

Cope Visitors' Centre Development

Theme developed

European Point Consortium aimed at developing a specific theme (graphically and coherently enhancing it by the setting up of interiors) in the premises of the IAT & VVC, which is focused on the cultural and historical heritage of a City being located and suspended between adriatic sea and the highest Apennines mountain peak of Gran Sasso d'Italia.

The three different areas (corresponding to the 3 halls in the Centre) have been decorated and equipped in the logic representation of the geographic position of the city taking into consideration the real environmental context.

The theme, developed by architects contracted by Europe Point Consortium, has been evaluated and fine-tuned primarily by the Teramo Municipality Administration (owner of the Centre) and by the DMC Agency that will manage the services provided.



Aims of promotion

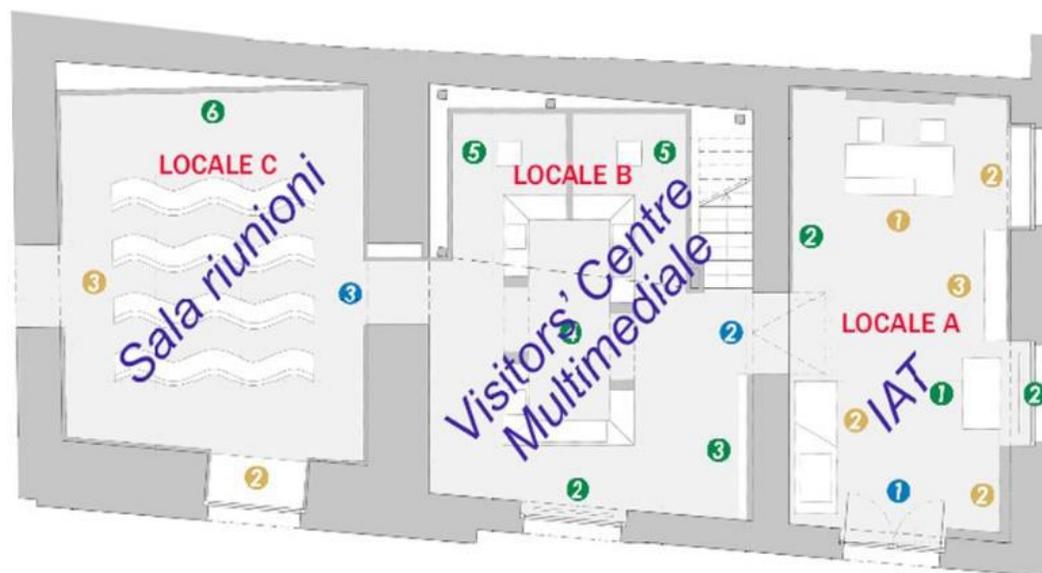
The idea individuated by the theme, aims at the promotion of the territory addressing the seasonality of tourism with a diversified strategy which contributes to the improvement of the attractiveness of tourism destinations thus enabling to move beyond the traditional 3S model (“sun, sea and sand”) towards 3E model (“excitement, education, entertainment”) and extend the season, producing multiple benefits, among which are:

- 1) The reduction of the environmental, economic, social impact and pressure caused by concentrating tourism into a few weeks/months of the year.
- 2) The creation of new activities/projects idea collection supporting the preservation and development of the area’s natural and cultural heritage.
- 3) The relink of the coastline with its natural hinterland, mainly whereas are located protected natural areas and/or towns and settlements, which had historically performed cultural, economic and social cohesion function, in order to re-shape the identity and distinctiveness of the area.

Visitors' Centre Project

Teramo
VISITORS' CENTER

...dove monti e mare si baciano!



FUNZIONI

- ① IAT (33,23 mq)
- ② Sala virtuale (45,09 mq)
- ③ Sala riunioni (39,76 mq)

ARREDI

- ① Desk
- ② Espositore
- ③ Seduta

MULTIMEDIA

- ① Tavolo interattivo
- ② Video
- ③ Touchwall
- ④ Stazioni naranti
- ⑤ Area realtà virtuale
- ⑥ Proiezioni e videomapping

Cope Visitors' Centre Structure

“IAT Teramo” Visitors' Centre is arranged in three multipurposes areas encapsulating equipment and facilities with the vision to unify through a common graphical concept, 3 different halls composing altogether a single environment and thematism: a roman city suspended between sea and mountain. The first hall (entrance hall – decorated as mountain), is set up as a front office. Here visitors can have “classical” P2P assistance by staff members which are providing information on events, mobility and relevant info and distributing cultural specific promotional materials (brochure, flyers and guides) to help visitors discover local heritage and points of interests.

