

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















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

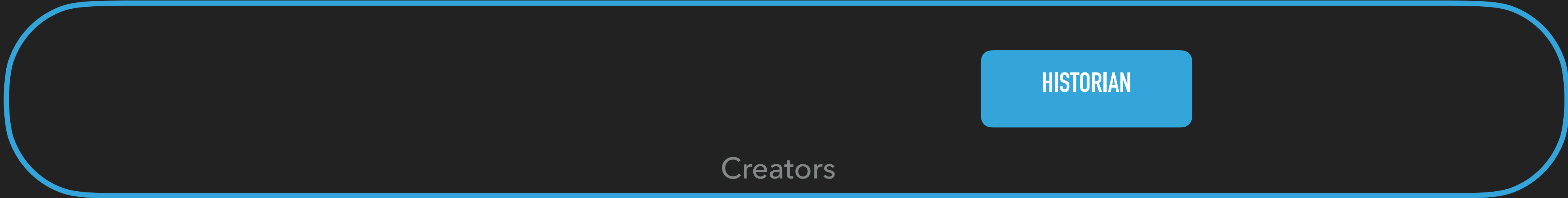
STAGEDESIGNER

PROJECTION DESIGNER

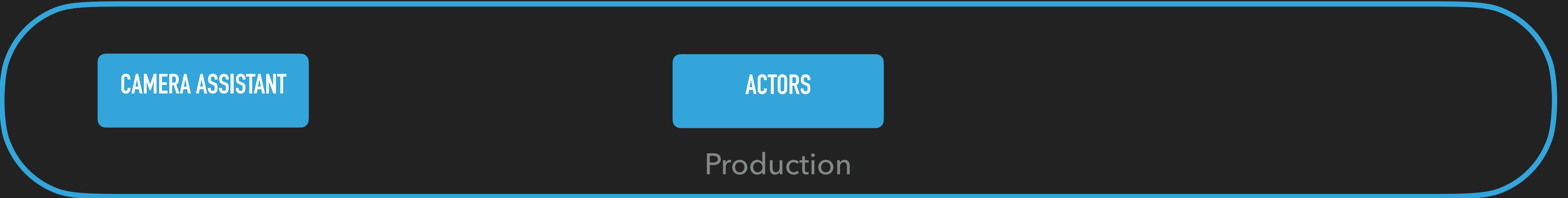
ARCHITECTS

ENGEENIERS

Staging

