

TARANTULA EXPERIENCE

A travelling exhibition on the dancing heart of Pizzica

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A WINNING PROPOSAL

THE CULTURAL HERITAGE PROPOSED IN THIS PROJECT IS AN

INTANGIBLE ASSET

BELONGING TO THE

PERFORMING ARTS



WORDS TO INSPIRE YOU

Safeguarding measures for traditional performing arts should focus mainly on transmission of knowledge and techniques, of playing and making instruments and strengthening the bond between master and apprentice

UNESCO - INTANGIBLE CULTURAL HERITAGE



WORDS TO INSPIRE YOU

Museums provide opportunities for the appreciation, understanding and management of the natural and cultural heritage.

ICOM - INTERNATIONAL COUNCIL OF MUSEUMS

THE INTANGIBLE CULTURAL HERITAGE

Pizzica

Popular dance performed during lively and commemorative celebrations.

It was also the main complement to “tarantism”: an hysterical cultural syndrome, caused by the bite of Lycosa Tarantula.

Over the years, tarantism has almost completely disappeared, while Pizzica is still living.

Nowadays Pizzica gathers hundreds of thousands of people in the squares, but its historical memory is in decline.

PROJECT JUSTIFICATION

ICH relevancy motivation



CONTEMPORARY

Its social influence in the present strongly stands out, providing for a continuous transmission of knowledge from generation to generation



TRADITIONAL

It is fundamental to remember the importance of the mass-exorcism on the 29th June in the church of San Paolo in Galatina (Le).



COMMUNITARIAN

Festivals records a participation of more than one hundred thousand spectators (e.g. Night of Taranta)



INCLUSIVE

It's originally from the Salento peninsula in Apulia, but spreads throughout the rest of Apulia and the regions of Calabria and eastern Basilicata.

PROJECT JUSTIFICATION

Exhibition relevancy motivation



CONNECTING YOU TO INDIVIDUALS

By participating actively, people create their personal learning experience, in a physical space that becomes a shared and social environment



BROADENING PERSPECTIVE

Creating an immersive experience means inviting someone into another world. Trying to provide a sense of place, and a sense of a world beyond that place



INFORMATION GATHERING

Dissemination of historical and contemporary knowledge that create the common goal of involving people through their itinerary



EXPANDING OPPORTUNITIES

Finding alternative attractions for tourists and locals

PROJECT JUSTIFICATION

ICH exhibition limits



HIGH COST



LARGE SPACES



HIGH TECHNOLOGY
MAINTENANCE



THE STORYTELLING



ALWAYS
FOLLOWS THE
VISITORS, FROM
THE VERY FIRST
ROOM TO THE
LAST ONE...

COMIC AND
NARRATIVE...