The second and larger area (middle hall – decorated as a roman city) is deputied to the immersive and virtual navigation of the information on the territory. It displays various devices (Tablets, Touch Monitor, Portable VR glasses and specific VR headsets) which enable visitors to enjoy an immersive “wow” emotional experience through an interactive and multimedia virtual reality visit guide approach.

The third area (eastern hall - decorated as a seashore) is an educational and multi-purpose area that can be specifically used for meetings, school lessons, conferences, laboratory activities

Elements of the territory to be valorised

The development of such innovative visitors' centre has been pursued in line with a research on the cultural and historical heritage on the territory carried out by University and cultural experts and with the environmental, archaeological and monumental itinerary route which has been promoted also through the creation of a specific software support.

The territory, as a matter of fact, unifies many relevant elements that need to be valorised for the success of the diversified strategy abovesaid:

a) History:

- Vestiges of Picens and pre-Roman populations
- very important presence of prehistorical roman vestiges (Theater and Amphiteater, domus and Mosaics relics)
- proximity to one of the most famous Italian military fortresses (in Civitella, being the only one resisting the military assaults of Unified reign armies)

b) Environment: proximity of Adriatic sea locations and highest Apennines mountain peak with the perfect union of uncontaminated mountains, rivers and valleys

c) Unique religious and civil architecture: Teramo and Atri Cathedrals, teather.

d) Culinary traditions: the rich and famous gastronomy with many nationally renowned dishes

Such thematisms connect a wider range of actors operating in close sinergy with the Local Entity (Business operators, Handicraft workers et alia) and insitutional stakeholders (primarily, Teramo and Atri municipalities, Teramo Province, Teramo and Atri Episcopate, Museums managers) and are adressed to the wider target groups, from general public to travel operators and researchers.

Equipment

Visitor centre has been equipped as follows:

Hall/Type of equipment	Furniture	Multimedia
IAT	<ul style="list-style-type: none"> - 1 reception desk - 4 Wooden chest of drawers and shelves - Wooden backgrounds - illumination 	<ul style="list-style-type: none"> 1 full equipped operator pc 1 QNAP server for operator 2 Samsung SmartTv 65" 1 LG Smarttv 55" 1 router-wi-fi repeater
Virtual Visitor Centre	<ul style="list-style-type: none"> - 1 wooden structure with roman arks for the Virtual centre fruition with tablets - Illumination 	<ul style="list-style-type: none"> 2 Htc Vive PRO headsets 2 PC dedicated to Vive usability 3 Oculus Go headsets 3 all-in-one pc + screens 1 LG 65" SmartTV touchscreen
Conference Hall	<ul style="list-style-type: none"> - 4 waves shaped sitting for the conference hall - Illumination 	<ul style="list-style-type: none"> 1 LG Smart Tv 75" 2 LG SmartTv 65" 1 Audiosystem subwoofer

Information, exhibition and educational halls

In the first hall visitors can find information on Teramo territory via desk operators and specialized assisting staff. Shelves and drawers are specifically aiming at showing local products and distributing printed publications and material.

A large Monitor is showing off infoservices on events and places to be visited

The restroom is in a separated, but easily accessible area.

The exhibition hall, created as a Centre for Virtual Reality fruition has been designed as an innovative space aiming at endowing the territory of Teramo with a brand new information provision experience which creates a friendly and autonomous environment, open to public's and to operators' consultation, valorising the local cultural and natural heritage.

The core of the VC is a multimedia exhibition hall equipped in order to grant an immersive solution through Virtual Reality devices, displays and software that guide users and sollicitate tourists' curiosity in the discovery of cultural and natural assets of the territory using a 3D VR mapping of Videos and pictures, enriched with audio, text guides and Hyperlinks.

Through VR headsets, glasses, laptops, multitouch interactive monitor and the dedicated 3D VR mapping software developed, visitors can deepen the knowledge of the territory autonomously setting their own paths and journey through Teramo monuments and relevant places to be visited in the province territory.

