

ALDO DI RUSSO

CULTURAL HERITAGE QUALITY EXPERIENCES

FEBRUARY 20 2023

TABLET, TABLET ON THE WALL, WHO IS THE FAIREST OF THEM ALL?





WHAT IS DIGITAL?

I SHALL INTRODUCE YOU TO MY THESIS: DIGITAL IS A DIFFERENT ENVIRONMENT

- ▶ where relations between people and their works narrate the sense of life.
- ▶ where the most important activities are scientific and humanistic
- ▶ where technology is the tool with which we can articulate a language allowing us to build culture and knowledge.



THE MISSING LINK

THE MISSING LINK

A LACK OF LOGICAL EXPLANATION

A LACK OF A CORE ACTIVITY

CULTURAL HERITAGE VALORIZATION

MORE MONEY ?

MORE AUDIENCE ?

MORE VISIBILITY ?

MORE VOTES ?

MORE ENTERTAINMENT ?

A NEW THEME FOR A LUNA PARK?

CULTURAL HERITAGE VALORIZATION

CONTRIBUTES TO THE DEVELOPMENT OF A
TERRITORY PRODUCING KNOWLEDGE



BEHAVIOR AND ETHICS

IDENTITY

SOCIAL COHESION

CULTURAL HERITAGE VALORIZATION

FUEL TO START THE ENGINE OF
ECONOMIC DEVELOPMENT

CULTURE IS NOT A COMMODITY



HOW TO IMPROVE CULTURAL HERITAGE VALORIZATION

DIGITAL REVOLUTION, LANGUAGES AND TECHNOLOGIES



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r v m a o d
p o i s m g
s g u
A H
I H













