

Video interview

About my research period

My research at the Department of Media Arts + Sciences of Duke University was focused on:

- development of **multimedia contents** for the MQADRO platform with the supervision of Professor Victoria Szabo at ISIS Lab
- theoretical research about **multimedia learning** and **cultural heritage visualization**
- analysis of **similar learning tools** doing online research and conducting interviews to the responsible of two multimedia platforms at **Nasher Museum of Art**.

MQADRO – The project

This platform is developed for the [Mario Rimoldi Modern Art Museum](#), one of the three museums managed by Regole d'Ampezzo in Cortina. In 2014 this museum centre joins the *Ad Museum* project, sustained by the European program INTERREG IV I-A 2007-2013 and aimed to improve physical and cultural accessibility to cultural and natural heritage located in the Dolomites Unesco Heritage.

M QUADRO is designed to provide a multidisciplinary and peripatetic experience to people inside and outside the museum, with different learning styles and visual patterns and for many levels of understanding. The platform will enhance the visitor experience filling the gap between people comprehension and the understandability of artworks and restoring the educational role of museum in the community.

MQADRO – Meaning and Visual Metaphor

MQADRO is a virtual space aimed to enhance the physical experience. The name of the platform (M "SQUARE") indicates the ability to raise the museum "to the power of two", but it also refers to the square metre, the average surface area of a picture. Multimedia tools can expand this space, offering interaction and learning experiences. All the cube animations are inspired by this philosophy, in order to give users a visual metaphor of this potentiality. Besides, the word *virtual* comes from the Latin *virtus*, which refers to an inherent potential or embodied capacity, quality or power.

MQADRO – Sections of the Platform

MQADRO can be considered as a *virtual thresholds* into the museum able to improve the museum accessibility in different ways and for different target audiences. The four sections of the platform provide many points of contact, many points of entry, many levels of engagement.

1. EXPLORE section, containing videoguides about the history of the collection, an interactive archive and thematic galleries designed with an experiential approach based on emotions.
2. LEARN section, where users will find interactive analysis of the paintings, educational games and other multimedia learning tools aimed to enhance understanding and stimulate meaning making processes.

3. ACTIVITIES section, designed to promote a closer and active engagement with the museum and stimulate participation in cultural activities.
4. JOIN US section aimed to improve social networking and community empowerment, in which museum can become a networking virtual place.

MQUADRO – Thematic galleries

Each of the thematic galleries offers a different experience of the collection.

ART LISTENING

A selection of paintings associated with music and songs, both proposed by the museum or chosen by users.

This gallery makes it possible to experience how music can affect the visual experience, based on the idea that the perception of a painting includes other senses as well as sight.

ART PALETTE

The palette is one of the most important tools for the understanding of painter's personality and attitudes to colour. This gallery provides a useful way to compare paintings starting from the chromatic tones they are made of. The user can drag the palette on a full screen image of a painting, sliding from one to another.

ART COLOURS

This gallery emphasizes the deep bond between art, colour and emotions. Feelings affect perceptions and colours may evoke different reactions depending on what they represent in different paintings. Here users have the rare opportunity to compare paintings based on the same colour and understand the central role that chromatic perception plays in visual experience.

MQUADRO – Keywords

- Learned-generated content (users as active creators of museum content)
- Learned-centered design
- Experiential engagement
- Constructionist approach (from information acquisition to knowledge construction)
- Interactive (the platform not only organizes information but also interactions)

The official presentation of the platform will be on Saturday, **30 August 2014** at **5.30 pm** at **Museo di Arte Moderna "Mario Rimoldi"**, Corso Italia 69, Cortina d'Ampezzo (Belluno, Italy). The event is part of the summer events scheduling of Musei delle Regole complex www.musei.regole.it.