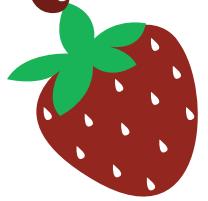




# ÇILEKLER



TIME DETECTIVE INTERACTIVE EXPERIENCE FOR THE  
DAVIA BARGELLINI MUSEUM, BOLOGNA



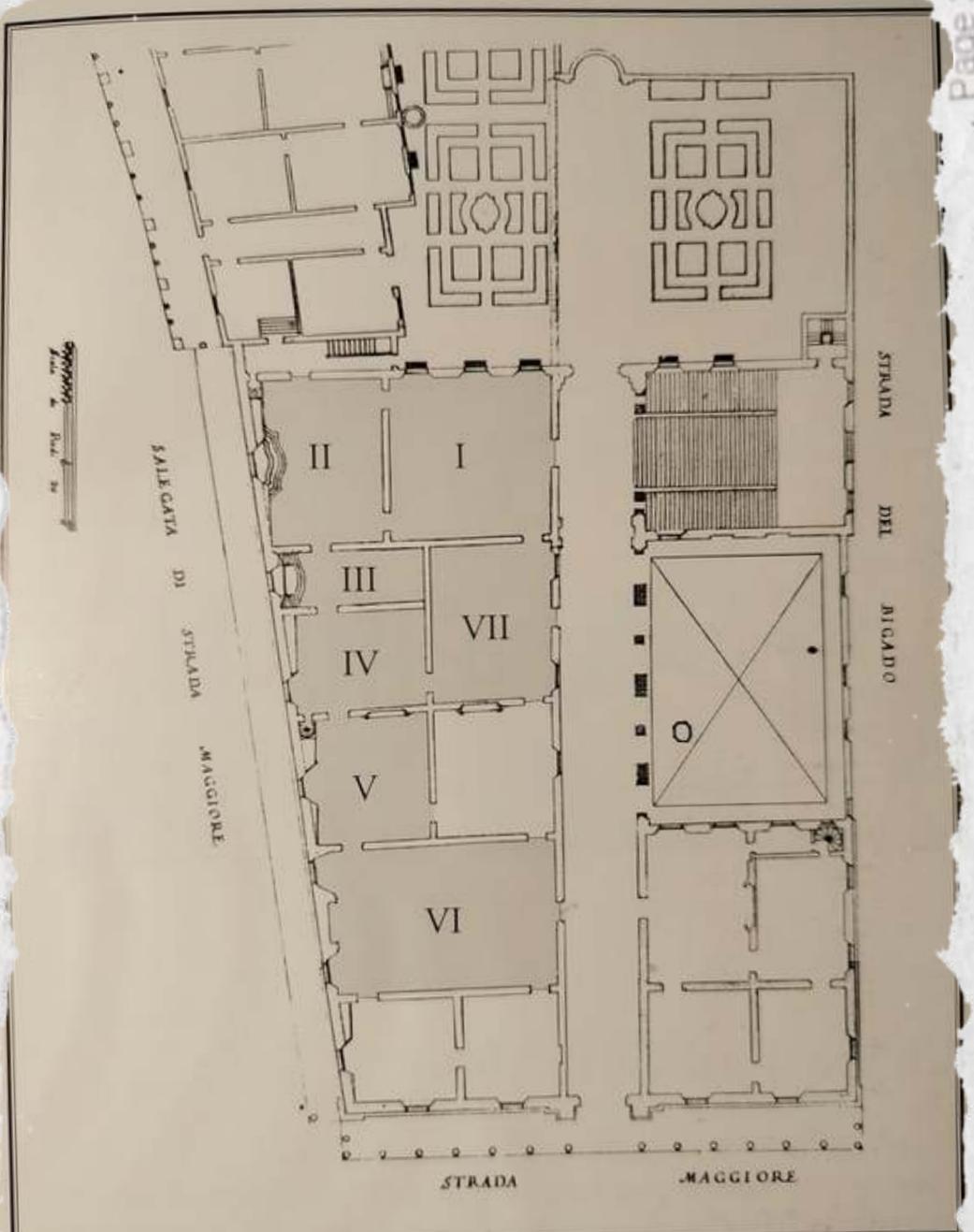
# WELCOME TO THE MUSEUM



Housed in a stunning 17th-century Baroque palace, the Davia Bargellini Museum is one of Bologna's cultural treasures. Since 1924, it has preserved the authentic atmosphere of an 18th-century Bolognese home.