PUBLIC INSTITUTIONS

COMUNICATION

MARKETING

STAKEHOLDERS

TOURIST OPERATOR

Territorial
Development

PRODUCER

ART HISTORIAN

DIRECTOR

HISTORIAN

SCENE PLAYER

Creators

PHOTOGRAPHY
DIRECTOR

SET DESIGNER

COSTUME DESIGNER

Preparation

CAMERA ASSISTANT

ACTORS

SOUND

Production

MUSIC COMPOSER

PROGRAMMERS

EDITORS

SOUND TRACK

ANIMATORS

Post Production

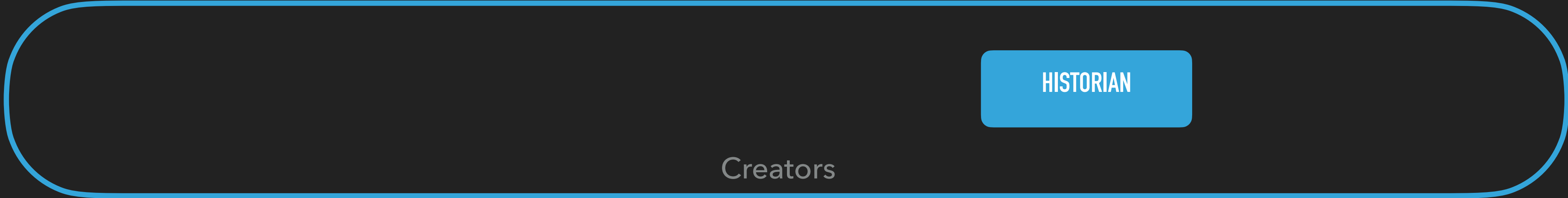
STAGEDESIGNER

PROJECTION DESIGNER

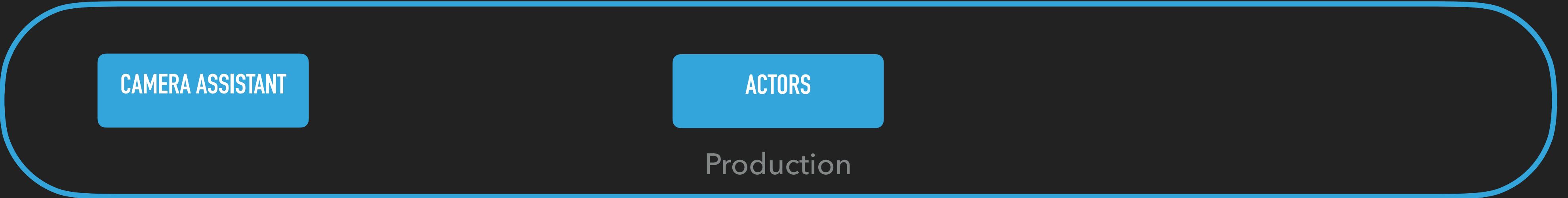
ARCHITECTS

ENGEENIERS

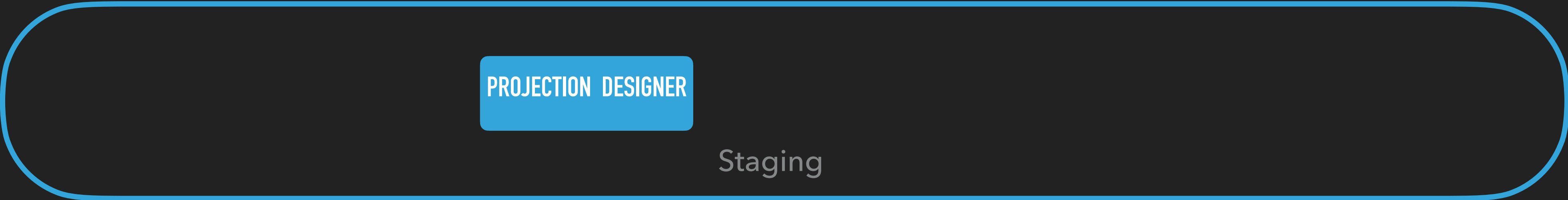
Staging



Preparation



Post Production



Territorial
