Del 4.2.2 Outfitting of a dedicated room

PP1 – NORTH ADRIATIC SEA PORT AUTHORITY

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INTRODUCTION

As an integral part of the Adrijo and the Virtual Museum of the Port of Venice and Chioggia PP1 realized:

1- the design of a self-supporting double-sided totem to be installed inside the former warehouse;

2- the design, setting up and installation of a dedicated interactive wall inside the Naval Historical Museum of Venice.

1 – DOUBLE SIDE TOTEM

As part of the project, the design of a self-supporting double-sided totem of dimensions h. 200x80 cm in Italian and English was conceived and developed For the North Adriatic Sea port Authority. Seven units were realised, respectively for the following institutions:

1. North Adriatic Sea Port Authority (3 unit)
2. Venezia Heritage Tower
3. Civic Museum of the South Lagoon, Chioggia
4. Natural History Museum Giancarlo Ligabue
5. Naval History Museum, Venezia

The stretched image of the front and back is shown below.

Thanks to Qr Codes Totems allow participants to access to the mobile application created and implemented for the use of contents related to the Virtual Museum of the Ports of Venice and Chioggia.

This open source, non-proprietary code and web-based application was developed for mobile use both on-site and off-site and is equipped with a CMS (Content Management System) to ensure content management and updating.

Graphic interface and contents were created aimed at developing narratives functional to the valorisation of the tangible and intangible cultural heritage of the Veneto region.

Twenty-four physical/thematic POIs were identified, collected within three itineraries that can be used both on-site via geolocation and remotely. Each POI has an in-depth textual sheet, an image gallery that visually contextualises the POI with photos of yesterday and today, and an introductory video mini-pillow.

All contents were produced in Italian and English.

Bellow the list of themes that are activated in the presence of the selected POIs (physical points):

1. San Marco quays and Venetian Mude
2. Special transport in the era of the Serenissima

3. Ancient trades of the Venetian lagoon
4. The Arsenal: secret weapon of the Serenissima
5. Warehouse and *fondaci*: urban structures in the service of goods
6. Rialto: the mercantile heart of medieval Europe
7. The industrial port at Santa Marta and San Basilio, 1880s
8. Stucky Mills: genius in industry
9. Punta della Dogana: world's most beautiful customs office
10. Innovation and computerisation: customs today
11. Porto Marghera: leadership in agri-foods
12. For every product a warehouse
13. Venezia Heritage Tower: alliance of port and industry at Marghera
14. Shipbuilding in the Venice lagoon: fishing boats to mega-yatchs
15. A hub for manufacturing and agri-foods of the italian northeast
16. A port system serving european manufacturing
17. Break Bulk: when transport is an art
18. Fishing at Chioggia: a millenial tradition
19. Chioggia: queen of Adriatic fishing
20. The art of the squeraroli in historic Chioggia
21. Intermodal: always the competitive advantage of Venice
22. The venetian lagoon: a perfect yachting home
23. Evolution of land-sea relations at Chioggia
24. The pilots of the lagoon: avant-garde technology, millenial tradition

The Routes section develops 3 thematic areas, within which visit experiences grouping individual POIs are collected:

1. Yesterday's veneto port system, with an approximately 7-minute video documentary illustrates activities, trades, routes and economies related to the port in the past
2. Today's veneto port system, with a video-documentary *The Port Today*.
3. View from above

The third itinerary, Views from Above, presents a storytelling based on the relationship between city and port between past and present, approached from the unusual perspective of the view from above.

For this purpose, special drone filming campaigns were carried out on the city and the various points of narration.

A special photographic campaign was conducted for the creation of navigable 360° panoramas of the points of interest shared as fundamental and usable from the special section of the App. The following 360° panoramas were therefore realised:

1. The Arsenal: Sail Tower
2. Punta della Dogana
3. *Fondaco* of the Germans
4. Stucky Mills
5. Cotton Mill Tower (IUAV)
6. Pilots' Tower (Malamocco)
7. Virtual Heritage Tower
8. Clock of the lighthouse – Chioggia

2- INTERACTIVE WLL INSIDE THE NAVAL MUSEUM OF VENICE

PP1 has set up a permanent wall inside the first room of the Naval Ship Pavillion. The installation was designed perfectly integrated with the Museum graphics, and looking to achieve all museum visitors.

Technical design, wall graphic and Museum graphic

Wall installation

This wall include a screen with a demo of the virtual tour dedicated to the "Padiglione delle Navi" (Ships Pavilion Virtual Tour) that is included in the PP1 Virtual Museum as part of the Adrijo Platform.

Video available on the PortOfVenice Youtube channel: https://www.youtube.com/watch?v=pJ5SOwRlu9o

The contents could be activated on the mobile visitor's devices with a QRCode (https://my.matterport.com/show/?m=ZhbfkuQXvtn&help=1&hl=0&brand=1&play=1&ts=2)

QR codes allow you to complete the 3D visit from a PC, tablet, smartphone or with 3D VR glasses, where the real and the virtual come together.

QR Code fot the English and Italian version of the Virtual Tour

The virtual itinerary uses augmented reality to allow the user to rediscover the port as a resource which, over the centuries, has generated economic, cultural and artistic assets. They can access documents, images and artefacts that bear witness to this heritage, as well as archaeological finds and spaces that are not always available to the public or that cannot be seen in person at the time. The Ships Pavilion is temporarily closed.


Screenshot of the Virtual tour

To make the virtual space truly interactive and allow the user to explore what they are looking at, 68 tags have been created for the itinerary. These feature descriptions and texts that go into more detail, as well as images, videos and links to web pages.

Screenshot of the Virtual tour – an example of tag

Everyone can now explore boats and relics from various eras to rediscover the history of the area's relationship with the sea, the lifeblood of both Venice and the Veneto region which drew prosperity, a spirit of adventure and innovation from its port-based activity.
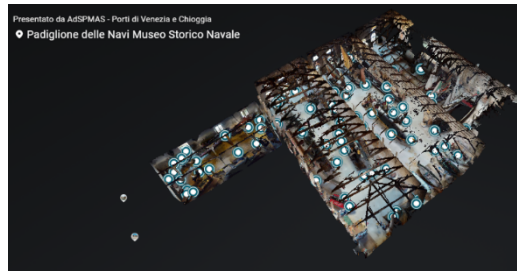
Dollhouse of the Ship Pavillion

The Ships Pavilion Virtual Tour of the Historical Naval Museum was created in partnership with Fondazione Musei Civici Venezia and Marina Studi, Marina Militare Venezia (Italian Navy) and VeLa.

The wall, and the Virtual tour, is available in Italian and English.

With this installation the users have independent access contents when they are on places or explore the Virtual Tour remotely, from the web or with a mobile application. The wall allow the access to the contents through digital media to all people, also to people living with disabilities, such as wheelchair users and hearing impaired people.

The immersive itinerary forms part of the organisation's wider sustainability strategy. This not only involves devising tools and promotional and communication projects for traditional settings, but also finding innovative solutions that make it possible to visit facilities from a distance, opening Veneto's ports up to everyone and encouraging alternative tourist itineraries that alleviate the pressure from tourism on the city.

The North Adriatic Sea Port Authority present the installation, the remember Project and the Ships Pavilion Virtual Tour Project during the gathering organised by Mare di Carta, to mark the launch of the "Venice Naval History Museum Guide" – Mare di Carta Editore, 2022.

The event was attended by local actors and organized in the framework of the 2022 Venice Boat Show.