

INTERVIEW

CINEMA - TECHNOLOGY - SOCIAL CHANGE



ILARIA, COMPUTER ENGINEER [P2]

A 22-year-old computer engineering student, curious and motivated, represents a new generation shaped by technology, innovation, and problem-solving.

1. What emotions do you think you would experience at the idea of watching a film through smart glasses instead of on a traditional screen?

Primarily curiosity and excitement due to the novelty effect. I imagine a sense of isolation, although I am not sure whether it would be positive or negative: the film would become a private experience, “just mine,” eliminating external distractions (emergency lights, people standing up). However, there would also be some concern about losing the sense of collective sharing that is typical of the cinema experience. If I go to the cinema with acquaintances or friends, I do not want to be completely isolated.

2. When you think about contemporary cinema, what are the first three aspects—positive or negative—that come to mind?

When reflecting on contemporary cinema, one of the first aspects that comes to mind is the technical spectacle, which represents a clear strength. The audio-visual quality offered by cinema technologies such as IMAX and Dolby Atmos remains difficult to replicate in a domestic setting, even though the gap between home viewing and theatrical projection is gradually narrowing.

The impact of a large screen, combined with enhanced sound systems and amenities such as deluxe seating, continues to make the cinema experience distinctive and appealing.

At the same time, the issue of cost emerges as a significant drawback. Ticket prices have increased considerably, particularly when weighed against the artistic value of certain film productions. In this regard, it is not entirely clear whether the adoption of smart glasses or alternative viewing technologies would actually lead to a reduction in costs for the audience.

Finally, the social dimension of cinema represents an ambivalent aspect. On the one hand, watching a film together can be an enjoyable and enriching experience; on the other hand, this collective setting is sometimes undermined by discourteous behaviors, such as the use of smartphones or conversations during the screening, which can negatively affect the overall atmosphere—although such situations do not occur consistently.

3. On a scale from 1 to 10, how motivated would you feel to try our service compared to watching a film comfortably at home on your sofa?

Rating: 7. Home comfort is unbeatable, but the promise of a different and immersive technological experience could encourage me to go out. If it were simply “watching a film,” I would stay at home. If it were “living an experience,” I would go out, although it would probably not strongly influence my habits, since I rarely go to the cinema and would therefore use the service even more rarely.

4. How much does the fact that screenings take place in historic venues owned or managed by the FAI and/or the Ministry influence your potential participation in such an event?

Not much. Why should it? Am I going there to watch the film or to see the historic venue? If there were a guided visit before or after the screening, then it would make sense. Otherwise, why should it matter? I am watching the film, not the place—the film can be seen anywhere.

5. What do you think about the guarantee of being able to recover the subscription in traditional cinemas if the immersive project does not take off? How would this awareness affect your decision to participate in an immersive cinema event?

I consider it an excellent safety net. It removes the fear of wasting money on something experimental. Knowing that, in the worst-case scenario, I would still have access to traditional cinema would make my decision to subscribe much more secure.

6. What do you think could be the critical issues related to the use of smart glasses for film viewing, and how much might these concerns influence your participation in the service?

One of the most critical aspects concerns the comfort of the smart glasses. If they were excessively heavy or too tight, a screening lasting around two hours could quickly become unbearable, significantly compromising the enjoyment of the viewing experience. In addition, there is the potential risk of nausea or dizziness, particularly in the case of highly dynamic films or those featuring frequent camera movements, which could intensify physical discomfort.

Another important issue relates to the social dimension of the cinematic experience. The use of smart glasses could create a sense of isolation, preventing the exchange of glances or brief comments with the person accompanying the viewer. Since going to the cinema is often a shared activity, the possibility of interacting—albeit discreetly—during the film represents a non-negligible aspect of the overall experience.

Overall, if comfort were not fully satisfactory, the experience would likely be perceived as something to try once out of curiosity, without encouraging repeated participation or long-term engagement with the service.

7. Based on your experience as an “early adopter,” how innovative do you consider our service on a scale from 1 to 10?

The smart glasses technology itself is not new (it has existed for years), but its application to the business model (distributed cinema + hybrid subscription) is very innovative. The innovation lies in the overall experience rather than in the hardware alone, although I am concerned that it may struggle to take off.

