

Report on Installations

WP 4 . IMPROVEMENT OF ACCESSIBILITY TO CULTURAL HERITAGE SITES

State of the document	Project Partner	Date of the document
Final	PP2 Veneto Region	13.09.2019

1. Table with the sites of intervention

Site 1

Name of the Museum	Museum of the Southern Lagoon in Chioggia
Location	Chioggia (VE)
Address	Campo Marconi 1
e-mail	sportello.museo@chioggia.org
Website	http://museo.chioggia.org/index.php
Contact Person	Cristina Penzo

Site 2

Name of the Museum	Great Rivers Museum in Rovigo
Location	Rovigo
Address	Piazza San Bartolomeo 18
e-mail	museograndifiumi@comune.rovigo.it
Website	www.museograndifiumi.it
Contact Person	Chiara Vallini

2. Description of the status “quo ante”

2.1 Museum of the Southern Lagoon in Chioggia

a. Description of the site (*maximum 2.000 characters*)

The museum is situated in Campo Marconi, near the historical centre. The building stands on the old walls of a Franciscan monastery that was built in 1314. During the war between Venice and Genoa, in 1379, the monastery was seriously damaged and it was rebuilt in 1434. It was deconsecrated in 1806 and then it was used for many purposes.

The museum is divided into three floors: the ground floor hosts archaeological finds, from Bronze Age to the 4th century A.D. A series of panels in the room gives a general view of the change of the environment, from Bronze Age to 1740, on north and south of Chioggia. Reconstructive models and panels show the oldest findings. The first floor is dedicated to Cristoforo Sabbadino, famous engineer who worked for Venice Most Serene Republic during the 16th century, and conserves findings from the 12th century to the 17th century.

In this floor there is also the historical local archive which hosts documents from 1246, time of the first medieval statutes, illuminated parchment codes and “mariegole” serials.

The second floor is dedicated to maritime affairs, fisheries and local shipyard; it has been fit out with private collections of two citizens of Chioggia. The items shown in this room belong to the period from 1700 till today. There is a section dedicated to wood and wood works to build the local boat. In the middle of the room models show all the phases of construction of “Bragozzo”, a typical boat from Chioggia, in the shipyard.

In the second wings there is a section dedicated to the fishing nets, sails, floating cork or glass, and hanging on the wall, the only specimens of “Penelo”, the famous weathervane of local production that was collocated on the top of the mainmast. Local pipes, dating from the 17th century to 1950s, are in a showcase.

b. Use of technology before the project’s interventions (*maximum 1.500 characters*)

No particular technology had been used by the museum before this intervention.

c. The innovative solutions to be adopted joined with Museum’s managers and their link to the best practices identified in the frame of the INNOCULTOUR project’s activities (*maximum 1.500 characters*)

The innovative solution adopted by Veneto Region joined with the museum managers has been an audioguide connected to bluetooth Beacons to improve indoor location for the museum’s visitors. The Beacons are hardware transmitter devices that broadcast their identifier to nearby portable electronic devices. The conjunction of planned audioguide content positioning and planned Beacon positioning increase the visitor’s awareness of the surrounding.

The right amount of information that will be accessible by visitors using the audioguide application has been identified. Particularly, the most satisfying spatial relation has been found for each room to avoid information overload while still describing the museum's artworks, history and importance.

Some suggestions for this intervention came from the Augmented Reality System used by the Legnago Civic Museum - Archaeological Environmental Center and by the app AmuseApp Sensi developed by the Province of Belluno together with the Municipalities of Alano di Piave, Cesiomaggiore, Mel and the Montana Alpi Union. Some hints were also taken from the first prize winner, "Archigiochiamo il museo" designed by Meeple srl of Rovigo, a project to enhance the Museum of the Great Rivers of Rovigo through an App of game.

