItaly (Firenze) “A new experience with art”**

Centrica ([www.centrica.it](http://www.centrica.it)) gives people the chance to live outstanding edutainment experiences everywhere, from immersive&interactive exhibitions to full digital experiences.

Centrica has the competences to enhance cultural heritage through digital technologies and support museums and cultural institutions. Pioneer in high-res digitization - Centrica have digitised more than one thousand works of art in Uffizi Galleries till GigaPixel resolution, since 1999.

With the innovative startup spinoff VirtuItaly ([www.virtuitaly.com](http://www.virtuitaly.com)), founded in July 2015 with the objective to valorize Italian culture and creativity through immersive& interactive digital exhibitions, Centrica is exploiting its products through a leading edge solution for education, tourism, creativity and entertainment, able to engage visitors as never before. Uffizi Virtual Experience in Milan (2016) is one of the first example of this new edutainment format making the visiting experience really unforgettable.

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## Ilaria D'Uva – D'Uva Srl (Firenze) “From audio guides to smartphones as storytelling devices in museums”

D'Uva Srl was born with an invention: the audio guides that my father designed in 1959 and installed in the Milan Cathedral. In the late 1990s, we transformed into a company that distributed digital audio guides worldwide. However, everything changed when at the 2007 Apple convention, Steve Jobs presented the first iPhone. Since then, users have become accustomed to a new way of interacting with technology and we have followed that trail, starting to use smartphones as storytelling devices in museums, developing a new app and creating a new way of involving the visitor through a story that moves the visit from knowledge to experience.

Today we work in some of the most beautiful sites in Italy: in Venice, in the Basilica of San Marco, etc., in Milan, in the Cathedral and for the Galleries of Piazza Scala; in Florence, in the Opera del Duomo and the Opera di Santa Croce; in Rome, in the Colosseum, the Roman Forum, etc. in Pisa, Rome, Naples, etc.

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