# About the Museum

**Palazzo Davia Bargellini is a historic 17th-century palace in Bologna.**



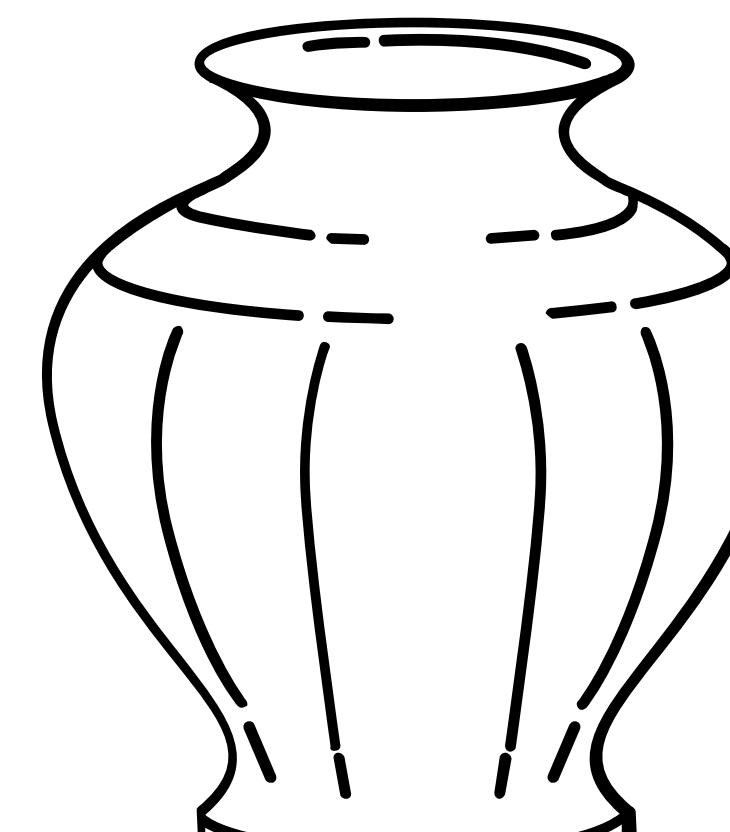
Writer and Joint bookrunner:

## ITS COLLECTION

- The museum features painting collections from Gothic to Baroque, ceramics, antique furniture, keys, marionettes, and a gilded carriage

## ROOMS

- The seven exhibition rooms preserve the authentic atmosphere of an old Bolognese residence



# Institutional Goal

The main institutional goal of the museum is to make cultural heritage accessible, engaging, and meaningful for all visitors

Interactive experiences like Çilekler help us reach new audiences and deepen connections with Bologna's art and history.



# Cognitive Goals



The cognitive goals focus on enhancing visitors' learning, attention, and memory. Çilekler is designed to:

- Stimulate curiosity and observation skills
- Encourage critical thinking and attention to detail
- Help visitors remember historical facts and artistic features through active, game-based engagement
- Transform passive viewing into meaningful, memorable learning experiences

# Star Assets



**“The Hunter”**



**“The Lady with the Dog”**

The museum's star assets are the striking **“The Hunter”** and **“The Lady with the Dog”** portraits, iconic paintings that capture the spirit and elegance of Bologna's Baroque era



# THE CHALLENGE

Traditional museum tours often feel passive and text-heavy, especially for younger audiences

Many visitors lose interest or fail to remember key details

There's a lack of interactive, playful engagement



A classical bust of a man with short, wavy hair, resting on a dark wooden rectangular base, sits on a white, fluted pedestal. The bust is positioned in front of a painting with a swirling, orange and red pattern.

# WHY FOCUS ON INTERACTIVITY?

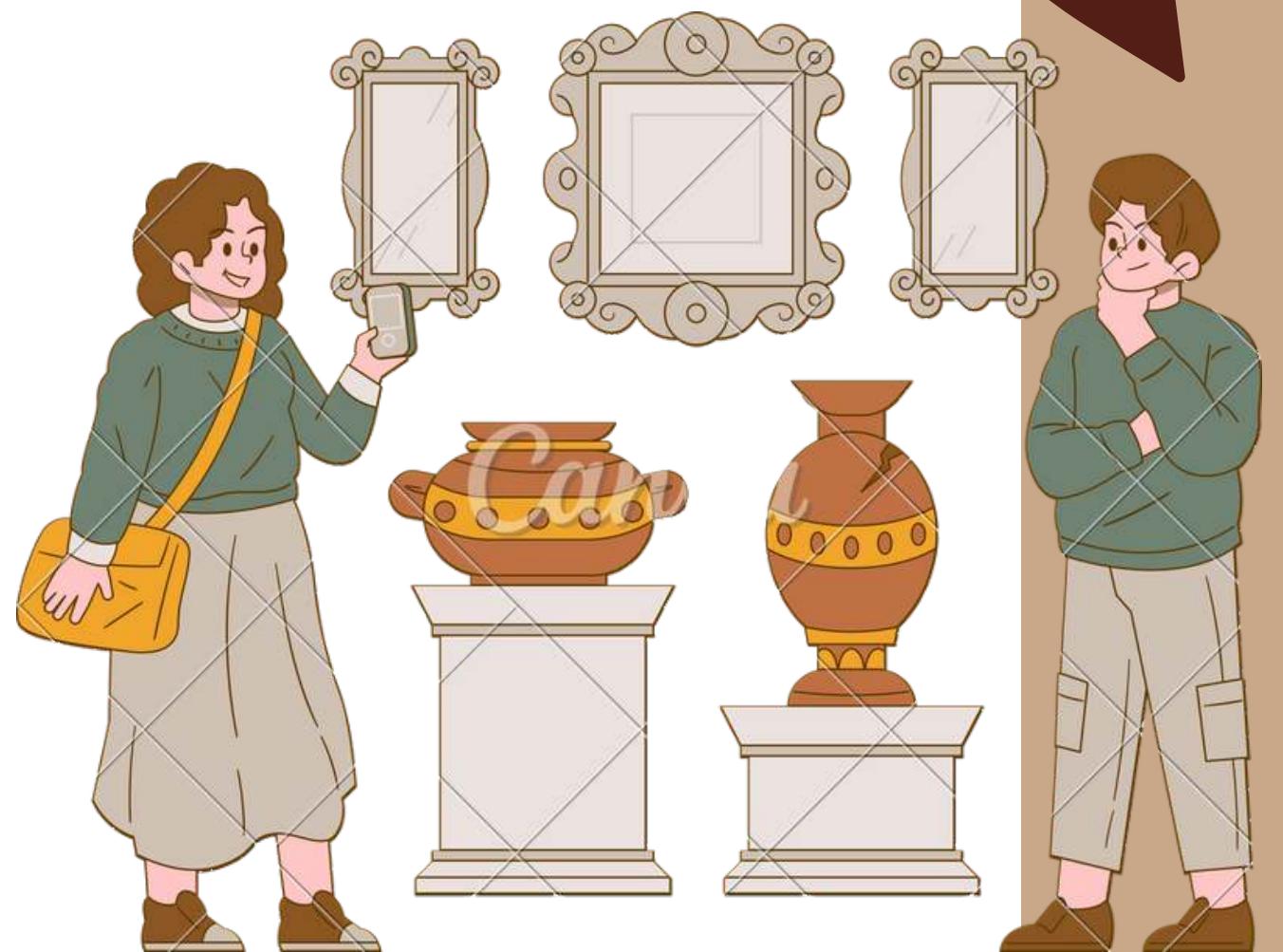
**Our goal:** Transform passive viewing into an active, playful adventure