2.2 Great Rivers Museum in Rovigo

a. Description of the site *(maximum 2.000 characters)*

The Great Rivers Museum that belongs to the Municipality of Rovigo, was officially opened on 20th April 2001. It continues and develops the activity of the former Civic Museum of Polesine Civilizations, founded in 1978. It has been using and evaluating the old Olivetan Monastery of Saint Bartholomew, since a complex and radical restoration work took place. The Monastery was founded in the 13th century and was abolished in the time of Napoleon. Between the 16th and 17th century the existence of the Olivetan Order allowed the widening of the building to the present dimension, with two cloisters - one of which houses a beautiful well curb - and two courtyards. It is one of the most important architectonical complexes of Rovigo and Polesine.

The new Museum is meant to be inserted in a plan of promotion of Polesine. It highlights the history and environment peculiarities of the territory of the province of Rovigo, hemmed in between the final stretches of the longest Italian rivers and characterized by the Po Delta. It opens a proactive dialogue and a constructive cooperation with local, Italian and European cultural institutions concerned with river environments and deltaic areas.

It is an innovative Museum that has a very communicative setting up: in fact, beside the traditional series of glass cases and archaeological finds, there are virtual reconstructions, stage settings, dioramas and scale models that take the visitors to an imaginary journey through the basic stages of their history.

b. Use of technology before the project's interventions *(maximum 1.500 characters)*

No particular digital technology has been used by the museum before this intervention.

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3. Description of the interventions and Technical Sheets

3.1 Museum of the Southern Lagoon in Chioggia

a. Description of intervention realized (*maximum 1/2 page*)

We deployed 20 bluetooth Beacons inside the museum. In order to achieve this result we used the following preparation:

- 1) we identified the museum structure and the artworks position with a first site inspection, then we released to the museum's managers a first map with an hypothetical content division
- 2) the museum's manager created the audioguide contents in relation to the map
- 3) we adapted the product from point 1 and 2 to create a map with the optimal position to install the bluetooth Beacons whose deployment required 3 hours with the supervision of the museum's manager. Most of the Beacons are installed on the optimal position, some of them are deployed in the near surrounding because of technical limits like signal strength

We also deployed 10 iPads and a PC. The 10 iPads comes with the audioguide application that connects directly with the Beacons over Bluetooth. An iPad is also directly connected to the Content Management System(CMS) hosted on the Cloud.

With the PC connected to the internet is possible to manage the artworks information and access the audioguide usage statistics directly from the CMS interface.

b. Audience Targeted (*maximum 1/2 page*)

The primary objective represents all those who directly benefit from the project activities and will be the first users.

