

I Giornata di informazione e comunicazione progetti di COOPERAZIONE INTERREGIONALE e TRANSNAZIONALE

MagNet Project

Maria Lucia Trivigno – Project Coordinator
Lucia Colangelo – Archeologist
Adriano Bizzoco – Game Designer
Centre of Integrated Geomorphology for the Mediterranean Area (CGIAM)

UNIBAS Matera 03 febbraio 2023



The MagNet Project

Project title:	The Network of Museums of Magna Grecia
Acronym:	MagNET
Duration:	24 months (26/11/2021 – 25/11/2023)
Program axis:	Axis 5 – “Environmental protection and efficient use of resources” (OT6)
Specific objective:	O.S.6.7 – “Improvement of the conditions and standards of offer and use of cultural heritage in the attraction” / Investment priority – 6c
Sector of intervention:	95. Development and promotion of cultural services
Total budget:	310.000 € (of which 300.000 € to count on Basilicata ERDF 2014/2020 OP)
General objective :	Define an innovative model of the fruition of museums and archaeological areas based on the use of new digital tools such as 3D and VR models to promote and increase their potential attraction.

Partner



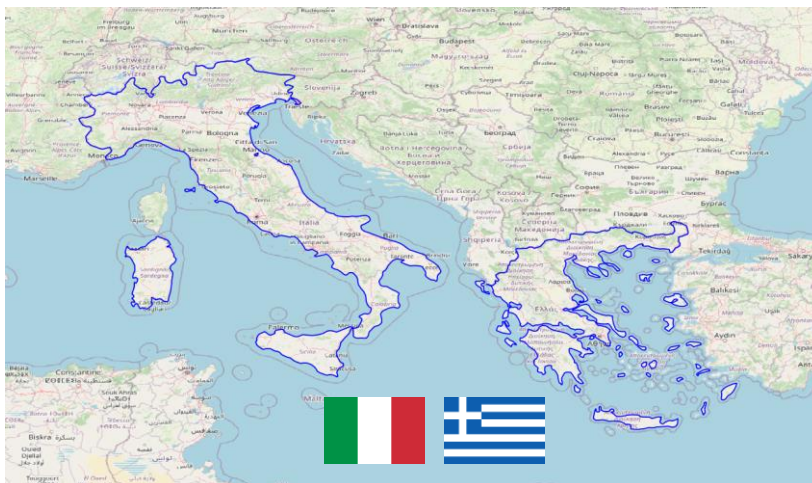
Centre of Integrated Geomorphology for the Mediterranean Area (CGIAM) - Italy (lead partner)

<http://www.cgiam.org/>



Regional Union of Municipalities of Ionian Islands (PED-IN) - Greece

<https://www.ped-in.gr/>



Stakeholder



Direzione Generale Musei
 Direzione Regionale Musei Basilicata

Museum Regional Directorate of Basilicata

<https://musei.basilicata.beniculturali.it/>



Soprintendenza Archeologia Belle Arti e Paesaggio della Basilicata

Superintendence of Archaeology, Fine Arts and Landscape of Basilicata

<https://soprintendenzabasilicata.cultura.gov.it/>

Archaeological Museum of Kerkyra (Greece)

<https://archaeologicalmuseums.gr/en/museum/5df34af3deca5e2d79e8c162/archaeological-museum-of-kerkyra>

Case studies



 Museo Archeologico
Nazionale della Basilicata
Dinu Adamesteanu Potenza

National Archeologic Museum of Basilicata “Dinu Adamesteanu”, Potenza

<https://www.museodinuadamesteanu.beniculturali.it/>



 Museo Archeologico
Nazionale di
Metaponto

National Archeologic Museum of Metaponto

<https://museometaponto.beniculturali.it/>

 Museo Archeologico
Nazionale della
Siritide Policoro

National Archeologic Museum of Siritide, Policoro

<https://museosiritide.beniculturali.it/>



Source: APT Basilicata



Pediment of the Temple of Artemis in Corfu (Palaiopolis) – Photo by Michele Fasanella

Current results

- **The project's visual identity** has been defined;
- **A cycle of 10 webinars** (on n. 6 scheduled by the project) ended on July 2022;
- A report in which **the best practices** presented during the webinars have been analysed;
- Among the presented models, **the reference model** on which to implement the MagNet project has been selected;
- **The scientific project** on which to base the narrative plot that connects the project locations, both in Greece and in Italy, has been defined;
- Beginning of the design phase of a **gaming app** involving the selected cultural sites of Basilicata and Greece.

The visual identity

Source: Wikipedia (Manuele Dellanave)



The genesis of the narrative plot



the gorgon

The protagonists of the narrative plot



Dinu Adamesteanu



Giulia



Following the activities of a young archaeologist, the visitor will discover and live an exciting archaeological experience. You will follow the discovery and study of an archaeological find and will participate personally in a museum exhibition.