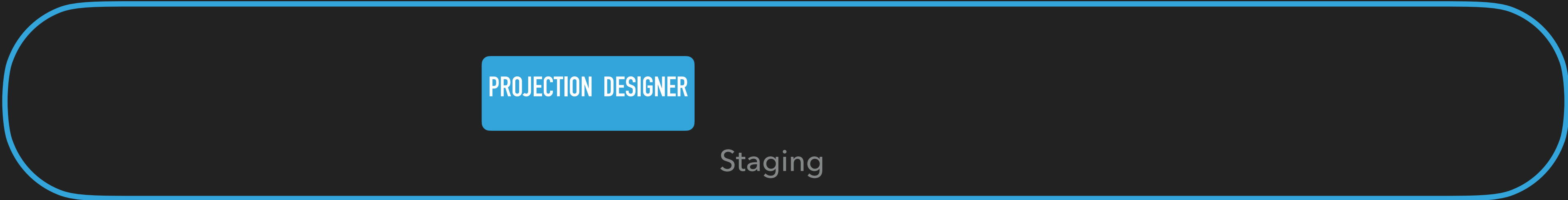


Preparation



Post Production

Territorial
Development



Creators

Preparation

CAMERA ASSISTANT

HISTORIAN

Production

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Staging

**CULTURAL HERITAGE
TERRITORIAL DEVELOPMENT NEEDS**