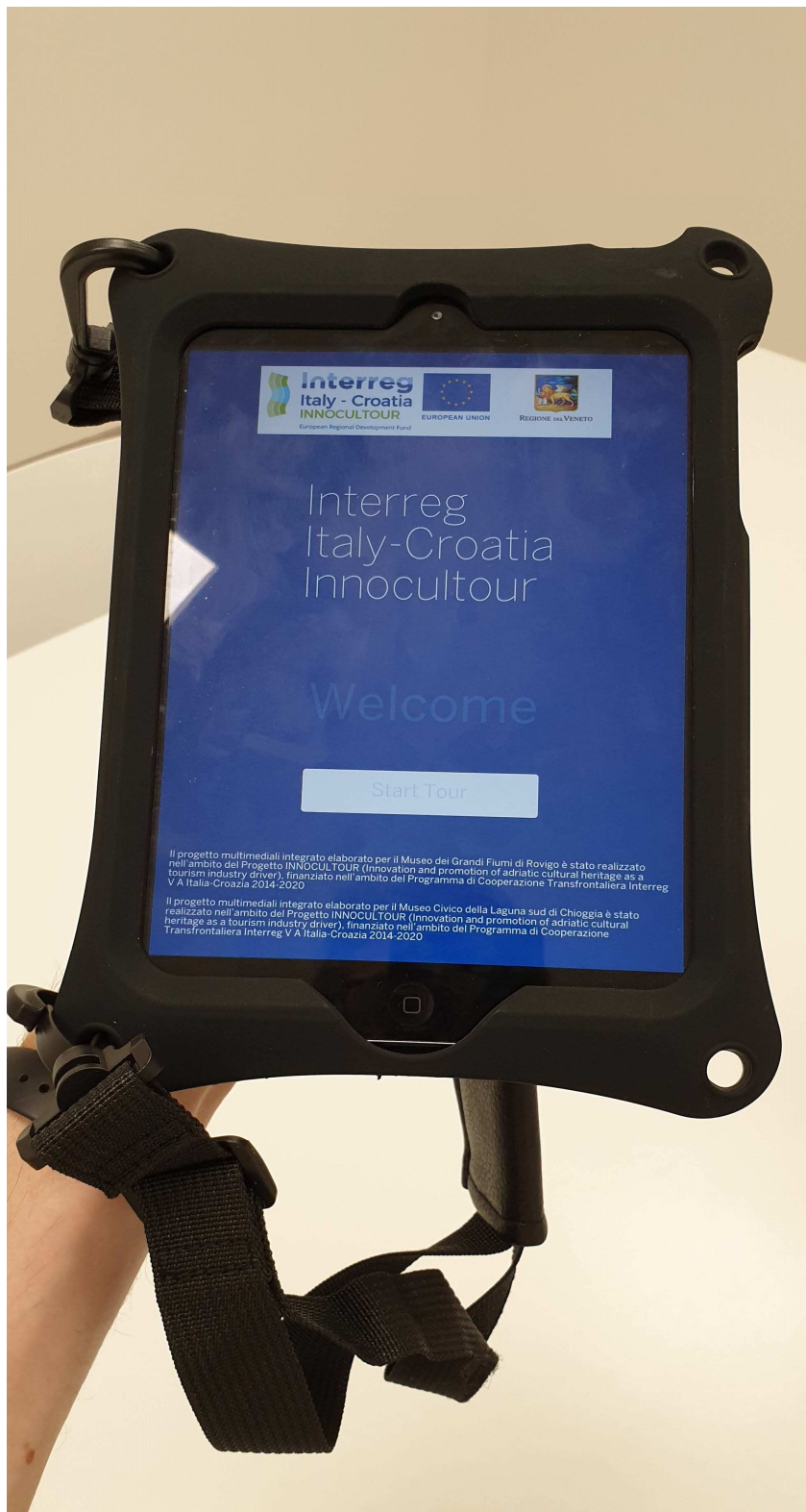
- General public of the local community (students, families)
- Tourists who visit the museums and use the audio guide services

- Collective bodies (e.g. associations, federations, organizations)
- Media of local level
- Local authorities and bodies Scientific community (universities, research centers)
- Policy and decision makers at regional and local level

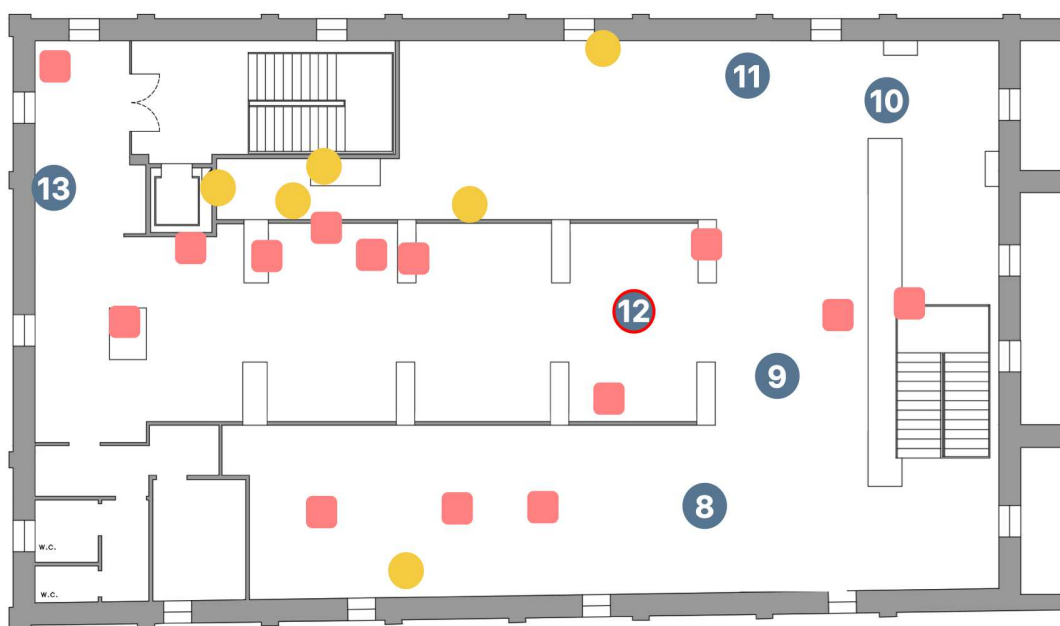
c. Technical Sheet describing technology implemented and equipment installed