8. Despite your inclination toward new technologies and novelty, would you still be encouraged to participate in events related, for example, to anniversaries of relatively old films, including a screening and a cocktail service and/or commentary by experts?

Yes. For instance, if I go to a historic location and there is a ceremony before the film, followed by the screening and then an aperitif or dinner at the venue, then it makes sense to watch the film there using smart glasses. Otherwise, I would rather watch it at home. This applies to both old and new films: if it is new, an advance screening; if it is old, perhaps with actors from the film participating in interviews before or after.

9. Would you recommend one of these events to a friend or family member?

Yes, especially to those looking for something different from the usual evening out or to those who enjoy visiting cultural sites in unconventional ways. I would present it as a “premium” experience. I am not sure whether I would attend for the first time with someone else or only afterward—most likely only after having “tried it” myself.

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CAMMARANO FAMILY

The Cammarano family: father Giuseppe [P3], a lawyer (42 years), mother Giovanna [P4], a housewife (39 years), and their daughters Luana [P5] (10 years) and Rosa [P6] (8 years) embody the spirit of a modern family united by love, smiles and fun.

1. What emotions do you think you would experience at the idea of watching a film through smart glasses instead of on a traditional screen?

Giuseppe responds thoughtfully:

"I think I'm drawn by a strong curiosity to experience a completely alternative and innovative way of living the cinema. Generally, I'm not the kind of person who immediately chases after new technologies because I'm not very skilled at using them—in fact, I often prefer classic methods. However, when a technology promises to truly improve the cultural experience, then it becomes interesting and captivating. I'm curious, and since it's an experience I've never tried before, I wonder if viewing through smart glasses is comfortable, if it strains the eyes, and if it allows you to enjoy the film without distractions."

Giovanna focuses more on the emotional and family aspect:

"I think I would mostly feel enthusiasm and engagement. I really like the idea of being an 'integral part' of the story through the use of smart glasses and not having to watch the movie on a distant screen. For me, cinema is also an 'escape from the world', and if smart glasses can make the experience more intense and special, then I believe it would be something we'd remember as a family and wouldn't hesitate to try again to get away from the frantic pace of daily life."

Luana and Rosa show great excitement:

"I would have so much fun using the smart glasses because it would feel like a magical and fantastic world, as if I were a character in the movie too. I want to try this experience right away—please mom and dad, let's go!" Rosa responds.

"For me, it would be like playing a giant video game, but with the story happening all around you!" Luana adds.

2. When you think about contemporary cinema, what are the first three aspects—positive or negative—that come to mind?

Giuseppe responds by highlighting technical aspects:

"For me, the first positive aspect is definitely the technical quality: large screens, immersive audio, comfortable seating—a viewing experience that is decidedly different from what you have at home with a small screen. The second point, which is unfortunately a negative one due to my profession, is the difficulty of balancing the cinema with family and work life, especially during the week. The third aspect is that current cinema has become a standard experience: you go, you watch the movie, and you go home without any real added value. You go just to do something different, but in the end, you don't really take home a great, unforgettable experience."

Giovanna intervenes, adding:

"Honestly, since the children arrived, Giuseppe and I have been less motivated to go to the cinema, unless it's just the two of us. On one hand, it's nice to go out and share something all together, but on the other, it becomes stressful: the children have to sit still, stay quiet, and if the movie doesn't grab them, they get bored immediately and become difficult to manage. In the end, nobody relaxes, and we risk annoying other people who are actually interested in the screening".

3. On a scale from 1 to 10, how motivated would you feel to try our service compared to watching a film comfortably at home on your sofa?

Giuseppe responds rationally:

«I would say a 7, because at home we have all the comforts at reduced costs, and usually the children are calmer, so the comparison is strong. However, even if your service still requires a significant outlay, it offers something we can't have at home: the event, the location, the shared experience, and especially the children's themed parties could become an alternative to consider if everything is well-organized and with schedules compatible with mine and the children's.»

Giovanna is slightly more inclined:

«I'm a very open person to new experiences, so just to try something other than the monotonous daily routine, I'd give it an 8. As Giuseppe says, it's true that we're in our comfort zone at home, but we risk getting bored. An immersive event like yours would be an opportunity to go out, be together, entertain the children, and above all make them tired», she adds with a laugh.