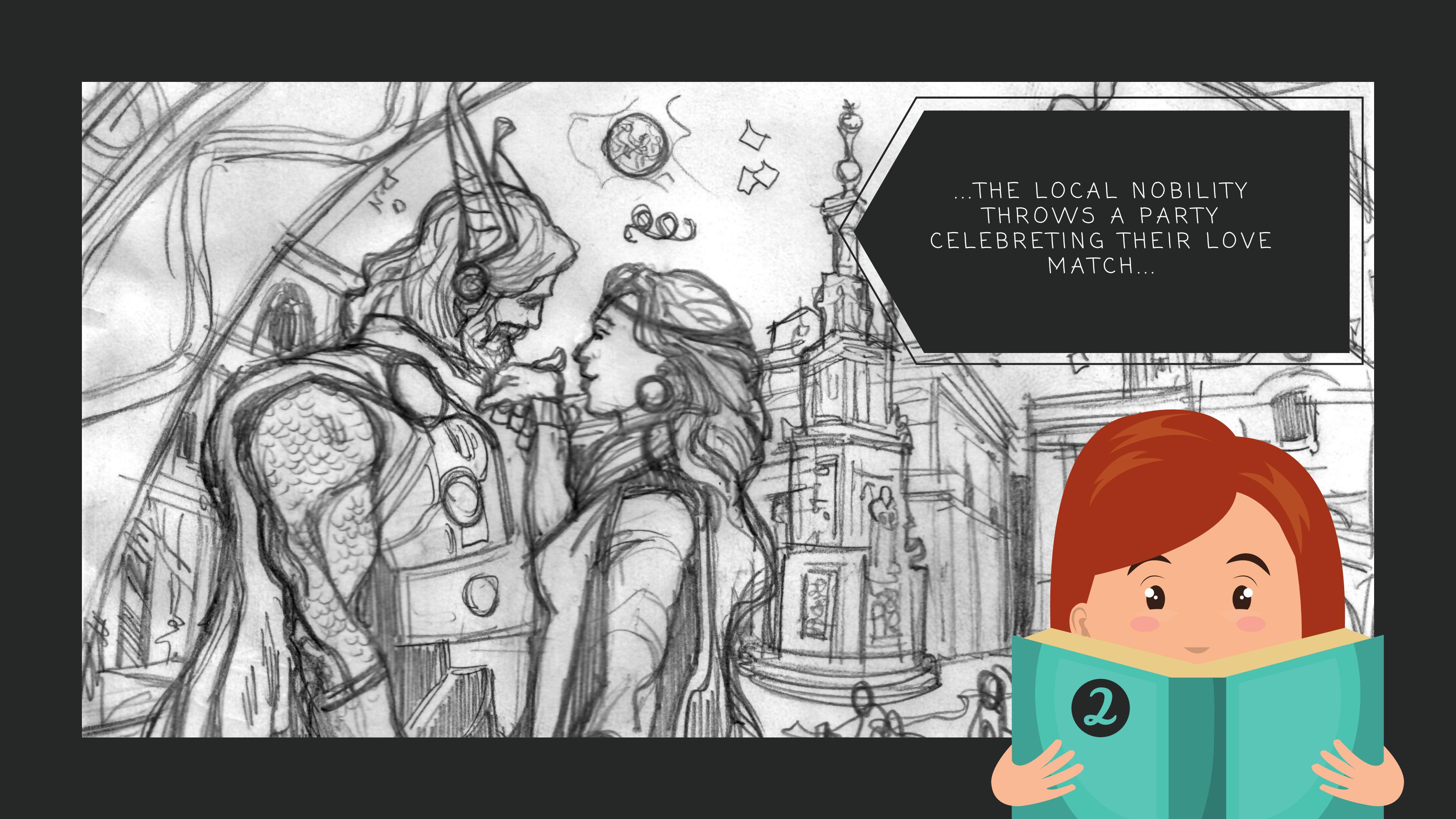
...FANTASTIC
AND REAL

...MEETING
BETWEEN
CONTEMPORARY
AND ANCIENT



THOR ARRIVES ON PLANET EARTH VISITING THE CITY OF GALATINA, WHERE HIS LOVE LIVES...





...THE LOCAL NOBILITY
THROWS A PARTY
CELEBRATING THEIR LOVE
MATCH...

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...THOR'S HALF-BROTHER
LOKI, ENVIOUS OF THOR'S
SUCCESS, TRIES TO GET
BACK AT HIM TRANSUMTING
HIS BODY INTO A SPIDER...





...AND POISONING HER,
WHO STARTS SQUIRMING
AND GETTING SICK...





...THOR CHALLENGES LOKI
TO A FIGHT TO THE DEATH,
SUPPORTED BY THE MELODY
PLAYED BY MUSICIANS,
WHICH HAVE THE POWER
TO DEFEAN...





...THOR DEFEATS THE ENEMY
AND RELEASES HIS LOVE
FROM THE SPELL. FINALLY
THEY'LL LIVE HAPPILY EVER
AFTER.



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PROJECT DESCRIPTION

FLOOR PLAN AND
TECHNOLOGIES

GOALS

TARGET

COMMUNICATION
STRATEGY

Floorplan



SENSORY4™

Examples



The SENSORY4™ content is programmed to be dynamic, informative and visually spectacular.

Driven by a suite of powerful computers, a bespoke software system controls up to 40 high definition projectors and a digital surround sound system.



Multiple aspects, hyper-detailed imagery, audio and written information are layered to create an experience that not only entertains, but conveys information on multiple levels. Visitors can stand back and absorb the experience as a whole.



In an instant, SENSORY4™ can transport visitors to another time and place. Adults and children alike wander through the space, viewing and listening from different angles of perspective, while engaging with the experience.