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ENGEENIERS

Staging

**CULTURAL HERITAGE
TERRITORIAL DEVELOPMENT NEEDS**

LOCAL INSTITUTION

**DOMAIN EXPERTS
(UNIVERSITIES)**

CREATIVE INDUSTRIES

CREATIVE INDUSTRIES

INTERNATIONAL MARKETING

COMMUNICATION

CULTURAL INDUSTRIES

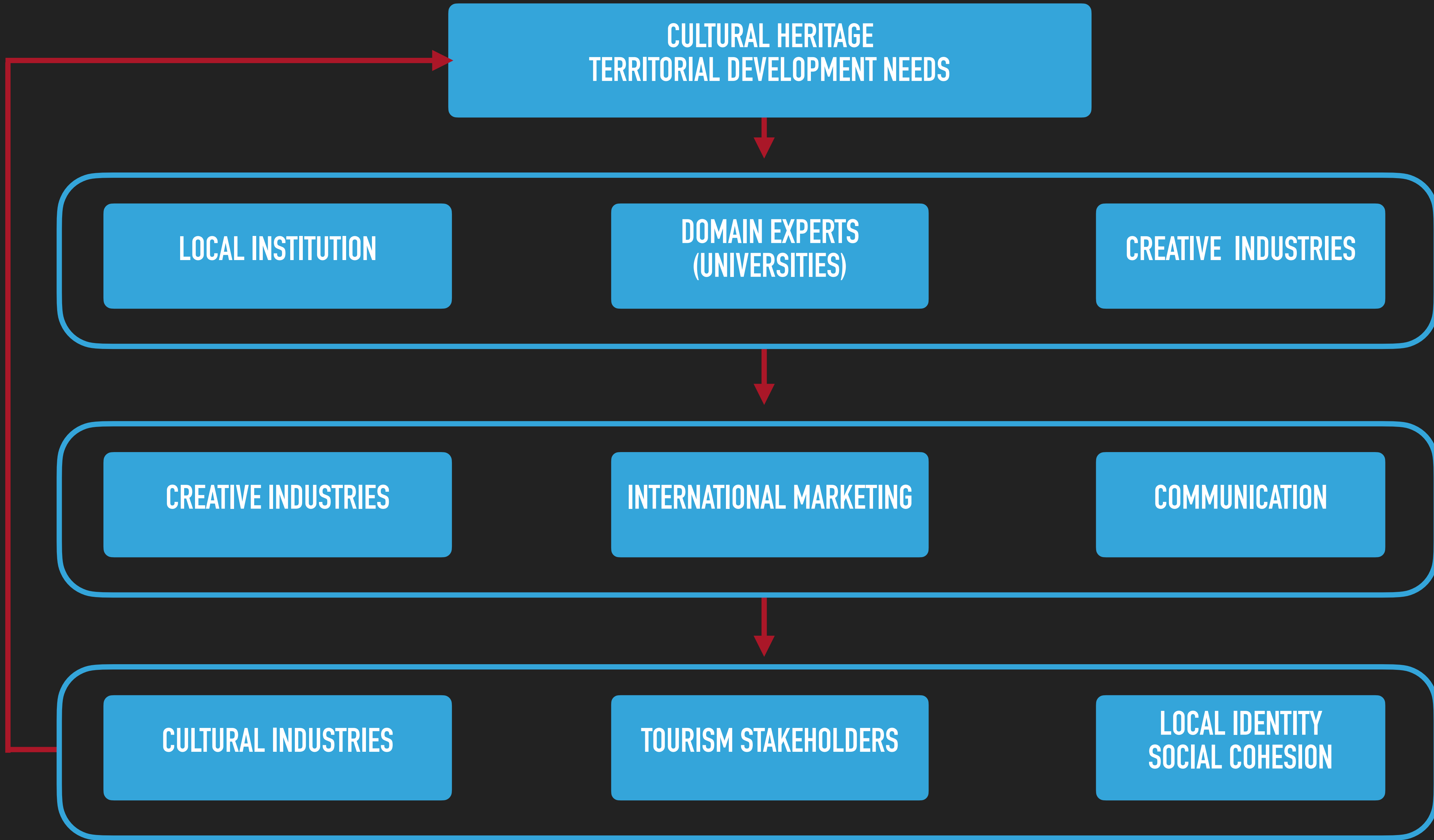