Used technology	Bluetooth beacon
Hardware	Kontakt Smart Beacon SB16-2
Software	/
Devices installed	20 x Bluetooth beacon

d. Photo Gallery



Mostra percorso



X

La pinacoteca: uno sguardo artistico sulla Città



00:08 / 01:30

Guida all'uso

Per ogni sala puoi ascoltare

La descrizione generale
cliccando su:



Stanza

Informazioni ulteriori sulle opere presenti
cliccando su:



Pareti / Opere a parete



Soffitti / Opere a soffitto



Vetrine / Sculture / Arredi



Info per la famiglia

Salta



Prossimo



Interreg Italy-Croatia Innocultour

Benvenuto

Inizia Visita

Il progetto multimediali integrato elaborato per il Museo dei Grandi Fiumi di Rovigo è stato realizzato nell'ambito del Progetto INNOCULTOUR (Innovation and promotion of adriatic cultural heritage as a tourism industry driver), finanziato nell'ambito del Programma di Cooperazione Transfrontaliera Interreg V A Italia-Croazia 2014-2020

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3.2 Great Rivers Museum in Rovigo

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Piano terra

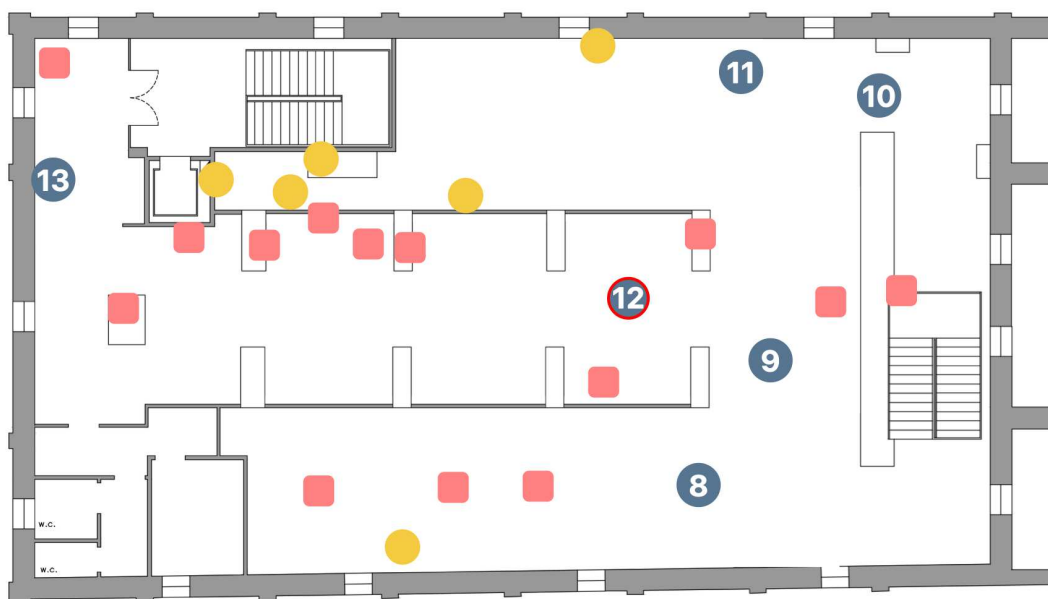
Primo piano

Secondo piano

Fine visita



Mostra percorso



X

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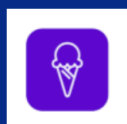
Pareti / Opere a parete