4. How much does the fact that screenings take place in historic venues owned or managed by the FAI and/or the Ministry influence your potential participation in such an event?

Giuseppe responds thoughtfully:

«For me, the location isn't just a place for the event, but a significant part of the experience. Just knowing that it's a place protected by public authorities gives me the sense of a high-quality, reliable, and valuable service. Furthermore, as a parent, I'm also happy that my daughters can experience historical sites in a natural way, without experiencing them as something boring or imposed, as often happens when we visit museums or historic buildings. It's certainly a fun experience for children, but if there's the opportunity to introduce them to art, it also has an educational value.»

Giovanna focuses on the emotional aspect:

«Historical sites are fascinating to me; in fact, when I was younger, I traveled a lot just to visit them. Today, I'd like to pass this passion on to my daughters. Then, the fact that a cinematic event takes place in a historic villa or a cultural site immediately makes it different from any other release, justifying, in my opinion, a greater investment of time and money.»

5. What do you think about the guarantee of being able to recover the subscription in traditional cinemas if the immersive project does not take off? How would this awareness affect your decision to participate in an immersive cinema event?

Giuseppe responds rationally:

«As a consumer, especially as a head of household, I consider this guarantee fundamental. Being an innovative service, we all perceive a risk, especially financially, as your service requires commitment.

But in terms of expectations, we may expect much more than we actually feel when participating in your service. It's a form of protection that makes me feel respected as a customer and encourages me to try even more.»

Giovanna emphasizes the psychological impact:

«I think this guarantee really makes a difference. Often, we don't try new things not because we don't like them, but because we're afraid of wasting money. Considering there are four of us, the overall cost isn't insignificant. Knowing that, in any case, the subscription value remains usable gives us peace of mind and makes the decision much easier.»

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6. What do you think could be the critical issues related to the use of smart glasses for film viewing, and how much might these concerns influence your participation in the service?

Giuseppe replies with concern:

"Regarding smartglasses, despite the unique vision they offer, the critical issues I believe could arise concern comfort, safety, and the duration of the experience. I wonder if smartglasses are adjustable, suitable for children, and whether they could cause eye strain. Furthermore, as a parent, I immediately think about the device's sturdiness, as it could easily break due to children's hyperactivity and hygiene, especially if they're used by many people."

Giovanna adds:

"I'm worried that little girls might get tired from watching a movie for so long with smartglasses. However, if the service is truly designed for them, I expect there to be breaks so as not to make watching difficult."

Rosa interjects spontaneously:

"I'm very curious to try them; I'd wear them without a problem." Luana adds:

"For me, it's enough that they don't hurt my eyes and that I can hear the music well."

7. Do you usually attend cultural events, or go to the cinema to see a film, with your family or at least with some of its members?

The answer comes from a shared discussion:

"Actually, less than we'd like. We really like the idea of participating in cultural events, but everyday life often makes it impossible. Unfortunately, Giuseppe is very busy during the week with work, and on the weekends, which is the only time we're all together, we're often tired and rest. When we plan outings with our daughters, we don't consider traditional cinema, because the girls struggle to sit still and stay quiet for the entire film; they might get bored, which makes the experience stressful. For this reason, we usually look for more dynamic activities or outdoor experiences. An experience like the one offered by Neovision seems like an interesting middle ground, because it combines culture, entertainment, and greater freedom of enjoyment."

8. Would you like to see a Disney movie through glasses and then attend a costume event, wearing your favorite movie character's outfit?

Rosa replies with great enthusiasm:

"Yes, so much! I can't wait to go! I'd love to dress up as my favorite character, Elsa from Frozen, and play with other kids in costume. Did you know I've always celebrated my birthdays with themed parties where all my friends were dressed up?"

Luana adds, linking the experience to her passion for music:
"I'd love it if after the movie we could sing along or play music. I have more fun if there's music."

9. What words would you use to define a package that includes karaoke, dance, and watching the film in a single event?

Giovanna is the first to respond:

"I'd call it a complete and engaging experience, something that goes beyond simple entertainment."