TOURISM STAKEHOLDERS

**LOCAL IDENTITY
SOCIAL COHESION**

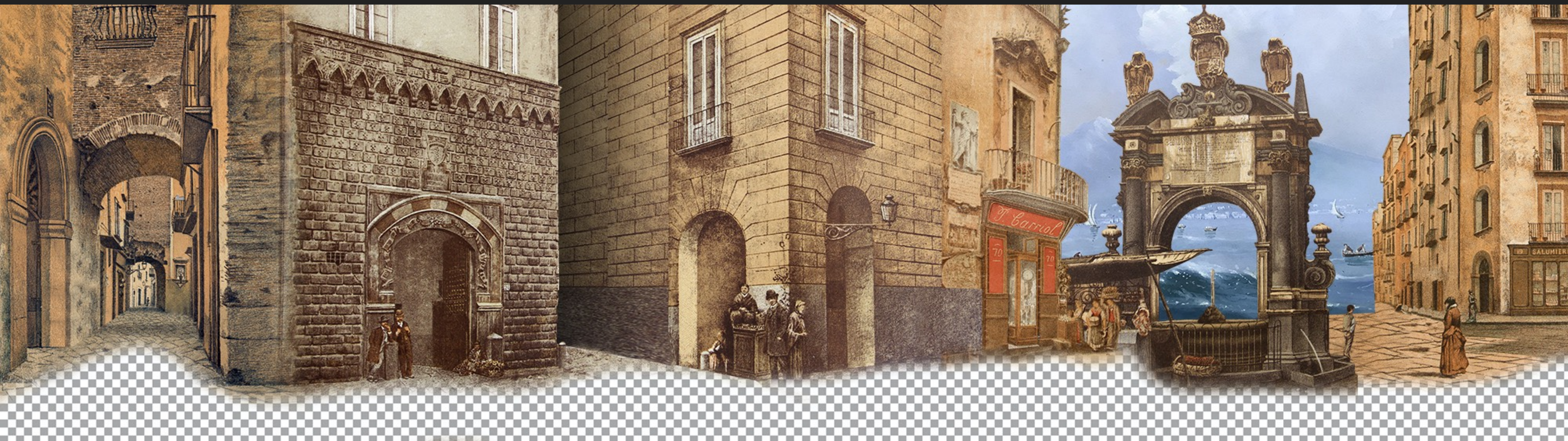
Cultural design

Production

Market

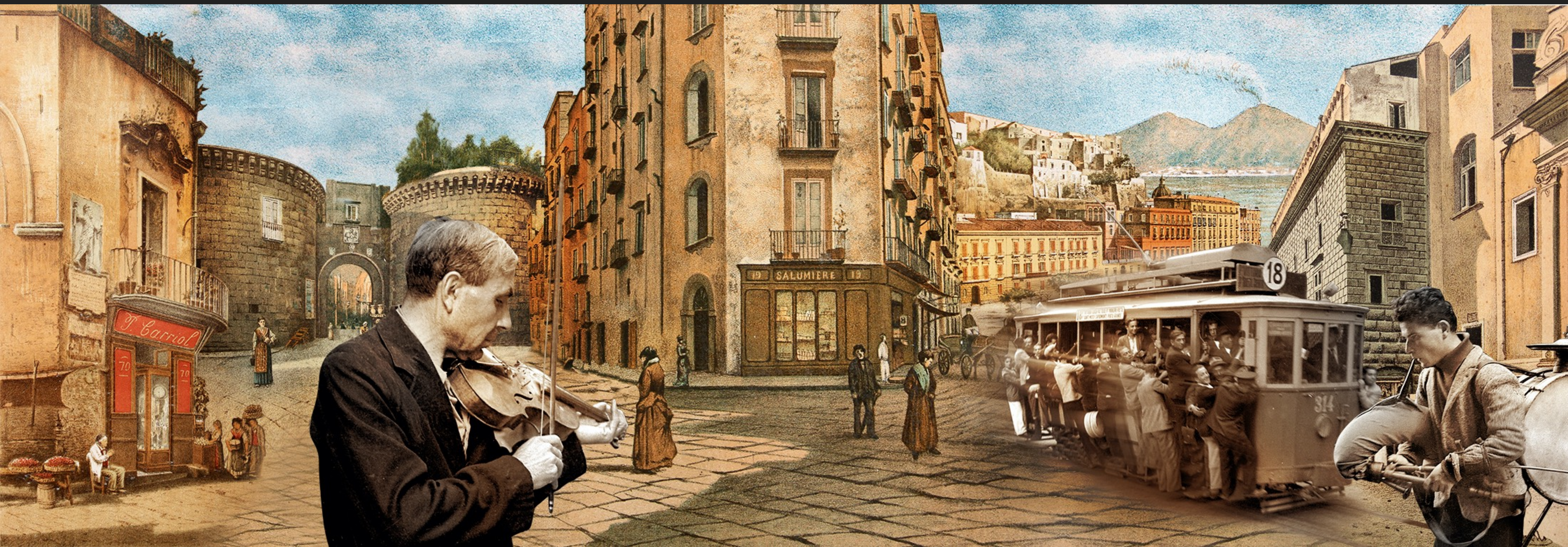


NAPOLI: 100 ANNI DI MUSICA ININTERROTTA

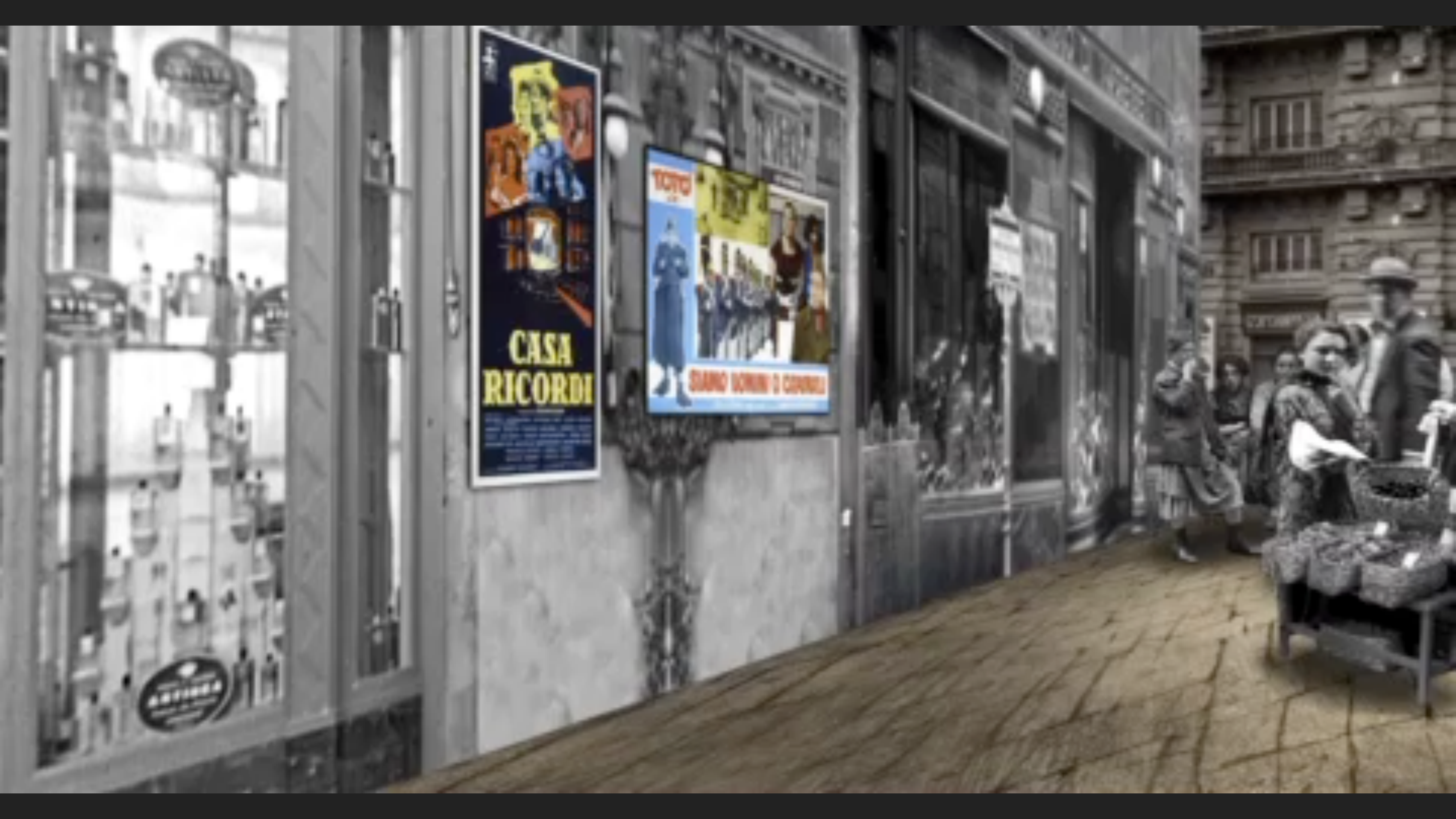




to the Teatro San Carlo and the Church of Carmine Maggiore