LOCAL INSTITUTION

**DOMAIN EXPERTS
(UNIVERSITIES)**

CREATIVE INDUSTRIES

CREATIVE INDUSTRIES

INTERNATIONAL MARKETING

COMMUNICATION

CULTURAL INDUSTRIES

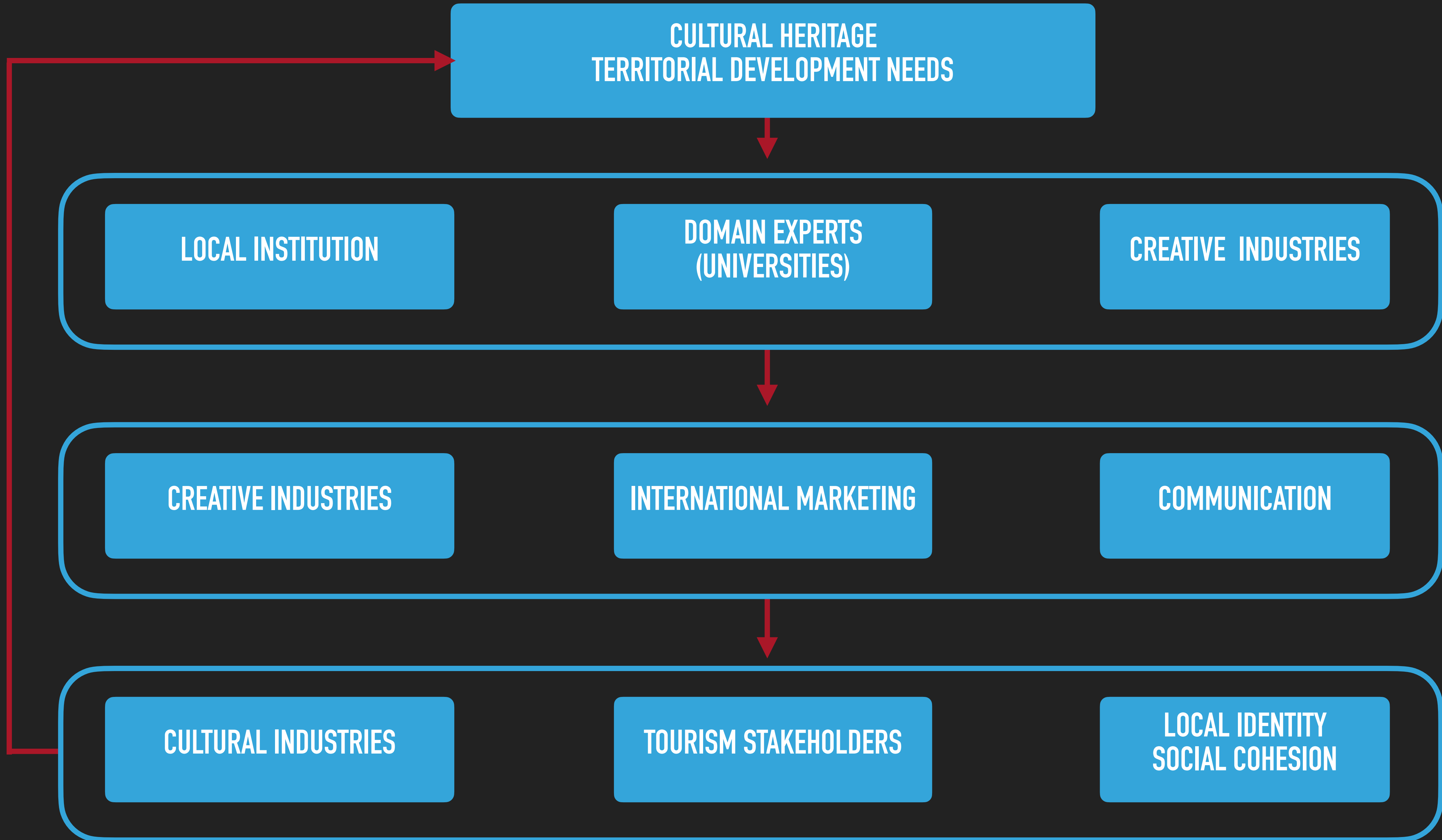
TOURISM STAKEHOLDERS

**LOCAL IDENTITY
SOCIAL COHESION**

Cultural design

