

The exhibition space dedicated to Bologna is designed to offer a poly-sensorial immersion experience. The area is not just a question of architectural structures but video environments, interactive props and sensitive projections; real and proper artistic installations that totally invade every surface. An immersion in the city.

The space consists of six thematic areas; the portico (protection and ease of use), the streets (the details), the tower (mediaeval architecture), the city gate (the ability to make contact); the bicycle (research, exploration), the square (opening up, tolerance, meeting).

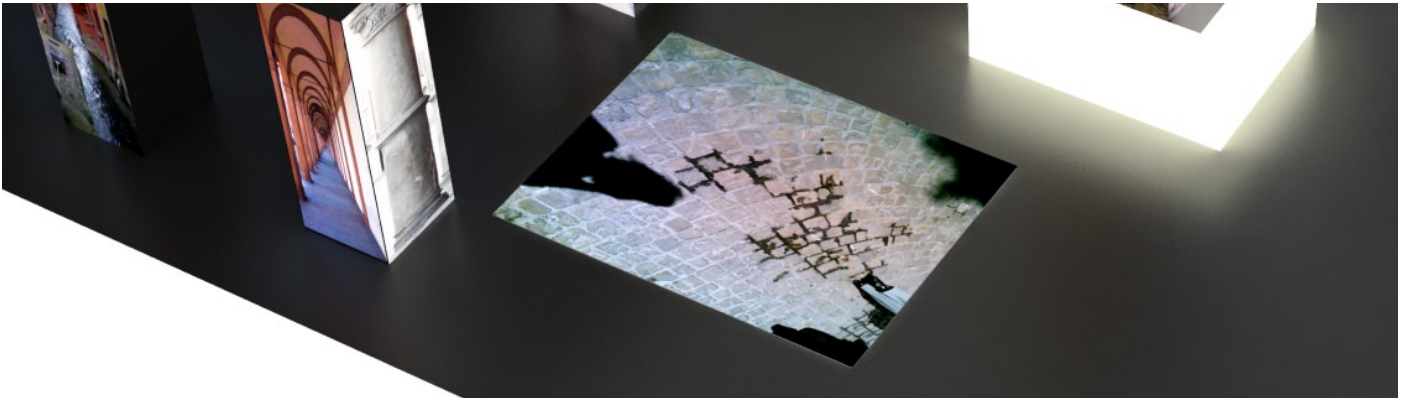
## THE PORTICO



This covered structure consists of a series of columns covered with monitors that alternate photographic images of Bolognese columns (virtually recreating surfaces and colours) with videos and films that illustrate the outstanding features of the city. In addition to the visual exploration there is a soundtrack: audio installations between the columns reproduce the atmosphere of the city made up of voices, noises, sounds and music.

## THE STREETS

## ADAL9

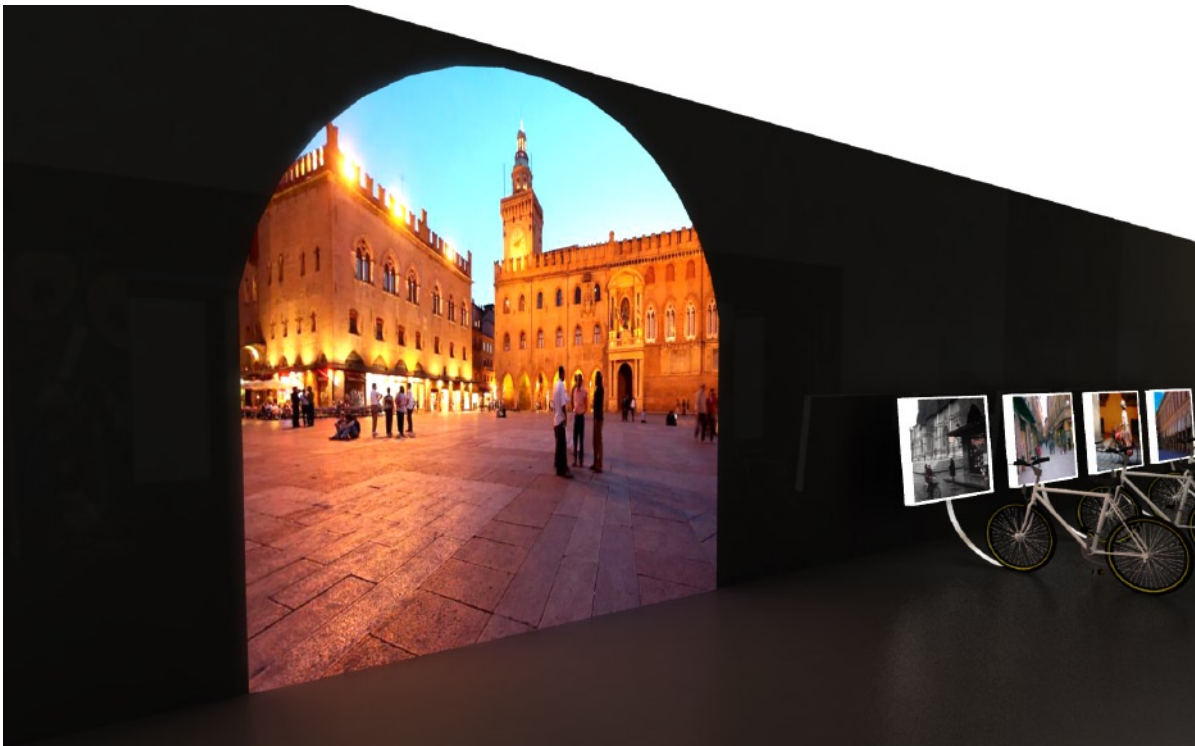


Walking on a video projection on the floor, the visitor interacts with what he sees, modifying and changing images that illustrate the typical mediaeval streets of bologna with each step taken (paving-stones, cobblestones, pebbles..). the system includes a vertical video projection from above down towards the floor, managed by a pC and a webcam that detects the presence of the visitors and sends the information which allows the interaction to the PC.

## THE TOWER



inside the exhibition hall, the stand can be recognised by the tower, the historical symbol of the city, which stands out in space like a beacon. The structure is about 7 metres high. On the three sides facing the public there are LCD screens that project images of the facades of the Bolognese towers alternated with videos showing the typical features of the city.



Another architectural element linked to the historical dimension of the city, in the stand, the gate represents a virtual threshold between two worlds, Bologna and Shanghai. A framed maxi screen placed inside the structure projects images collected by a webcam positioned in Piazza Maggiore into the stand. In the same way, a maxi screen can be set up in piazza Maggiore showing images collected by a webcam in the stand in Shanghai.

## THE BICYCLE



There are four bicycles, each positioned in front of a monitor that projects a subjective video of a route through the streets of central Bologna. The video is interactive and is adjusted by the movement of the pedals by the visitor, who has the sensation of actually moving. By pedalling, the visitor activates the film which runs at the same speed as the bicycle, so the visit through the historical centre can even be accelerated or slowed down.



The square, an urban element that typically characterises Italian culture and is a symbol of welcoming and open arms. A place for meeting, joining in groups and exchange, the square is the ideal place for tolerance and merging of different styles of life. It is represented in the stand by a circular area, with two video projections at the sides.

Next to the square, a touch screen on the wall and an interactive table provide surfaces for the communication of contents referring to companies and commercial initiatives from the bologna area, which can be investigated by the visitor thanks to an individual navigation.

