

CARLA.COLONA@STUDIO.UNIBO.IT

# the Red ROUTE of Bologna

Historical musical tour down the streets





# Aims of the project



## Application Development

Using new technologies to create guided tours through the city of Bologna.

## Promoting Historical Memory

Deepen knowledge and raise awareness about the history of Bologna.

## Combining History and Music

Tours follows the songs by Lucio Dalla and their related historical content.

# HOW TO COMBINE?

## 1943, Bombing of Bologna in WW2

### AN ANALYSIS OF THE HISTORICAL SCENARIO

1943

On 25 September 1943 Bologna suffered the bloodiest air raid in the entire war. The old city centre was among the hardest hit areas, but the suburbs, the Bolognina district and the area around the city's hippodrome also suffered heavy damage. Hundreds of people were killed in the collapse of an air raid shelter in Via Leopardi, hit by a bomb.



# HOW TO COMBINE?

## Lucio Dalla, the SINGING POET

### AN ANALYSIS OF THE SONG BY LUCIO DALLA

4 MARZO 1943

The song is a sort of ballad that tells the story of a sixteen-year-old girl who gets pregnant by an allied soldier who will later die in the war. The girl, who will raise the child alone, will also have a short life. This episode is similar to many others of the same kind which occurred during the war.



# HOW TO PROMOTE?

## REVISIT

Go back through the stages of the bombardment of 1943 on the city during the WW2. Along the route you can visit places of memory, monuments and cemeteries of war.

## REMEMBER

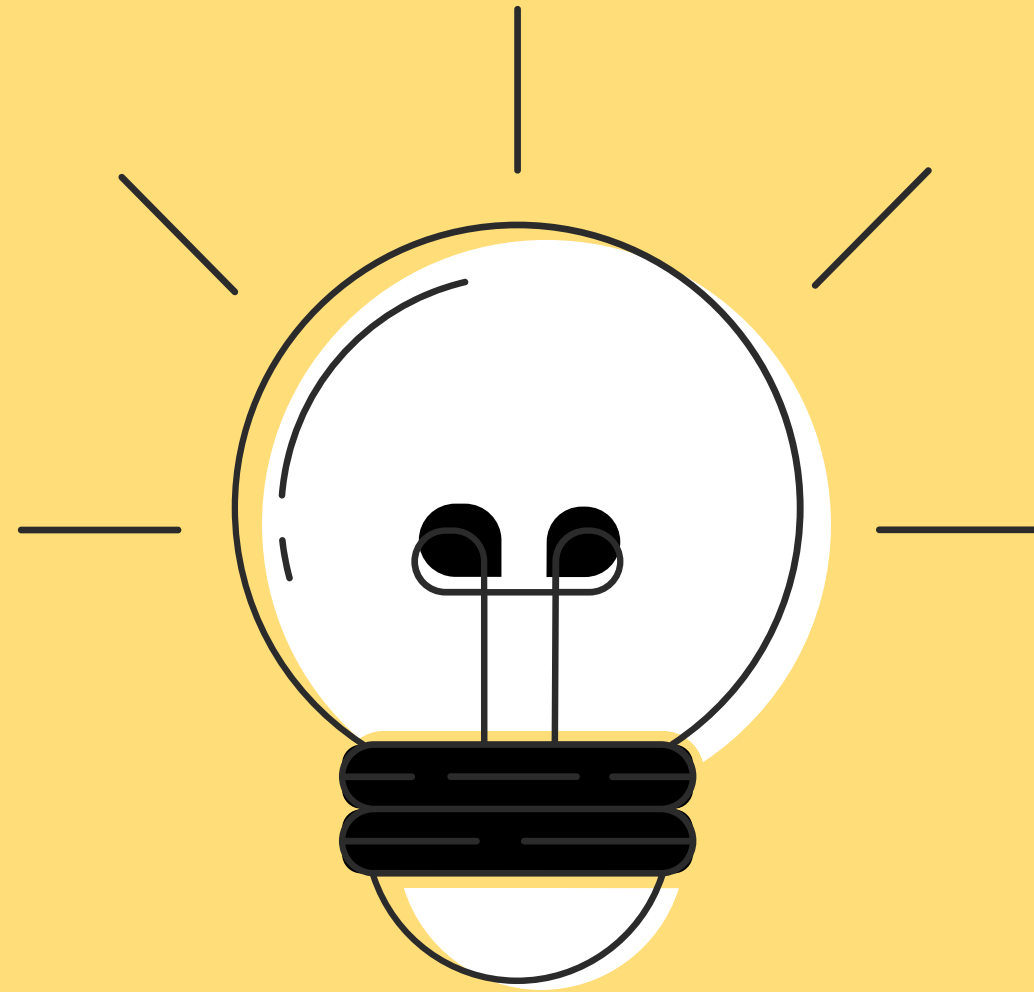
Remember catastrophic events to share experiences, encourage the understanding and create a unified awareness of the importance of freedom.