Production

Market



NAPOLI: 100 ANNI DI MUSICA ININTERROTTA





UOMINI O CAPRI

A . FIORELLA MARI | REGIA DI CAMILLO MA



to the Teatro San Carlo and the Church of Carmine Maggiore









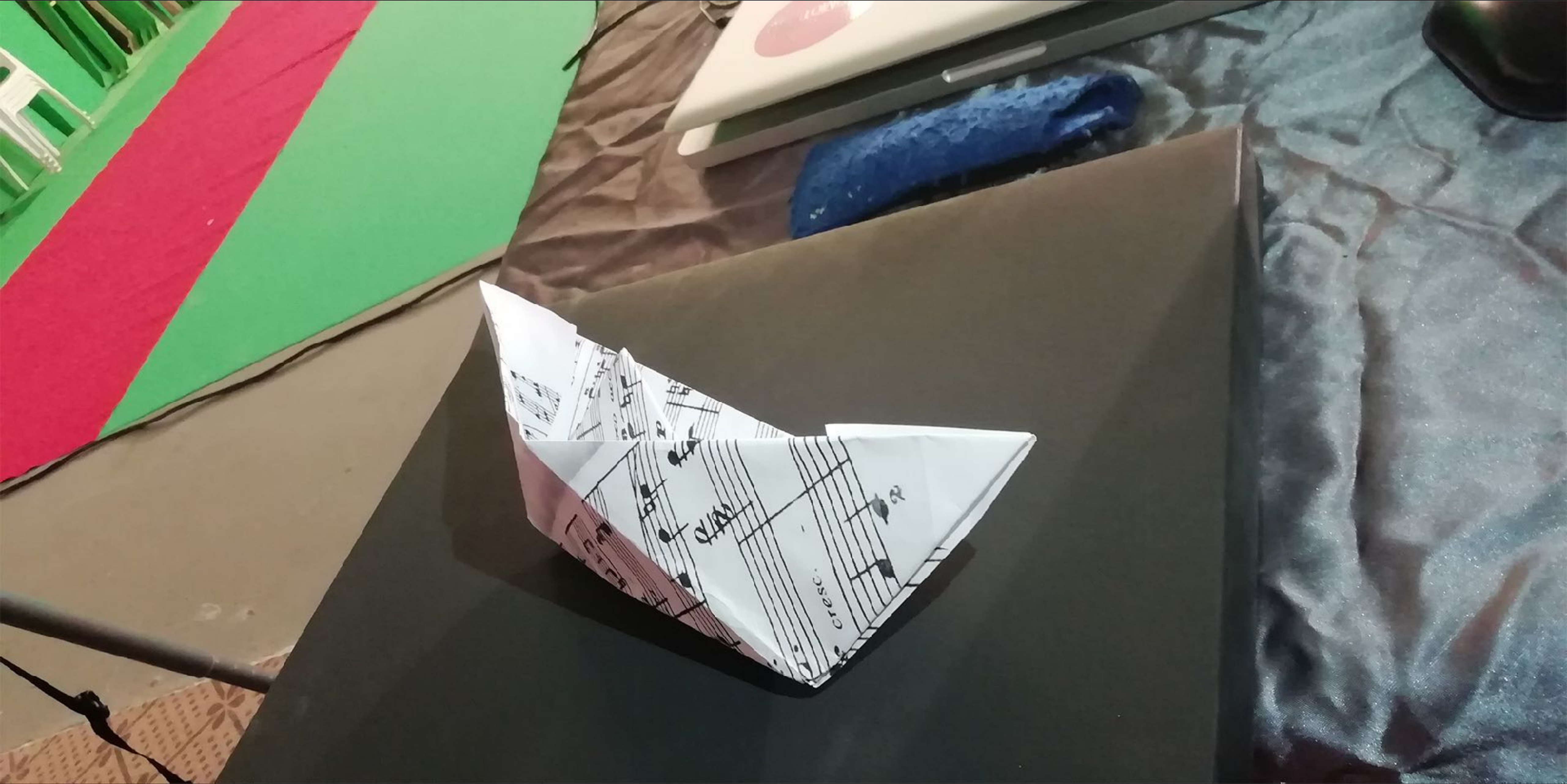
Active Camera