Giuseppe adds a more rational reflection:

"For me, it would be an innovative format, capable of clearly differentiating itself from traditional cinema and creating value through active participation."

Rosa laughs and says:

"A wonderful party to have with friends."

Luana nods:

"A super fun event!"

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EUGENIA ANGELONE, CHEMISTRY TEACHER [PI]

A 55-year-old high school chemistry teacher, passionate about technology and enjoys experimenting with innovative teaching methods, especially through the use of new technologies. She has a critical mindset, combined with a sharp sense of irony.

1. What emotions do you think you would experience at the idea of watching a film through smart glasses instead of on a traditional screen?

I would certainly feel curiosity and excitement, because it is a very different experience compared to the usual one. Thinking about my students, I believe that the element of novelty could help capture their attention more easily than a traditional screening. At the same time, I would have some concerns related to the duration of the experience: some students struggle to maintain concentration for long periods, and prolonged use of smartglasses could be tiring for some of them.

2. When you think about contemporary cinema, what are the first three aspects—positive or negative—that come to mind?

The first positive aspect is the high audiovisual quality. The second, more critical, aspect is that many students experience cinema as something passive, very similar to watching content at home on streaming platforms, and they tend to lose focus easily. The third aspect is the ticket price, which represents a real limitation for many students and often discourages them from going to the cinema.

3. On a scale from 1 to 10, how motivated would you feel to try our service compared to watching a film comfortably at home on your sofa?

I would say an 8, especially considering the educational value. For students, an immersive experience could be much more stimulating than simply “watching a film,” helping them stay focused for longer. However, this motivation could decrease if the price were not aligned with students’ limited willingness to pay.

4. How much does the fact that screenings take place in historic venues owned or managed by the FAI and/or the Ministry influence your potential participation in such an event?

It has a very strong positive influence, as it adds cultural value that fully justifies a school field trip. For students who are often hyperactive or easily distracted, being in a historic location can make the experience more memorable and less dispersive. At the same time, it is important that the environment does not feel too rigid, otherwise it could alienate more energetic students.

5. What is your honest opinion about the use of technology in learning environments?

I believe that technology can be very effective in engaging students who struggle to follow traditional teaching methods. It is particularly useful in keeping attention alive and channeling the energy of more restless students. The risk exists if it becomes mere entertainment or, as often happens nowadays, if it turns into a world in which students isolate themselves and detach from reality. However, when guided by a clear educational objective, technology can enhance learning. In my opinion, young people especially need clear guidance on which aspects of technology can be considered strengths and which, instead, represent dangers for themselves and for the people around them. An experience like this could perhaps help students understand this fundamental distinction in the use of technology and how, when used intelligently, it can become a valuable tool for improving everyone’s lives.

6. What issues do you think could arise when providing such a service to one or more classes of high school students?

The main issues concern the management of students' concentration and behavior, especially in large groups. In addition, costs need to be carefully considered, as not all students can afford the same level of spending. Furthermore, prolonged use of smartglasses could cause visual fatigue. It is also necessary to consider the risk of damage to some of the equipment, either due to misbehavior or simply by accident. After all, they are young, and very often they are not fully aware of the consequences of their actions. In this case, it would be important to evaluate the financial implications of potential damage, for example whether the school would be required to pay a kind of deposit or take out insurance to cover broken smartglasses. That said, a well-structured offer, with trained staff capable of providing careful but not oppressive supervision, discounted prices for schools, and moments of active engagement, can significantly reduce these difficulties.

7. Do you think an experience so different from traditional cinema could be appealing to students?

Yes, I believe it could be very appealing. Students are attracted to immersive, dynamic, and technology-driven experiences, especially when they break away from the usual school routine. The most engaging aspects would be the use of smartglasses, interaction with experts and additional content, and the feeling of taking part in a unique event that also justifies a greater financial effort compared to traditional cinema. If you truly hit the mark, you might even find yourselves with a whole crowd of sixteen-year-olds outside historic villas or gardens, ready to come back for a second round of your service! It would be wonderful if schools finally started encouraging students to take part in educational experiences beyond standard classroom activities.