- Make the museum **engaging and accessible** for families, children, and international tourists - no special background needed
- Support the museum's mission: **enhance accessibility, engagement, and public understanding of art**

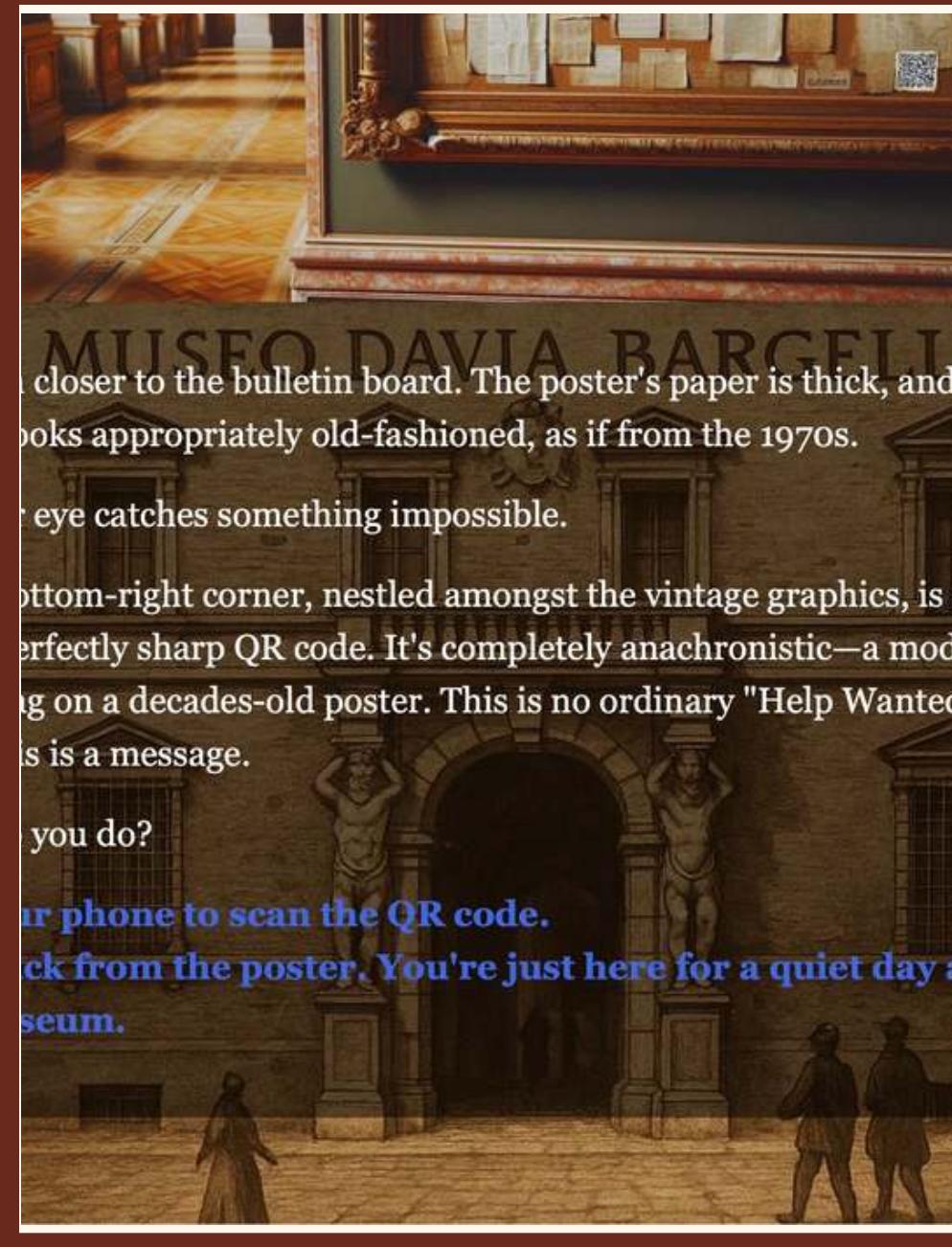
# The Solution:

## ÇILEKLER

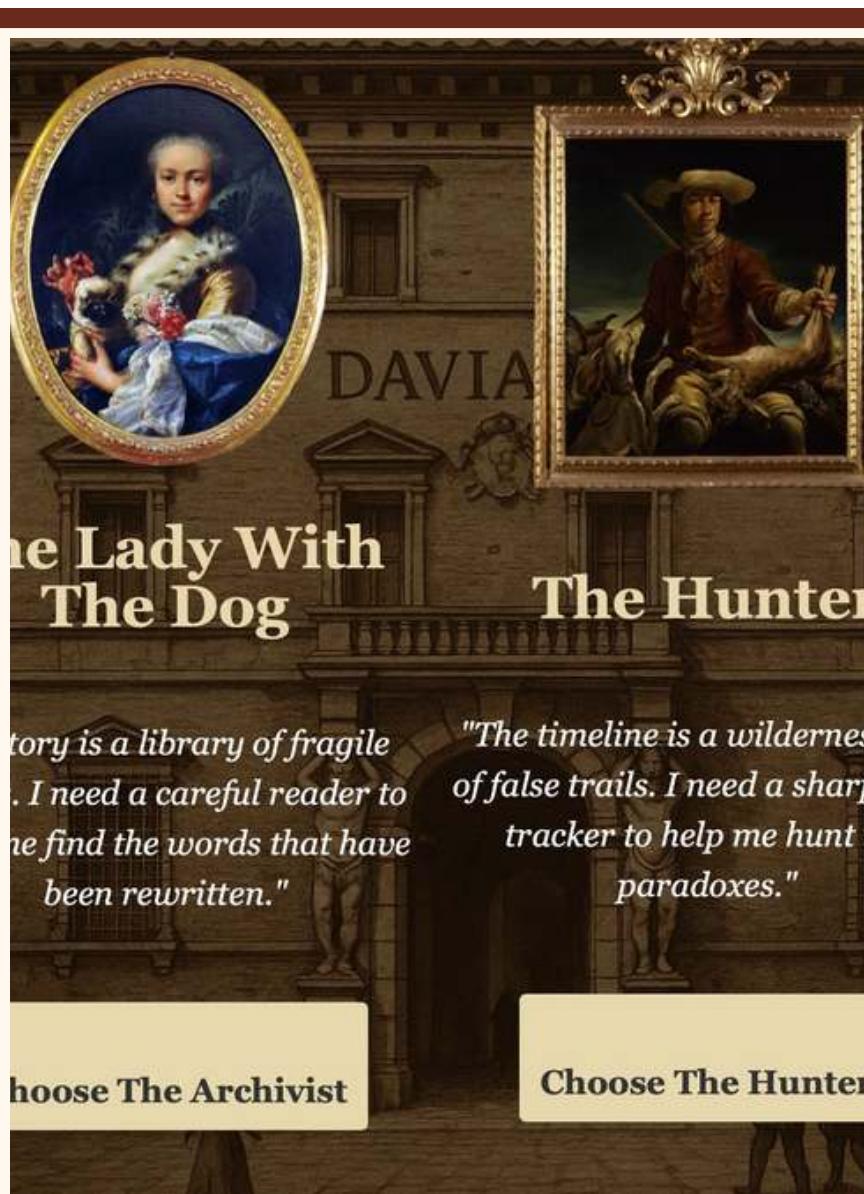
ÇILEKLER IS AN  
INTERACTIVE DETECTIVE  
QUEST BUILT FOR THE  
MUSEUM SPACE



Visitors use their own  
smartphones or museum  
tablets to scan QR codes  
near objects and launch  
mini-games