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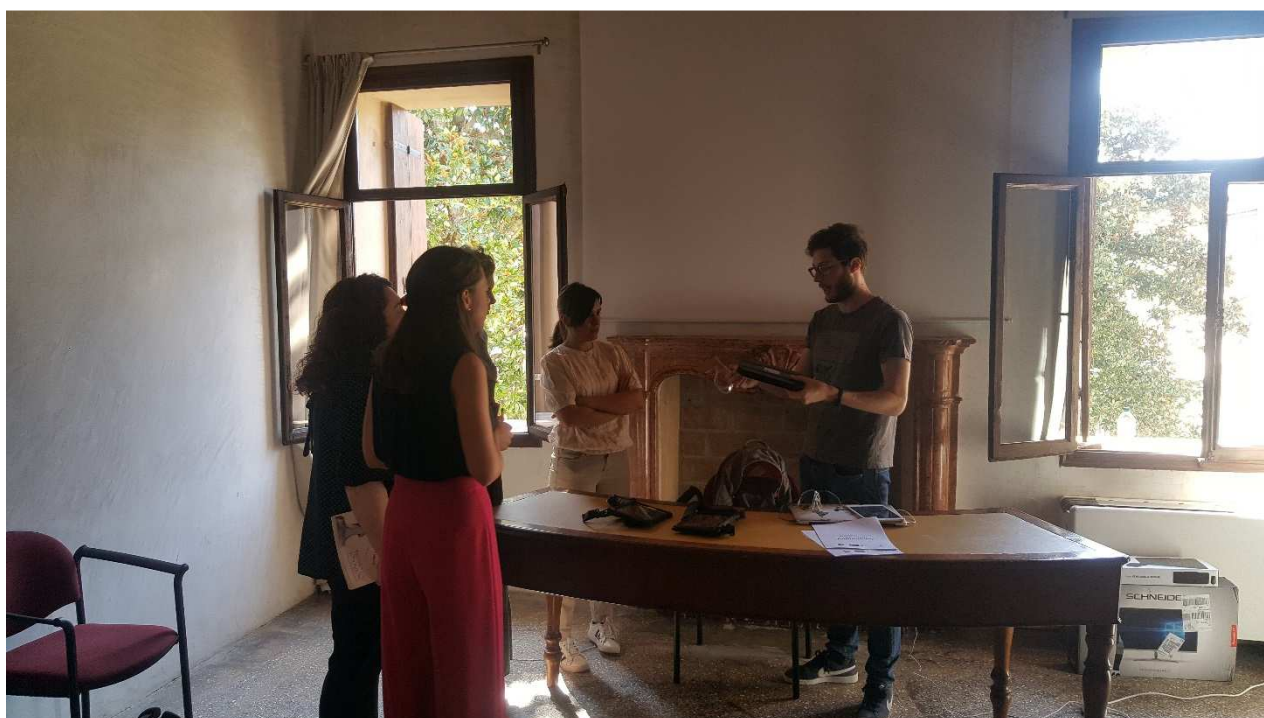
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4. Feedback from testing of the innovative solutions *(maximum 1 page)*

4.1 *Museum of the Southern Lagoon in Chioggia*

We tested the solution with the help of a group of 20 users, part of them were directly involved with the project (not with the development of the solution) and most of them were people interested on the project without a prior knowledge of the solution.

The users were divided in groups and, after a brief introduction, we provided to them the iPads with the audioguide application and they started the tour. After 1 hour on average the tour of the museum was completed and we collected some feedbacks from the group.

The solution was well received from the users, in particular the following aspects:

- The beacons interaction is useful to help the visitor to find the artworks in the closest surrounding
- The possibility to have an insight for specific artworks adds value to the visit with the audioguide
- The multilevel structure of the information is something that helps both slow and fast visitors.
- The clear difference between main and secondary informations is easy to understand and to use

4.2 *Great Rivers Museum in Rovigo*

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