8. How important is it for you that an educational experience is also engaging and "enjoyable" for students?

I consider it essential. Today's students are constantly exposed to stimuli, and purely theoretical or passive activities often fail to maintain their attention. An experience that is both educational and enjoyable can help bridge this gap. That said, enjoyment should never take precedence over learning: the real challenge is finding the right balance.

9. Would you consider repeating this experience with different classes over time?

Yes, I would consider it, especially if the content were varied and constantly renewed. Repeating the experience only makes sense if each event offers new insights and new perspectives. In this way, students' interest would remain high and the experience would not become repetitive.

10. In your opinion, how could this service be better adapted to students with different learning styles?

It could be adapted by offering different levels of interaction. Some students learn better through visual stimuli, while others benefit more from discussion and comparison. Integrating moments of guided reflection, debates, and interactive content would make the experience more inclusive.

FOCUS GROUP

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ANTONIO [P7]



ELENA [P8]



LEONARDO [P9]

1. "When you think about cinema today, what are the first two or three aspects—positive or negative—that immediately come to mind?"

Antonio:

"The first thing I think about is comfort—or rather, the lack of it in many cases. Uncomfortable seats, people talking or using their phones, and general distractions often take away from the enjoyment. Despite this, I still associate cinema with a more engaging experience than watching a film at home. There's a certain sense of anticipation when entering the theater: the smell of popcorn, the lights dimming, the collective silence just before the movie starts. It's a ritual that makes the experience feel different from streaming. Still, I can't ignore the practical issues: cramped seating, disruptive audience members, and sometimes poor visibility in certain areas. These negative aspects coexist with the excitement and immersive nature of cinema, making it an ambivalent experience for me—both engaging and occasionally frustrating."

Elena:

"When I think about going to the cinema nowadays, the first things that come to mind are definitely the technical aspects, like the large screen and high-quality sound. These elements still make a big difference compared to watching a movie at home, because they create a kind of immersion that you simply can't get from a TV or laptop. It's that feeling of being surrounded by the story, both visually and audibly, that I find very compelling. On the negative side, however, I often think about the high ticket prices, which can be discouraging, especially if you want to go regularly. Another aspect that bothers me is how crowded theaters can be, particularly during premieres or weekends. This can make the experience less comfortable and sometimes even stressful, because you're constantly aware of people around you, noises, and distractions. So while I value the immersive quality of cinema, the cost and lack of personal space are recurring concerns."

Leonardo:

"For me, cinema is first and foremost a social experience. It's something you do with friends or family, which makes it different from just watching a movie alone at home. I really appreciate that aspect because it creates shared memories and conversation afterwards. However, when I think about it critically, I realize there are several limitations. One is the rigid scheduling—you have to fit the movie into fixed time slots, which is less flexible than streaming at home. Another is that cinema doesn't always feel special anymore; the overall environment can feel very uniform, with identical seating, lighting, and even snack options across different venues. Because of that, sometimes the emotional impact of the film is slightly reduced. So, while it's socially engaging, cinema can feel standardized and predictable, lacking surprises or unique touches."

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2. "Is there anything that you feel is currently missing from the traditional cinema experience?"

Antonio:

"I think the traditional cinema experience often misses a deeper connection between the movie and the physical environment. The venue itself rarely contributes to the narrative or atmosphere of the film; it's simply a neutral space. For me, the ideal experience would somehow integrate the setting with the story being told, whether through lighting, immersive projections, thematic decor, or even the location itself. This integration could make the emotional impact of the film stronger and leave a more lasting impression. At the moment, cinemas tend to focus solely on the movie content, while the physical and sensory context is underutilized."

Elena:

"I feel that traditional cinema today often lacks originality and a sense of identity. Many theaters seem to offer the same type of experience, with identical screens, standard popcorn, and typical seating layouts. There is rarely any creative effort to differentiate one cinema from another or to integrate the surroundings into the storytelling. Personally, I would love a cinema that surprises me, that somehow transforms the venue to complement the movie or creates additional experiences before or after the screening. Right now, it feels somewhat mechanical: you watch the movie, you leave, and nothing really stays with you beyond the film itself."