## RELISTEN

Listen again to stories about WW2 at the so-called "places of listening" or along the way, even in the company of the melody of "4 marzo 1943" by Lucio Dalla.



# HOW TO APPLY?





# APPLICATION DEVELOPMENT

## Freedom to explore

The walking tour app gives you the freedom to explore at your own pace. You can start walks at any time and stop whenever and wherever you like, for as long as you like.

## Play audio automatically

The app uses your location to play audio automatically, at exactly the right time and place, and when you start moving again, playback will too.

## Making history accessible

Create QR Codes that will be placed along the walking tour in the city. Through their smartphones, users can scan the code which is then linked to appropriate information.



# APPLICATION DEVELOPMENT

## Offline to save

Use the app offline to save on data and roaming costs. You can download our audio tours with a single tap before you leave your WiFi zone.

## Free Download App

The app allows you to keep a walking tour app in your pocket wherever you go. It supports any device.





5 KM

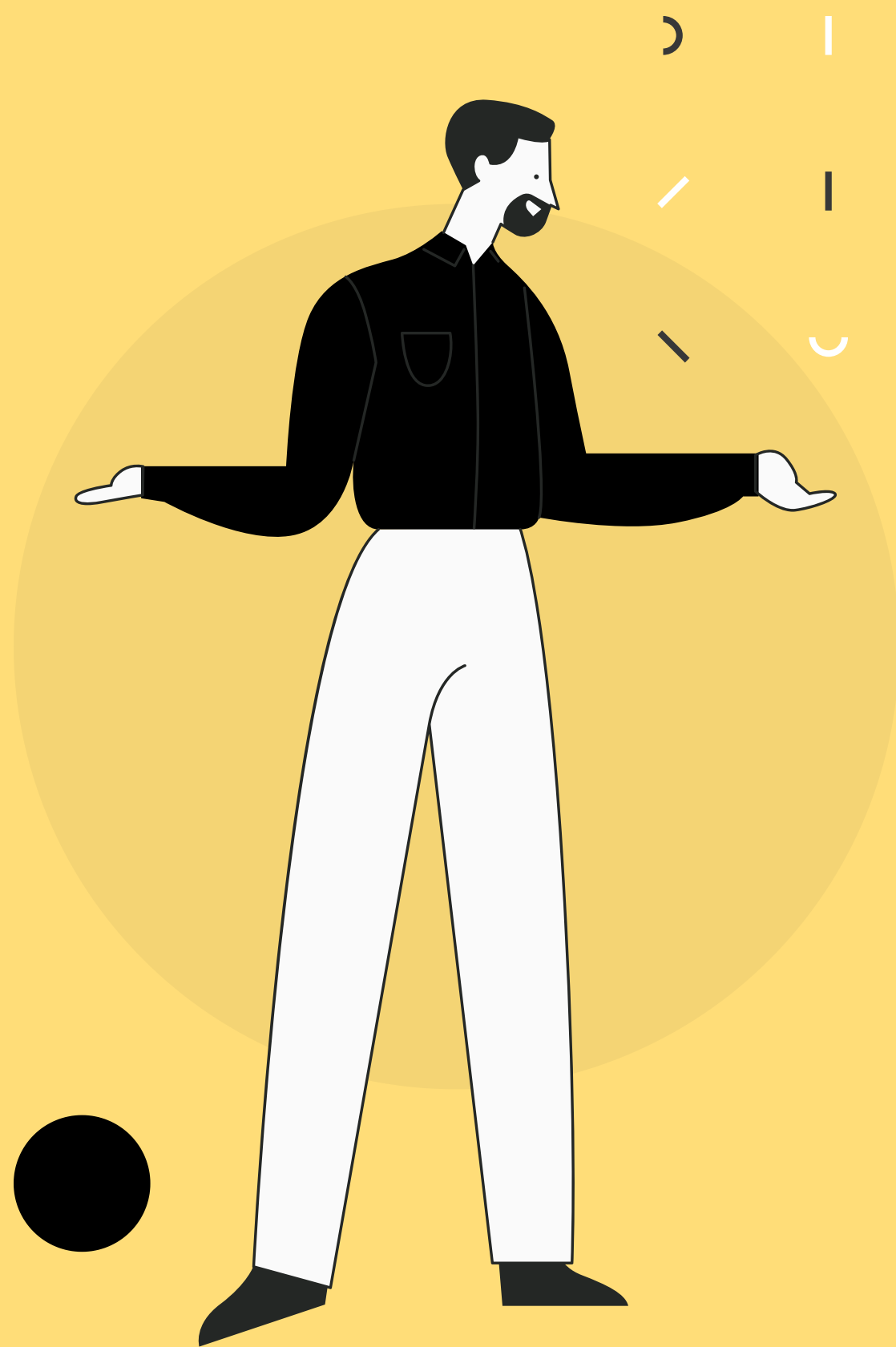
## Walking

About 2 hours

10







the PAST

---



the PRESENT

---





# APPLICATION DEVELOPMENT

## Support by KML and GOOGLE EARTH

KML is an XML language focused on geographic visualization, including annotation of maps and images. Geographic visualization includes not only the presentation of graphical data on the globe, but also the control of the user's navigation in the sense of where to go and where to look.