CASA
RICORDI

TOTO
SIAMO UOMINI E CIOCCOLATI

ARTIGIANI

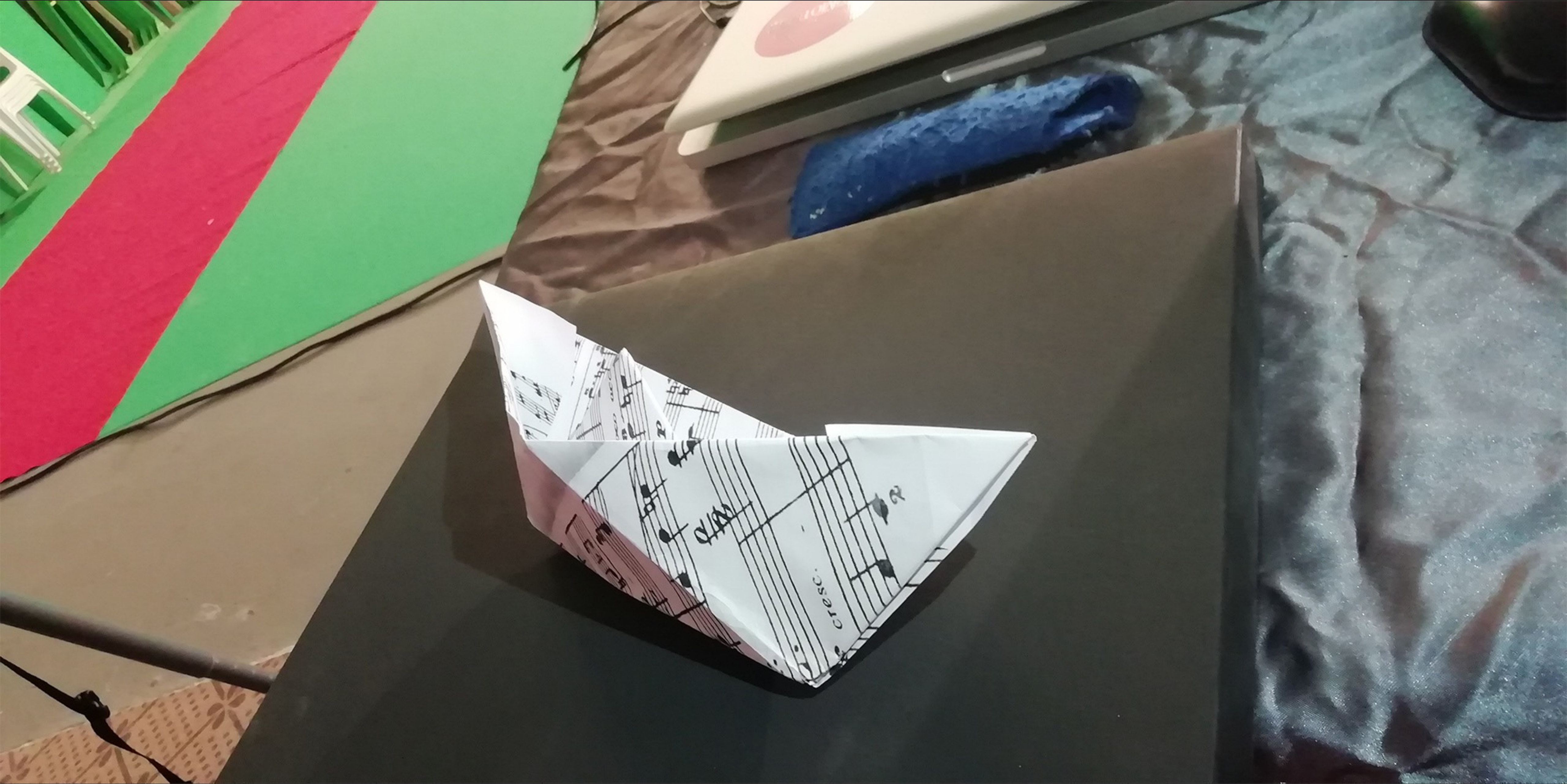
Active Camera



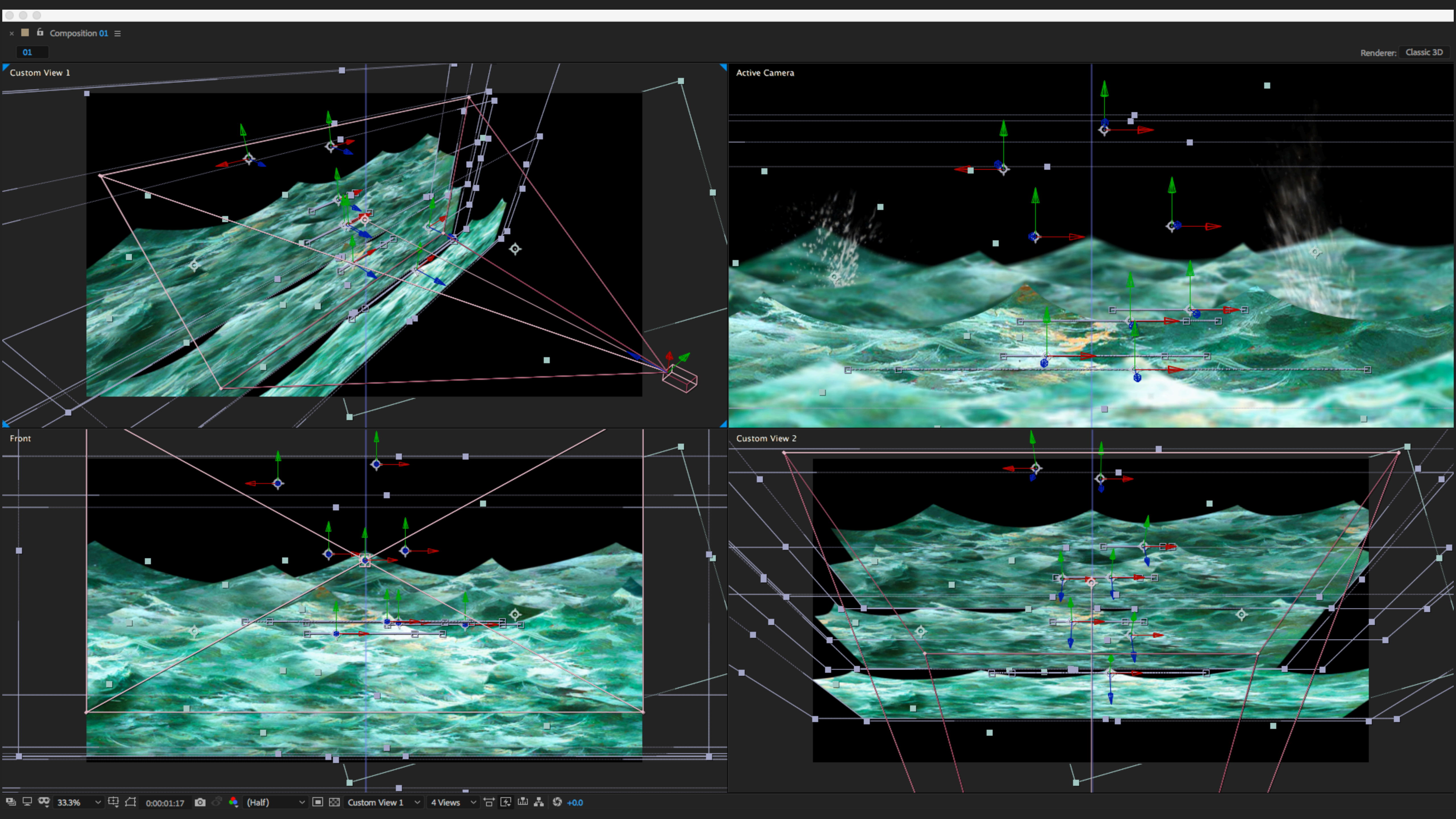
Active Camera













Enjoy the show

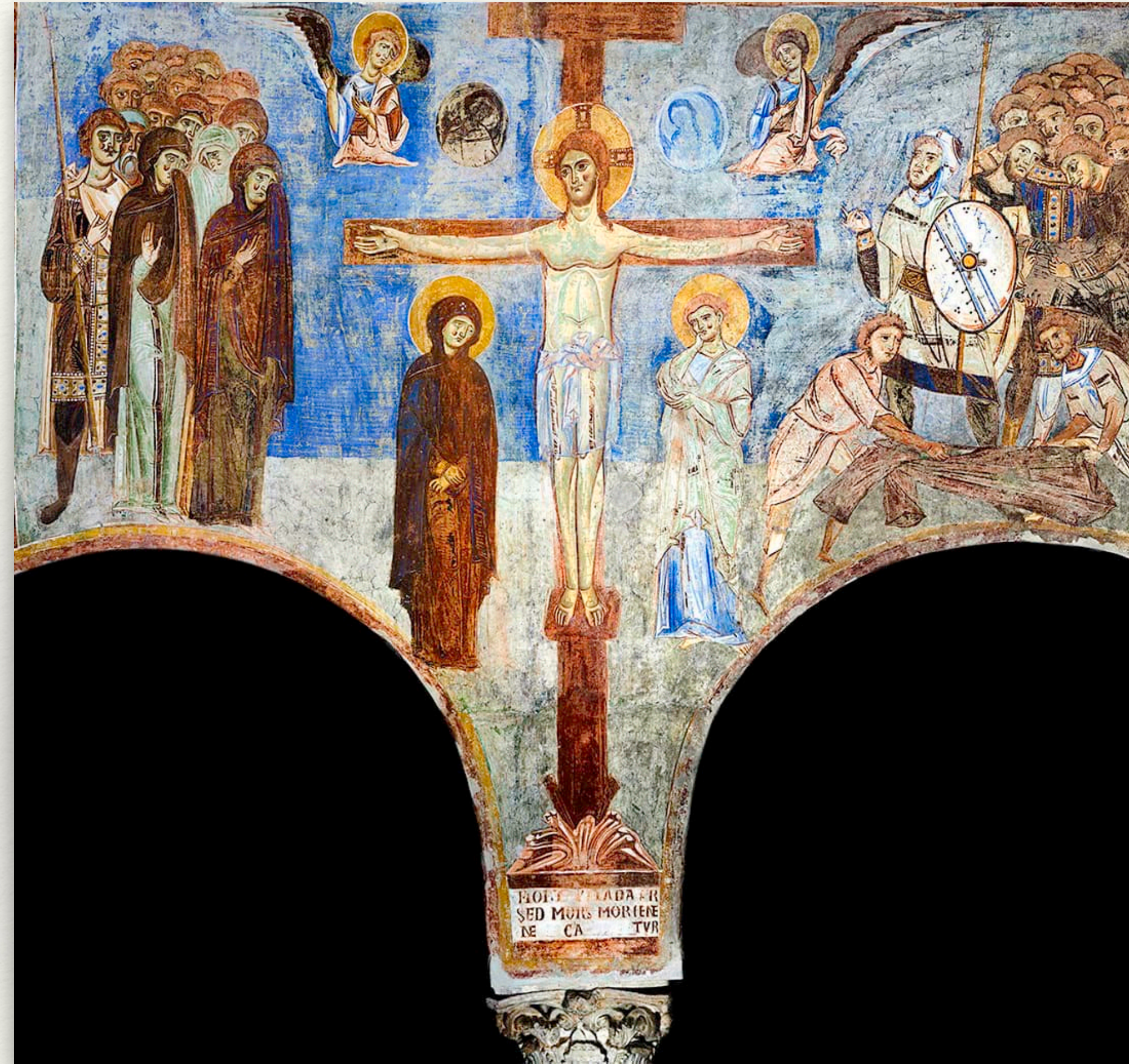


Hydria Vivenzio

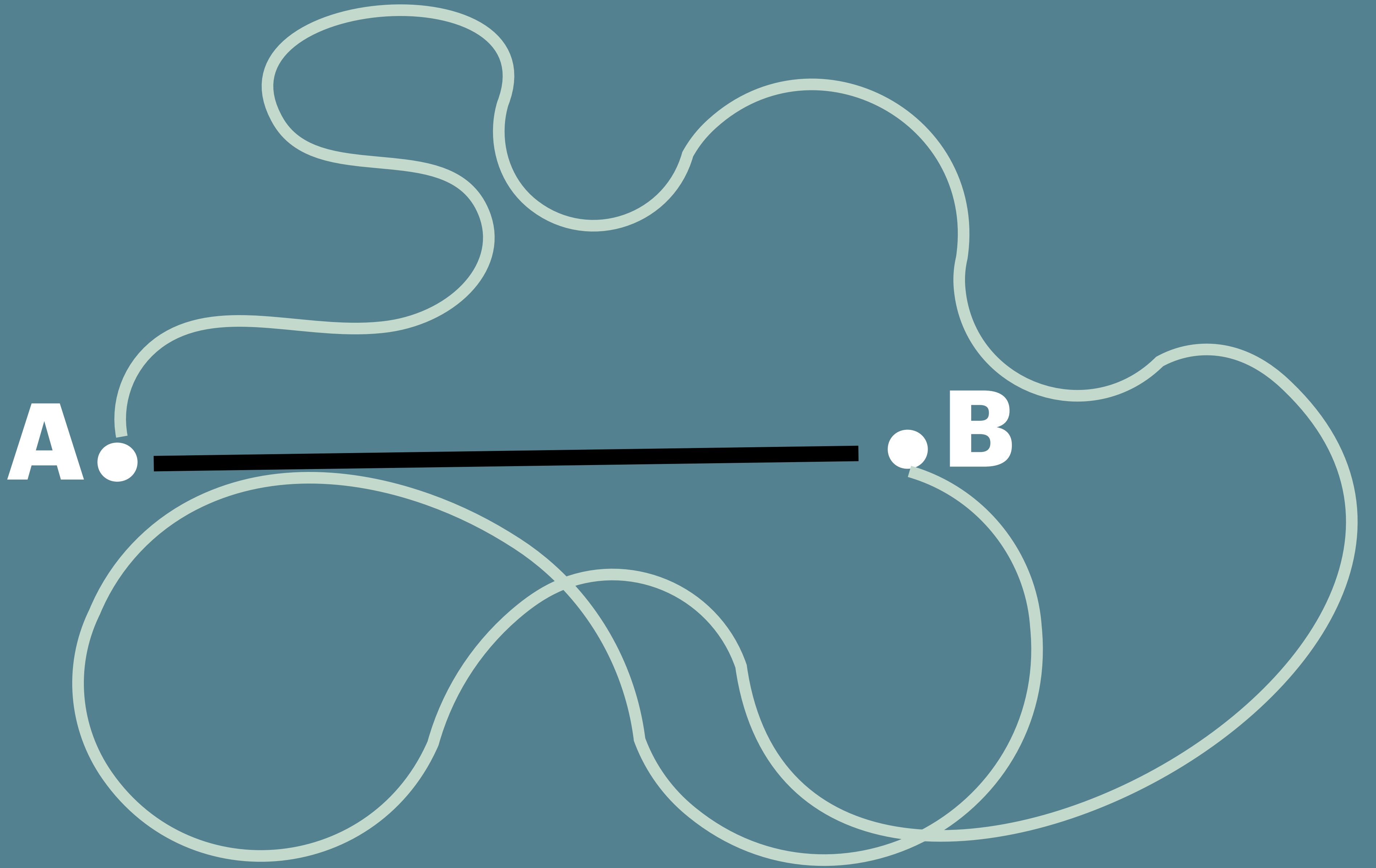