Leonardo:

"From my perspective, what is missing is a sense of exclusivity or uniqueness. Most cinemas feel like interchangeable spaces, which makes going to the movies less of an event and more of a routine. I think audiences today are looking for something that feels special—an experience that makes you feel like you're part of something curated or extraordinary. This could be a more intimate setting, themed screenings, or incorporating interactive elements. Right now, cinemas rarely provide these types of experiences, and that's why sometimes I feel more inclined to stay home or go to alternative forms of entertainment that feel more tailored and personal."

3. "When imagining watching a film through smart glasses rather than on a traditional screen, what emotions do you think you would experience?"

Antonio:

"I think I would feel a mix of fascination and skepticism. Fascination, because it sounds really immersive, almost like being inside the story, which is very appealing. But at the same time, I would be skeptical about whether it could really replace a traditional cinema screen. I would question whether the image quality, sound, and overall experience could live up to my expectations. Still, the idea is intriguing enough that I would probably want to try it, to see if the new format can offer something unique that a big screen cannot."

Elena:

"I think I would feel very curious and intrigued. The idea of watching a movie through smart glasses seems completely new and more personal, like the film could somehow feel closer to me. At the same time, I would probably feel a little uncertain, because I have never tried watching a full-length movie this way. I would wonder if it might feel strange, or if it could actually be immersive enough to make me forget that I am wearing glasses. Overall, it's a mix of curiosity, excitement for something different, and a tiny bit of nervousness about how it will really feel in practice."

Leonardo:

"My first reaction would probably be excitement. It feels very futuristic, like I am trying a new technology that could completely change the way we watch movies. I would imagine the experience could be very immersive, making me feel more involved in the story. At the same time, I might feel some concern about comfort—whether the glasses would be heavy, distracting, or tiring after a full film. But mostly, I think the excitement of something new would be the strongest feeling, because it's not just watching a movie, it's experiencing it in a completely different way."

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4. "Would your initial reaction be more curiosity, excitement, or skepticism? Why?"

Antonio:

"My first reaction would probably be skepticism, because I am used to traditional cinema and large screens, so I would question whether smart glasses could match that experience. However, I think my skepticism would soon be followed by curiosity. I would want to see for myself if it can actually feel immersive and exciting, and whether the experience could add something new to the way I watch movies. So it would start with doubt, but curiosity would quickly grow as I try it."

Elena:

"I think my first reaction would be mostly curiosity. I really enjoy trying new formats, especially when they involve technology. I would want to explore the differences, see how immersive it feels, and understand whether it changes the way I connect with the film. Even if I feel a little uncertain at first, my curiosity would probably push me to give it a try, because discovering new ways to experience cinema is exciting for me."

Leonardo:

"For me, the initial reaction would definitely be excitement. It feels like a completely different way of watching a movie, and I am drawn to experiences that are unique and innovative. I would look forward to seeing how it feels to be part of the story in a more personal and immersive way. Even if I have some small doubts about comfort, I think the anticipation and novelty would outweigh them at first."

5. "On a scale from 1 to 10, how motivated would you feel to try this service compared to watching a film comfortably at home on your sofa?"

Antonio:

"I would give it a 6. I am open to trying it at least once, but I would need a compelling reason to leave the comfort of home. Watching films at home is so convenient and cozy, so for me to make the effort, the experience would have to offer something more than just the movie itself. I think it's a promising idea, but I would want to feel that it's truly immersive or unique before committing."

Elena:

"I would probably give it an 8. Watching movies at home is definitely comfortable and familiar, and there's no effort involved. But the idea of this service feels different, more special, and memorable. It seems like something that could create a unique moment, especially because it combines technology and a distinctive setting. I think I would be motivated to try it because it's not just another movie night—it could be an event that stands out from my usual routine at home."

Leonardo:

"For me, I would say a 7. The concept is very appealing and intriguing, but I still value the comfort and ease of watching films at home. I would probably try the service at least once because it offers something I can't get in my living room, but I would need to feel that the experience really adds value. So the motivation is strong, but not automatic—it depends on how much the event feels like a special occasion rather than just a movie."

6. "What additional elements would the experience need to offer for you to say: 'it is worth leaving home for this'?"