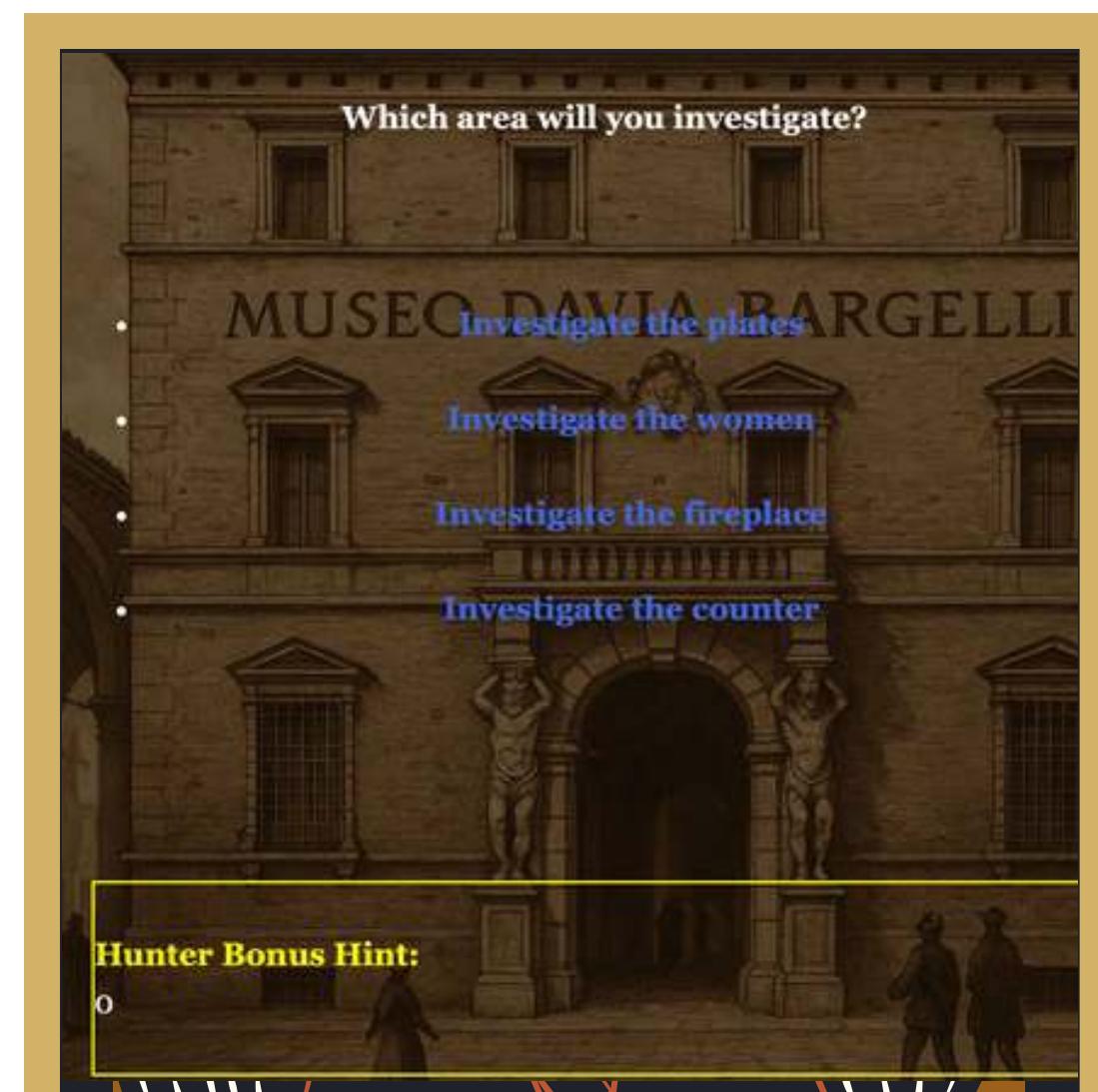
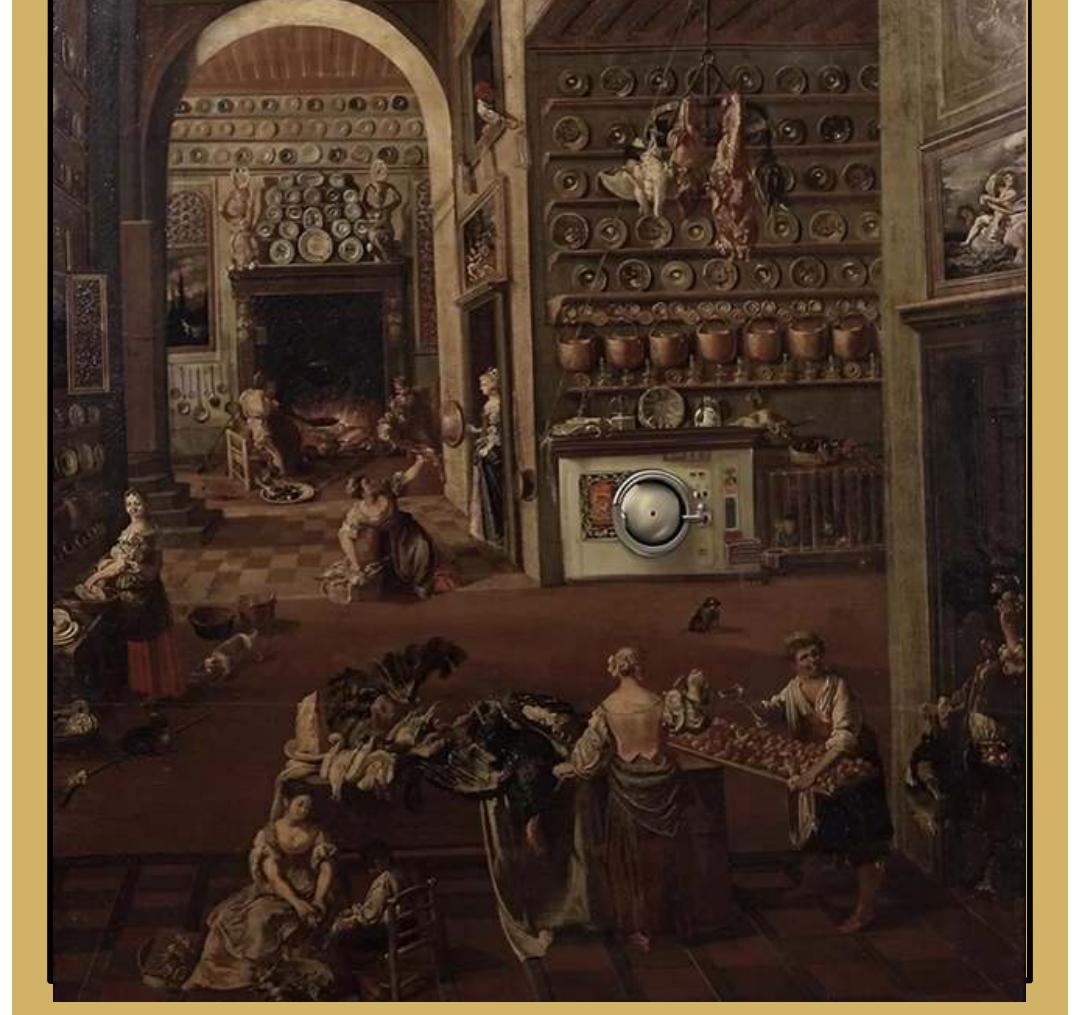