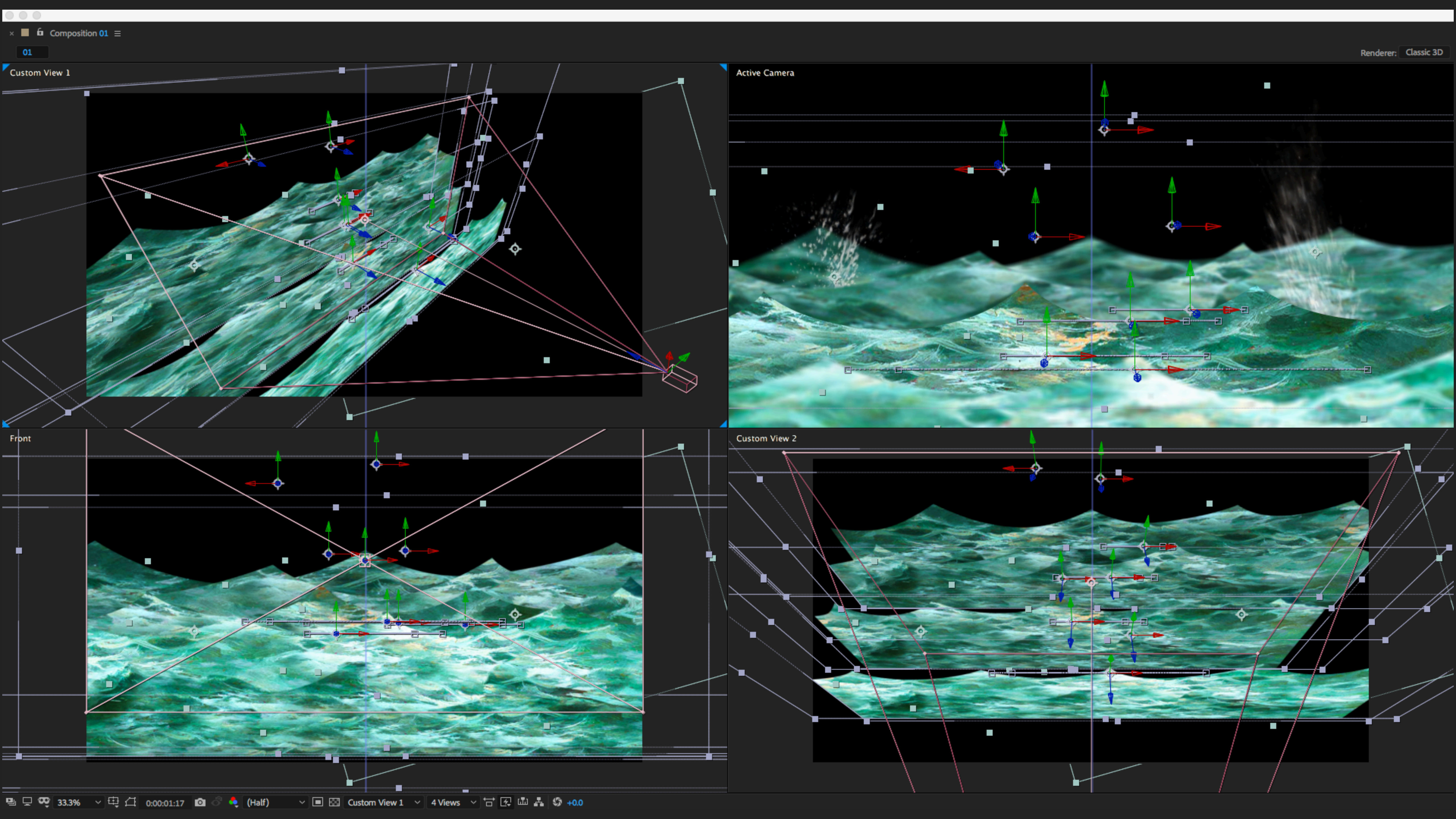
Active Camera













Enjoy the show

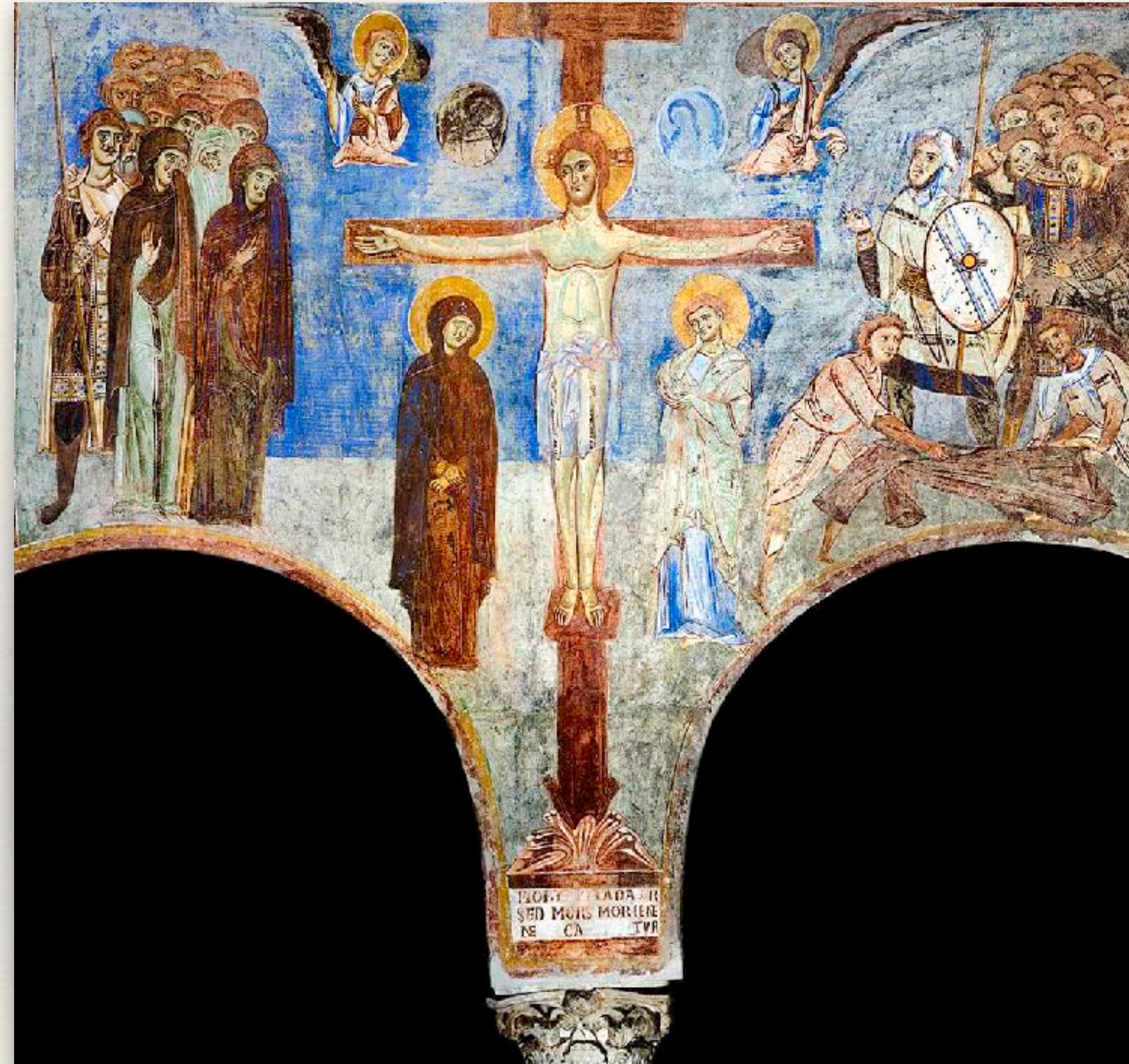


Hydria Vivenzio

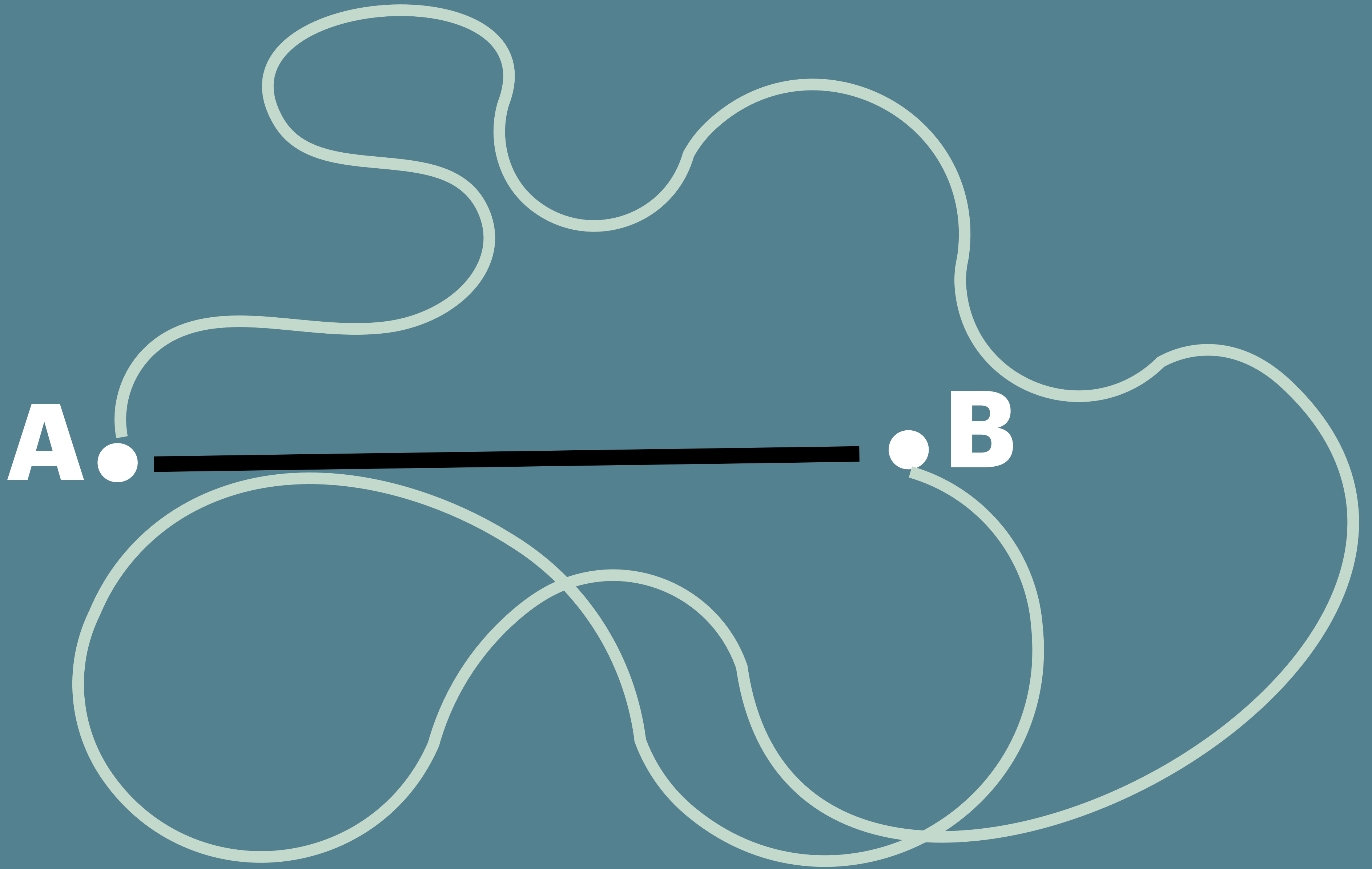


Hydria Vivenzio



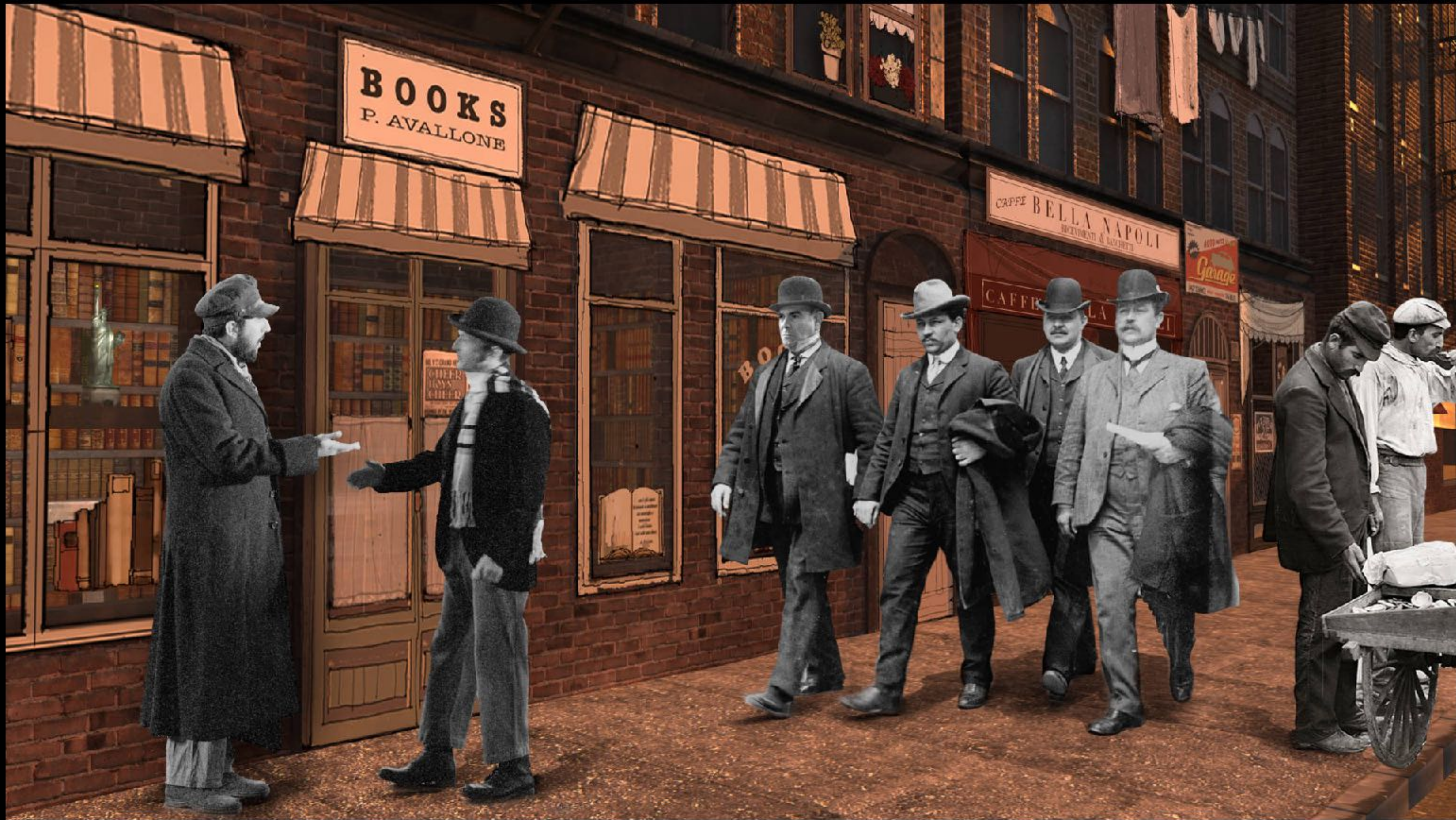


Let's do an exercise