Storytelling progress


THREE PARALLEL LINES OF PROGRESSION FOCUSING ON THREE POINTS:


- 1. Places promotion:** a common thread crosses and connects the sites of Metaponto, Policoro, Corfù and Potenza
- 2. History promotion:** from Dinu Adameşteanu's notes to the search for traces of the ceramic school of the Pisticci Painter
- 3. Activities promotion:** from the archaeological excavation, to the conservative restoration, up to the museum exhibition

Game design: goals

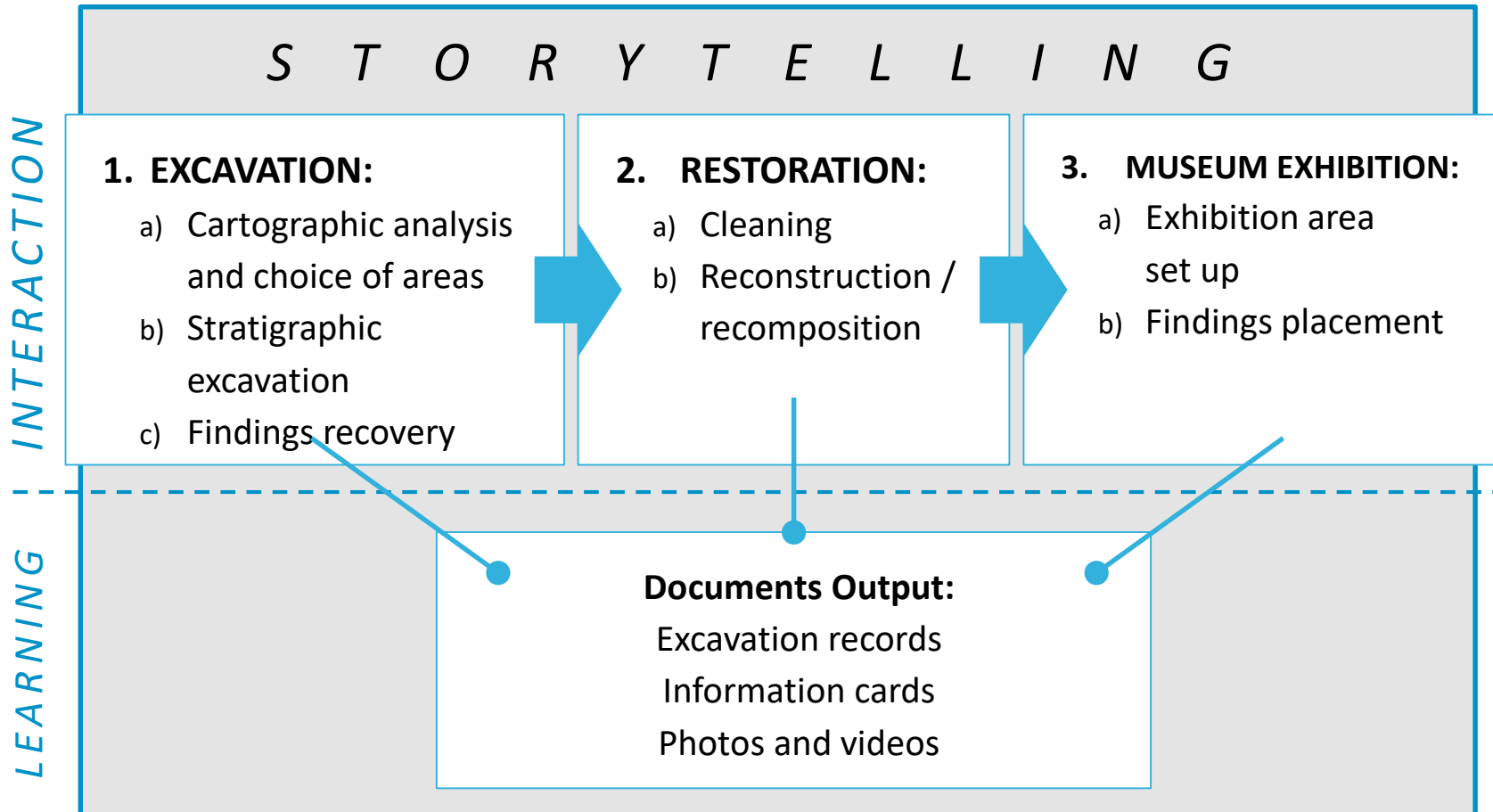
USER EXPERIENCE GOALS:

- 1. Storytelling:** a story that connects artifacts, places and historical characters  **Engage** the players through storytelling

- 2. Reconstruction:** digital version of places and artifacts  Take the player to the **virtual locations** and allow him to **manipulate the artifacts**

- 3. Simulation:** excavation, restoration and museum exhibition activities  **Entertain** the player and **make him a central part** in the activities

Game design: game mechanics





Thank you for your attention!