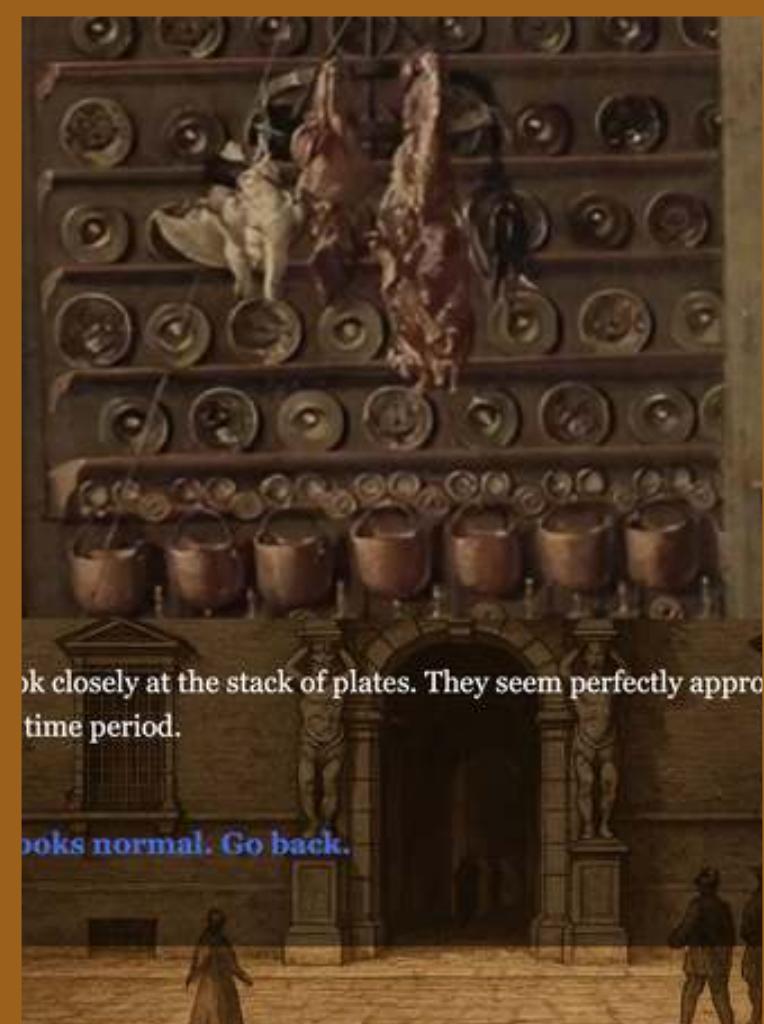
# HOW THE GAME WORKS?



- Visitors become “time detectives” investigating mysterious digital changes to real museum objects
- The journey starts by scanning a QR code next to an exhibit
- 3D avatars of the Bargellini family welcome you as virtual guides (choose your guide: “The Hunter” or “The Archivist”)

- On your device, you see a digital rendering of a room or artwork with **a hidden anomaly**—something doesn't fit the historical context (e.g., a modern object in a baroque room).
  - **Feedback is instant:** you earn points, unlock fun facts, and move on to the next challenge.
  - Every scene is narrated with **historical background, family stories, and hints from your avatar-guide.**

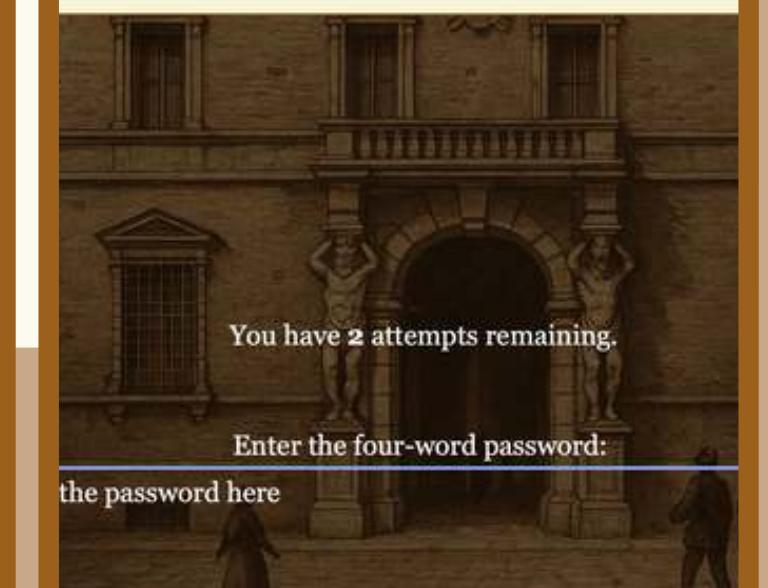




**Progression:** Solve more puzzles, unlock new rooms, and accumulate points and achievements

**Gamified elements:** Rewards, scores, achievements, and variable challenge levels making learning fun and competitive

out the city's famous porticoes, allowing its facade an obscured grandeur. Two massive telamones, statues of titans commissioned to flank the entrance, symbolizing the state GUARDS the integrity of the state. The unique facade of this building is a landmark, and few know that the original architectural plans for the PALACE are stored within this very archive.