TECHNOLOGY OF VIRTUAL EXPERIENCE

Examples



TOUCH WALLS with over 32 simultaneously interaction points multiple users can interact with different contents at the same time

INTERACTIVE HOLOGRAPHIC STAND is a transparent glass on which multimedia contents are projected. The surface of the Holographic Glass is touch sensitive, users can then interact with digital content, browse catalogs, watch videos and surf the Internet

With INTERACTIVE INDOOR TOTEM digital information and contents are conveyed through advanced software systems for screens and touch-screen devices that allow users to access the communication in different times and places and in complete autonomy

GOALS

Examples



DEVELOPMENT OF THE HISTORICAL
MEMORY OF A CULTURAL
PHENOMENON



PRESENT ARTIFACTS FOR
RECREATIONAL AND EDUCATIONAL
ACTIVITIES



SCREENINGS OF FEATURE AND
SHORT FILMS

TARGET

Examples



PRIMARY, SECUNDARY AND HIGH
SCHOOL STUDENTS



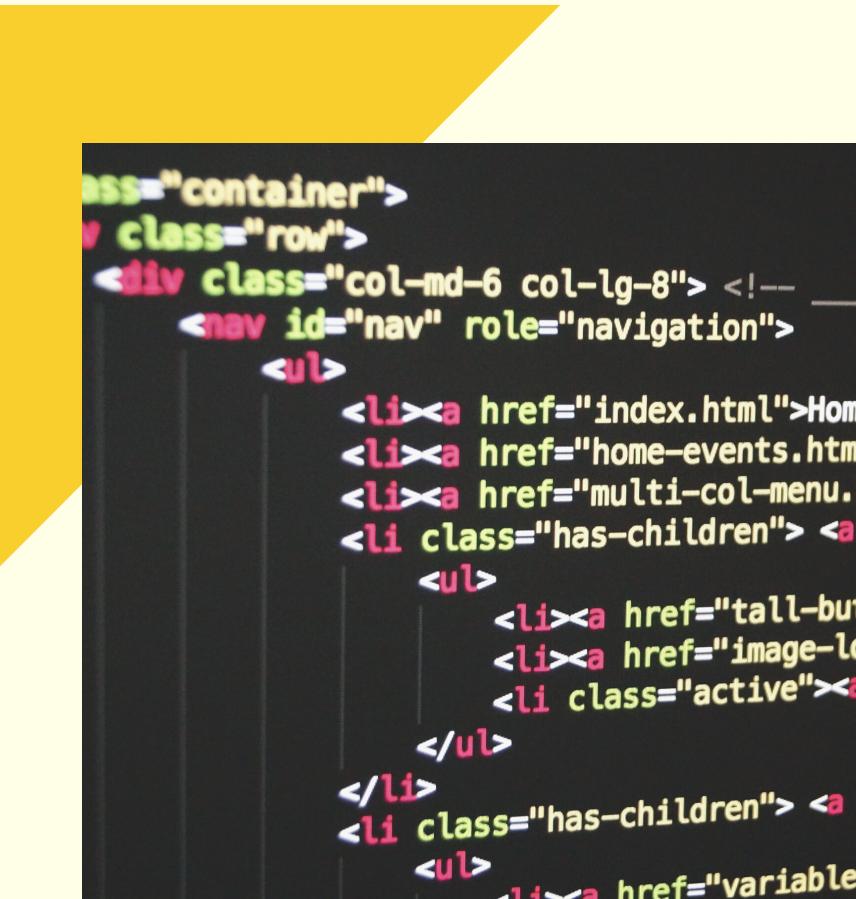
TOURISTS AND LOCALS



EXPERTS IN THE FIELD

COMMUNICATION STRATEGY

Examples



TRY TO ADOPT THE LATEST TRENDS
IN TECHNOLOGY. YOU SHOULD BE
PIONEERING THE USE OF THESE
TOOLS.

INVITE ARTISTS AND
PROFESSIONALS FROM THE
CREATIVE INDUSTRIES.

VITITORS WON'T ALL COME TO THE
DOORS BUT THEY COULD VISIT A
WEBSITE.



The end

THANK FOR THE ATTENTION