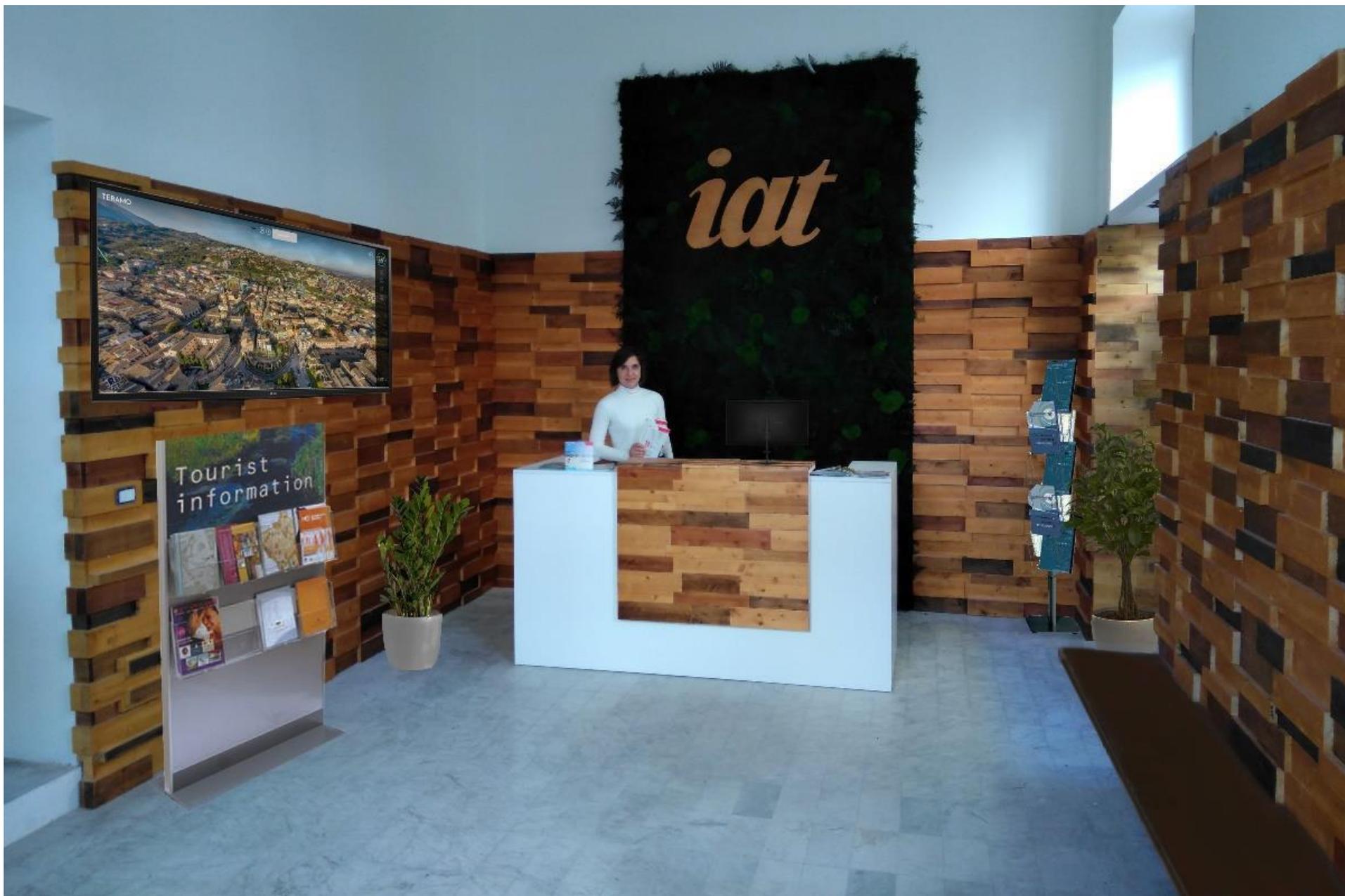
The integrated multi-purpose room, adjacent to the exhibition hall, has been designed as a versatile and multi-functional environment, addressed to operators' and stakeholders' meeting needs, and especially with educational purposes for pupils and students and as a recreational play area.

Pictures of the venue

Exteriors



Information Hall



Pictures of the venue

VR Exhibition Hall



Pictures of the venue Multipurpose Hall

