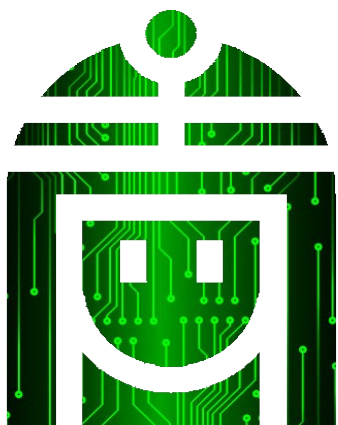


CLEOPATRA

CoLlaborative ExploratiOn of cyber-PhysicAl culTuRal lAndscapes



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Cleopatra Project Deliverable: D1.2

Case study definition

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About CLEOPATRA

The Cleopatra Project aims at increasing the knowledge of the archaeological and historical-artistic sites and to develop new communication techniques for Cultural Heritage. The objective is to promote and rediscover the sense of history and cultural identity by the valorisation of lesser-known areas and sites of the Campania region, but no less interesting.

Two experimental scenarios will be designed proposing “Diffused Museums”, through which the territory is known, and developing archeo-trekking or slow-tourism (i.e., cycling tourism), based on the protection and preservation of places requiring responsible, personalized and non-massive use.

The projects aims at achieving the following objectives:

- the creation of user friendly services both in outdoor (archaeological sites, squares, etc.) and indoor spaces (historic buildings, museums that store material documentation), in order to structure thematic itineraries through history, culture and art that involve the territory in its entirety for the construction of an integrated network for tourism promotion which is currently lacking;
- the organization of a system to guide the tourist, combining, from time to time, archaeological and historical-artistic, naturalistic, faunistic and geological elements based on their interests through an informative support; in the case of scenario 2, its peculiarity is emphasized by the naturalistic and geo-environmental background, in which the archaeological sites are located: currently they can be visited only with the aid of expert touristic guides;
- the realization a close interaction between user and avatar; the avatar will guide the tourist to places of difficult access through vocal and visual advices, choosing the most suitable routes based on a series of criteria, such as the available time, the ability of users to move in difficult contexts, clothing and the possibility to take scenic routes; at the same time the user, in his interaction with other users, can recommend new paths and report new elements, thus providing starting points for future research;
- to overcome problems, thanks to the help of the avatar, such as limited interaction with text documents, especially in open spaces, the lack of user, and an insufficient or wrong location of POIs.

For more information

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Executive Summary

This report presents the software architecture and the technological stack



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1 Scenario “Men, places and institutions of the Samnites in the Northern Campania: Re-Generation of a cultural identity”: creation of historical contents linked to the Artificial Intelligence system for learning agents

1.1 Archaeological site of Monte Pugliano (BN)

- Historical and archaeological study of the hill between the municipalities of Castelvenere, San Salvatore Telesino and Telesse Terme. This site was frequented since the protohistoric era, but it is well known thanks to the polygonal structures built by of the Samnites and the naturalistic evidences.

- Predisposition of multimedia contents:

- Samnites hill-fort;
- Roman villas;
- Medieval church;
- Sinkholes (typical of the geographic context).

- Multimedia contents processing:

- n. 4 multimedia contents, containing the graphic reworking of n. 40 images. Each of them will be accompanied by a text in Italian and English.
- storytelling about the site of Monte Pugliano: through a visit simulation, it could favor the cultural dissemination and the fruition of the site. Thus, by the narration of these landscapes the aim will be to raise awareness of minor sites, far from the major tourist circuits.

1.2 Cultural itinerary of the Matese Regional Park

- Study of the historical-archaeological entities of the Matese Regional Park (provinces of Caserta and Benevento).

- Creation of an itinerary of the cultural and landscape heritage. The aim will be to ease the communication and the fruition of the archaeological sites located in the municipalities that are part of the Regional Park.

Particular interest was paid to the Samnites hill-forts which represent one of the most characteristic evidence of the forms of settlement of non-urbanized communities, prior to the Roman occupation. This circuit also includes the museums present in the area: the Civic Museum - Mu.ci.ra.ma of Piedimonte Matese and the Archaeological Museum of ancient Allifae. Alongside the promotion and dissemination of the historical and cultural heritage, the points of naturalistic interest were also highlighted. They represent another important reading key for the Regional Park area.

- Creation of a virtual tour about the cultural heritage of the Matese Regional Park through the places of the Samnites. In the creation of the tour and its contents, the strong link between the archaeological heritage and the natural landscape in which it is inserted has been considered, paying attention to the areas of naturalistic interest included in this scenario.

- Predisposition of multimedia contents:

- *Samnite man's weapons and armors*, with a focus on the military sphere, highlighting the wide range of related artefacts found in the Museums.



- *The Samnite woman*, with a focus on the daily life, customs, habits, activities, which provide information on the role of women within the society of the time.
- *Samnite Oscan language*, the alphabet and its characteristics. Some writing games will be developed (supported by software). They will stimulate the user's curiosity, facilitating the knowledge of this cultural aspect of the Samnites.

1.3 The hill-forts

- Study and analysis of the hill-forts of the Samnites in Campania and Molise; georeferencing of the structures and data entry into the software to operate, through the Mirador platform, typological comparisons of the hill forts, thanks to the possibility of view, comparing and annotate images in multi-window mode.



2 Scenario Via Appia-exhibition. Preparation of contents for a permanent exhibition on the ancient Via Appia at the Archaeological Museum of Ancient Capua.

2.1 Activities for the exhibition on the Via Appia

- Preparation of the museum itinerary, in which the traditional exhibition settings will be accompanied by narrations, immersive visits and 3D realizations inherent to the route of the road.
- Creation of a multimedia map of the ancient Appian Way (from Rome to Brindisi) which includes the following contents:
 - linear layer for the route;
 - layers of points of the archaeological evidence along the road;
 - layers of points of the ancient centers crossed by the road;
 - study and preparation of texts and images associated with each specific layer of the archaeological ruins along the route.
- Study and analysis of the archaeological contexts in the Campania part of the Via Appia with particular attention to the archaeological ruins of ancient Capua (S. Maria Capua Vetere).
- Creation of multimedia content strictly related to artificial intelligence that will be able to offer the user a diversified visit linked to their needs.

The contents, structured in texts and images, refer to:

- Arch of Capua
- Amphitheater
- Theater
- Cryptoporticus
- Domus of Confuleius
- Domus in Via degli Orti
- The Conocchia



3 Conclusions