Brera App Project

Introduction

The **Pinacoteca of Brera (Milan)** asked for a mobile app where user will be able to do a gamified virtual visit of part of the museum with ability to interact with art pieces.

The objective is trying to **incentivize** the user, that will be a gender neutral, art enthusiast from 20 to 35 years old, to visit the **real location**.

The application consist in a sort of **puzzle game** were the user has to find pieces of paintings, which have been **misplaced**, and **place** those in their correct painting.
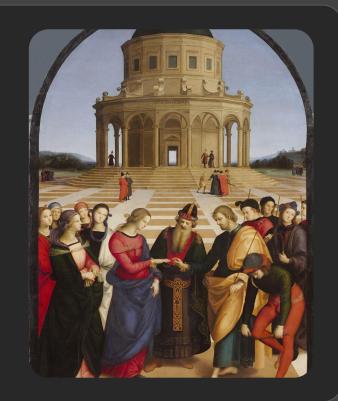
Main Features

Virtual Tour:
The application will show part of the museum in a realistic way, the paintings are original without alteration except for those interactable.

Companion   App:
The application should make the user interested in the museum giving him some rewards such as discounts for the tickets.

References

Brera Virtual Tour Online
Rooms and paintings disposition

Uffizi Gallery Mobile App
Louvre Museum Buddy Mobile App
Musei Italiani Mobile App
App impostation, social like view

Louvre Virtual Tour
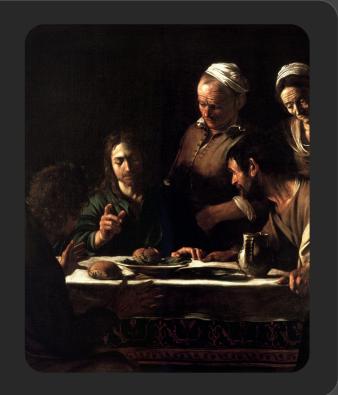**Musei Vaticani Virtual Tour**
Movement System

Art

Style
We try to keep a realistic art and as close as possible to the real museum aesthetics.

UI
We try to update the UI up to other museums aesthetics, giving it a slightly modern look

Team

Designers:
 Famorca Arthley
 Montanaro Veronica

Programmers:
 Grassano Michele
 Grasso Lorenzo

3D Artist:
 Pietranera Viviana

2D Artists:
 Avanzi Nicole
 Di Martino Walter
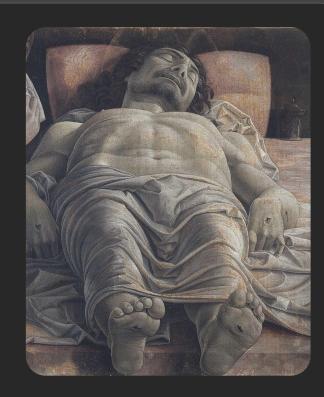 Fradegrada Sofia
 Gandini Sara
 Nonni Davide
 Reis Kevin
 Rizzo Paolo

Brera
A OCCHI APERTI