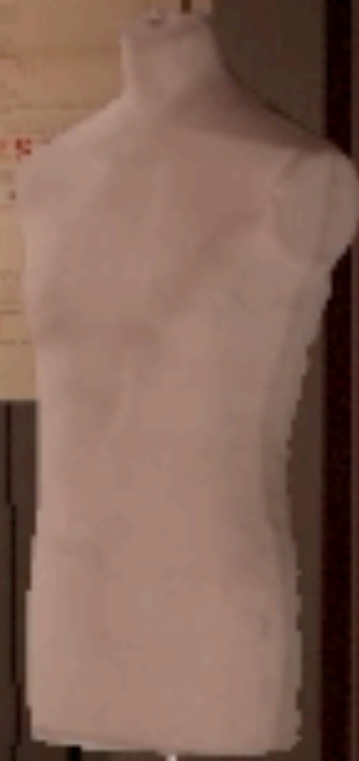
THE JOE PETROSINO MUSEUM





AL-TEATRO-DE
BALLI-PLASTICI

TEATRO REGIO
FELTRINATI VENEZIANI TORRIANI
Veneti il Quindici - ore 8
A PREZZI POPOLARI
LA BATTAGLIA DI LEGNANO
ANGELO QUER
NOVA DELL'IMPRESA
SERVANI





BOOKS
P. AVALLONE

BOOKS

CAFE

CAFE

We serve
Coffee
Always fresh brewed



DE SANTI'S
PHARMACY

ITALIAN BAKERY
BREAD - PASTA - COOKIES - CEREALS

ANTONIO'S
GATTE

LOMBARDI'S - 1905

K'S
SALONE

BOOKS





Monte
Mio
disponibile
un
che
essa
meglio
mi
h
rad



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