# THE THREE ENDINGS

## Good Ending

The player finds all or most anomalies, fully “restores” the museum’s history, and defeats the rogue AI (Artisan). The museum and its legacy are safe!

## Neutral Ending

The player finds only some anomalies. The museum is partially restored, but the AI’s interference remains in some places. The story resolves with a mixed outcome.

## Bad Ending

The player misses most anomalies. The AI’s changes go unnoticed, and the museum’s history remains distorted. The story ends on a cautionary note, encouraging another attempt.

# Why Is It a Game?



USES “SPOT THE DIFFERENCE” GAMEPLAY TO DRIVE ATTENTION TO HISTORICAL DETAILS

ENCOURAGES ACTIVE EXPLORATION AND OBSERVATION INSTEAD OF PASSIVE READING

THE SCORING SYSTEM, ACHIEVEMENTS, AND VARIED PUZZLE DIFFICULTY SUSTAIN MOTIVATION

MULTIPLE ENDINGS CREATE REPLAY VALUE AND NARRATIVE TENSION  
YOUR CHOICES MATTER!

# Versatility: Any Object, Any Space

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Jewellery and Joint Bookbinding

- Works with any type of exhibit: paintings, marionettes, furniture, artifacts
- Easily adapts to different rooms or collections
- Keeps the experience fresh for repeat visitors
- Supports special exhibitions and rotating displays
- Makes every part of the museum interactive

# Game Features & Technology



## AI-powered modifications

Artificial Intelligence subtly alters the objects/artworks to create historically plausible but incorrect elements.



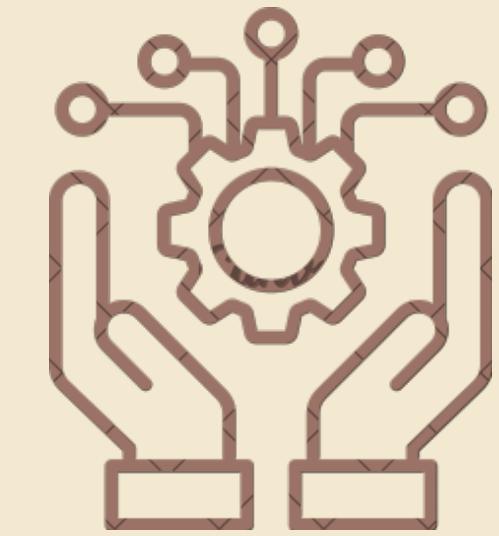
## 3D avatars:

Fully animated, voiced characters guide, encourage, and narrate the story.



## WEB-BASED APP:

No installation required; works offline; compatible with all devices (PWA).



## TECHNOLOGY STACK

PWA, Three.js (3D), QR codes, Web Audio API, multi-language support.

# PACT

## PEOPLE

Tourists, families, students, “simply curious” visitors; wide age range; no special art/history knowledge needed

## ACTIVITIES

Short, fun mini-games; QR code scanning; collaborative discovery and discussion; learning through play