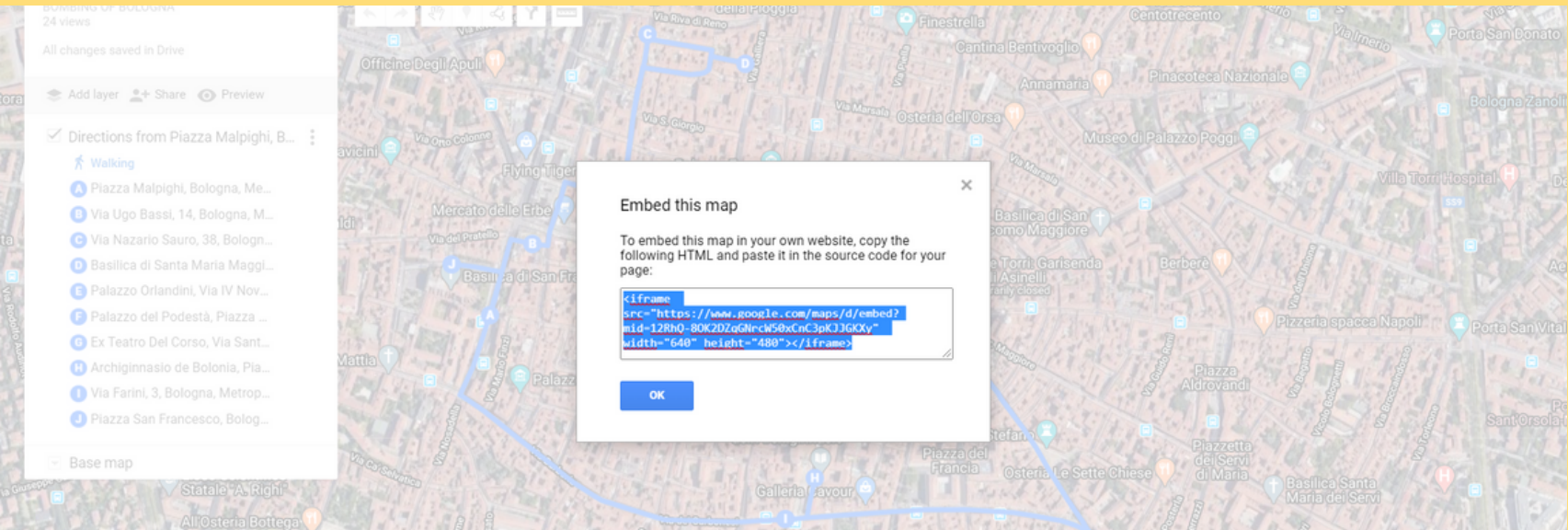


# APPLICATION DEVELOPMENT

## Support by KML and GOOGLE EARTH

You can use KML to plan trips, share location data with friends, or record hikes you've been on, and to embed the map in your own website, copy the HTML and paste it in the source code for your page

```
<?xml version="1.0" encoding="UTF-8"?>
<kml xmlns="http://www.opengis.net/kml/2.2">
  <Document>
    <name>Directions from Piazza Malpighi, Bologna, Metropolitan City of Bologna to Piazza San Francesco, Bologna, Me...</name>
    <Style id="icon-1899-DB4436-nodesc-normal">
      <IconStyle>
        <color>ff3644db</color>
        <scale>1</scale>
        <Icon>
          <href>https://www.gstatic.com/mapspro/images/stock/503-wht-blank_maps.png</href>
        </Icon>
        <hotSpot x="32" xunits="pixels" y="64" yunits="insetPixels"/>
      </IconStyle>
      <LabelStyle>
        <scale>0</scale>
      </LabelStyle>
      <BalloonStyle>
        <text><![CDATA[<h3>${name}</h3>]]></text>
      </BalloonStyle>
    </Style>
    <Style id="icon-1899-DB4436-nodesc-highlight">
      <IconStyle>
        <color>ff3644db</color>
        <scale>1</scale>
        <Icon>
          <href>https://www.gstatic.com/mapspro/images/stock/503-wht-blank_maps.png</href>
        </Icon>
        <hotSpot x="32" xunits="pixels" y="64" yunits="insetPixels"/>
      </IconStyle>
      <LabelStyle>
        <scale>1</scale>
      </LabelStyle>
      <BalloonStyle>
        <text><![CDATA[<h3>${name}</h3>]]></text>
      </BalloonStyle>
    </Style>
    <StyleMap id="icon-1899-DB4436-nodesc">
      <Pair>
        <key>normal</key>
```







---

E quel giorno lui prese  
mia madre sopra un bel  
prato, l'ora più dolce  
prima di essere  
ammazzato.

Lucio Dalla, 4 marzo 1943

---





THE END

THANK YOU FOR WATCHING