Hydria Vivenzio



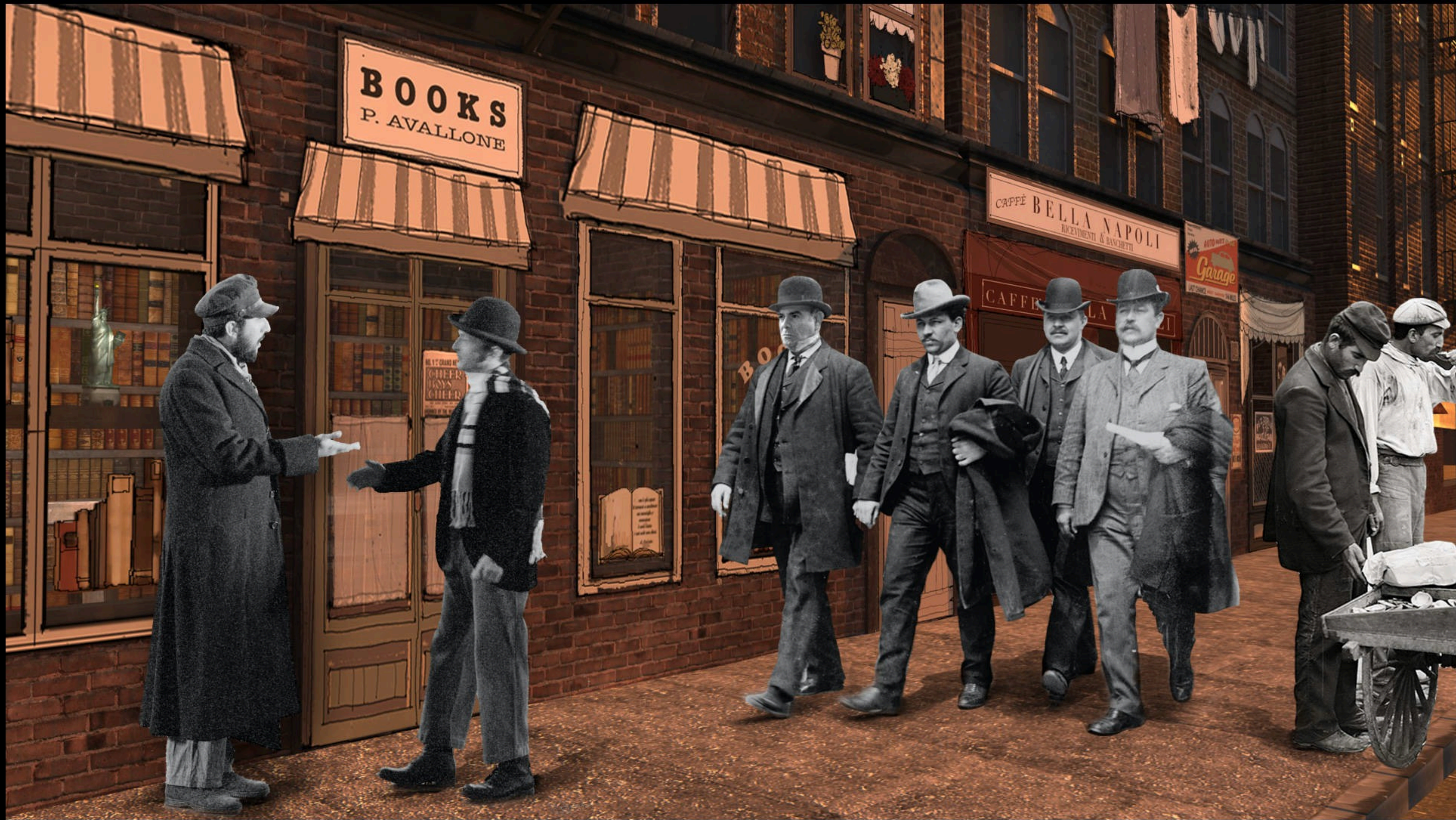


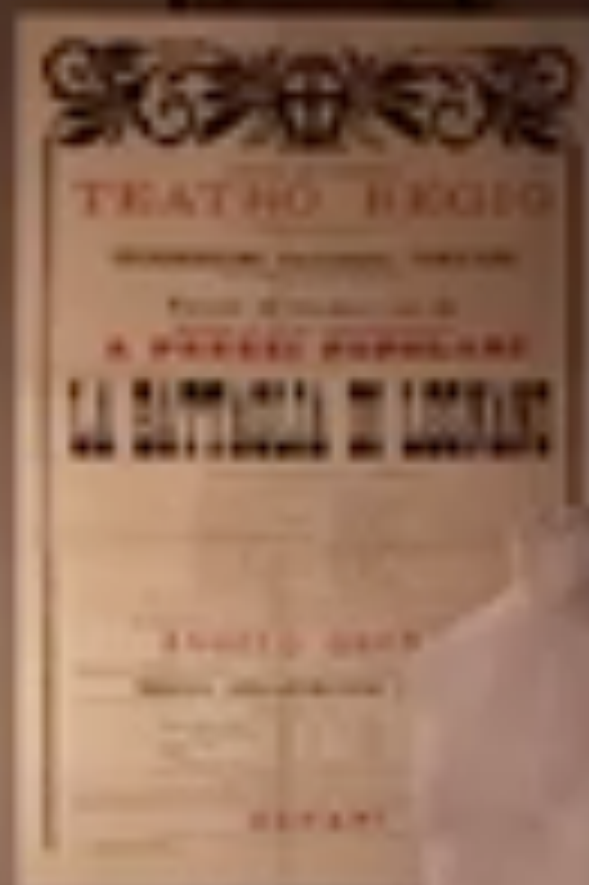
Let's do an exercise



THE JOE PETROSINO MUSEUM









BOOKS
P. AVALLONE

BOOKS

CAFE

CAFE

We serve
Coffee
Always fresh brewed



DE SANTI'S
PHARMACY

ITALIAN BAKERY
BREAD - PASTA - COOKIES - CEREALS

ANTONIO'S
CAFE

LOMBARDI'S - 1905

K'S
L.L. ONE

BOOKS





Monte
Mia
rispondo
un
sa meglio
h
ra



nothing vast enters the lives of mortals
without a curse

(Sophocles 496 - 406 aC)



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Motion Array

Look professional with easy
video templates and presets