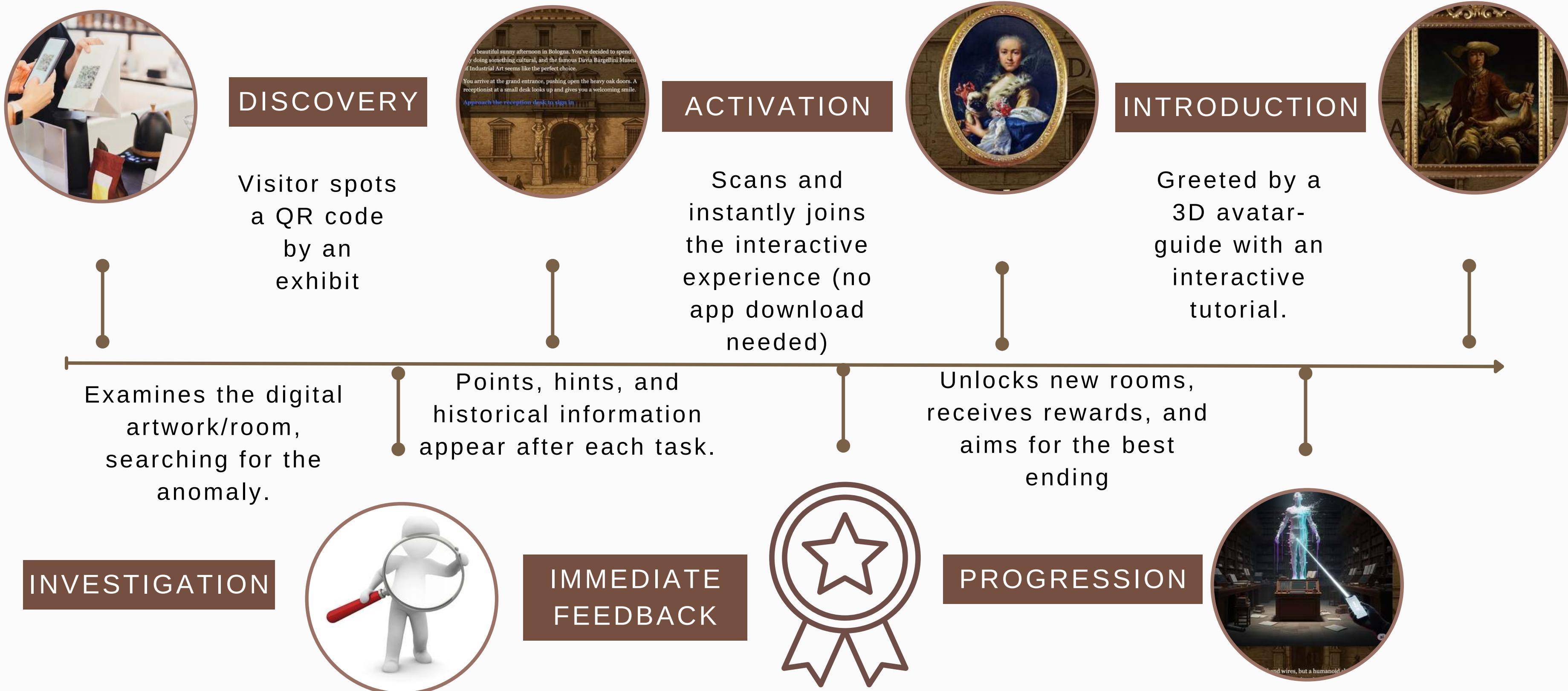
## CONTEXT

Small groups, limited visit time, free museum entry, calm and respectful environment

## TECHNOLOGIES

Smartphones/tablets, quick feedback, multi-language, AI-powered, accessible design

# Visitor Journey



# Educational & Social Impact



## Greater engagement

Playful experience increases the average visitor time spent in exhibition rooms

## Better learning outcomes

The game format helps guests remember historical facts and artistic details

## Viral effect

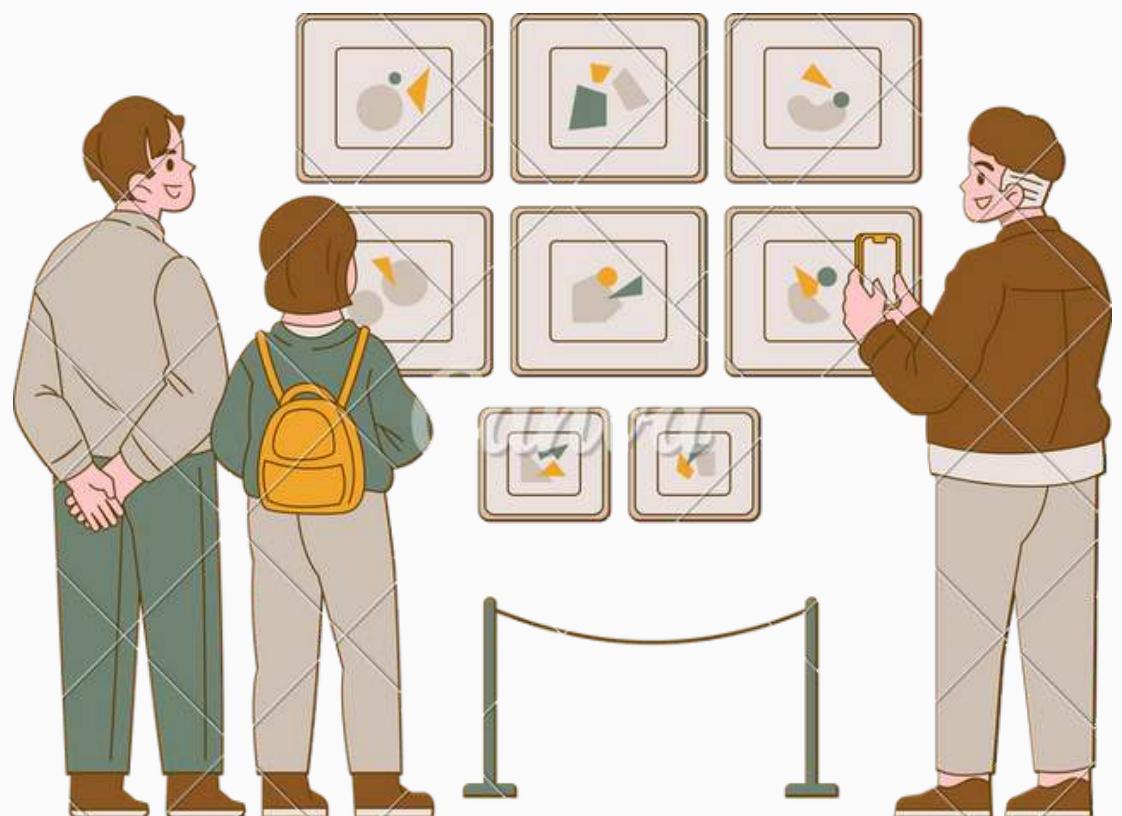
Players share their experience online, encouraging others to visit

Broader audience

Attracts younger visitors and families



# Problems We Might Face



## Technical issue

Device compatibility, slow Wi-Fi, or unexpected software bugs could disrupt the game experience

## User engagement

Some visitors may ignore QR codes or feel reluctant to try a digital game in a traditional museum

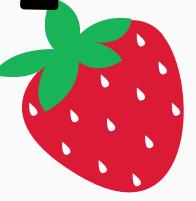
## Staff training

Museum staff may need extra training to assist visitors with the interactive experience

## Maintenance

Regular updates and tech support are required to keep everything running smoothly

# OUR TEAM



Ceyda Uyar



Atakan Kayı



Daniele Camagna



Dinara Kabiyeva

## GITHUB REPOSITORY



<https://github.com/GrandTuvalet/Cilekler>