Antonio:

"Comfort and atmosphere would be key factors for me. I would need to feel that this is not just a movie screening, but a complete experience that engages my senses and emotions. That includes comfortable seating, pleasant surroundings, and an immersive environment that makes me forget that I could be watching at home. If the setting, technology, and overall organization create a special mood, then I would feel it's worth leaving the sofa and making the effort to attend."

Elena:

"For me, the exclusivity of the event and the uniqueness of the location would be essential. I want it to feel like a special occasion, something I wouldn't get at a normal cinema or at home. If the location itself adds to the atmosphere of the movie, it becomes a memorable experience. Other small details, like the way the event is organized or extra touches that make it feel personal, would also matter. Without these, it might feel like just another movie, and then I would probably stay home instead."

Leonardo:

"I would expect a curated experience that goes beyond simply watching a film. For example, an introduction to the movie, insights from experts, or thematic connections with the location would make it more meaningful. I also think that offering some cultural or intellectual value would help justify leaving home. If it feels like I am participating in an experience that is well-thought-out and not just about sitting in front of a screen, then I would be motivated to attend."

7. "How much does the fact that the screenings take place in historic locations managed or owned by FAI and/or the Ministry influence your willingness to participate in such an event?"

Antonio:

"I would say it has a moderate influence on my decision. Knowing that the location is managed by FAI or the Ministry makes the event more attractive and gives it a kind of cultural or historical prestige, which I appreciate. However, it wouldn't be the only factor I consider—I would also think about comfort, accessibility, and whether the film and technology feel engaging. So it adds value, but I would need the other elements of the experience to be compelling as well."

Elena:

"Yes, it definitely influences me a lot. Knowing that the location has recognized cultural and historical value makes the experience feel more meaningful and significant. It's not just about watching a movie—it's about being part of something that is connected to history and heritage. I feel that the setting would make the event more special and memorable, and it would also give me confidence that the experience is well organized and carefully curated. In a way, it adds a sense of trust and reassurance that I am attending something valuable."

Leonardo:

"For me, it definitely increases my interest. When an event is associated with institutions like FAI or the Ministry, it adds credibility and a sense of prestige. It feels more like a high-quality, thoughtfully designed experience, rather than just a casual cinema screening. I think knowing the event is backed by such organizations would make me more willing to participate, because it signals attention to detail, cultural relevance, and careful management."

8. "Would you perceive the location as an integral part of the experience, or mainly as an atmospheric backdrop?"

Antonio:

"At first, I might perceive the location more as an atmospheric backdrop, especially if my attention is focused on the smart glasses and the film itself. But if the location is well integrated into the event—through thematic design, storytelling, or interactive elements—it could become a meaningful and memorable part of the experience. In that case, the place would contribute not just visually, but emotionally, creating a stronger connection with the film and making the overall event more unique."

Elena:

"I would perceive the location as an integral part of the experience. Being in a historic place would strongly influence my emotional involvement and make the event feel unique and unrepeatable. The atmosphere and character of the location could enhance the narrative of the film and make the experience more immersive overall. I imagine that even small details—the architecture, the decoration, the outdoor setting—could affect how I feel during the movie and create moments that stay in my memory longer than just the film itself."

Leonardo:

"I think it could be both, but ideally it should be an integral part of the experience. If the event is designed thoughtfully, highlighting the history, art, or identity of the location, it adds cultural value and emotional depth. In this way, the venue doesn't just serve as a nice backdrop; it becomes a partner in the storytelling, enhancing the meaning of the film. When the space is connected to the experience, it can make the event more immersive and memorable, instead of being simply visually pleasant."

9. What potential issues or concerns do you associate with using smart glasses to watch a full-length film?"

Antonio:

"My main worries would be about visual quality and potential distraction. I would want to make sure that the image resolution is high enough, that there are no glitches, and that the glasses don't feel heavy or intrusive. If the technology is noticeable in a distracting way, it could break my immersion and make the movie feel less engaging. I also wonder whether the glasses might cause discomfort after sitting for a long period. For me, these factors are important because I want the experience to feel smooth and immersive rather than uncomfortable or annoying."

Elena:

"My main concerns would be related to physical comfort. Wearing smart glasses for the entire duration of a movie could feel tiring or even slightly uncomfortable, especially if they are heavy or don't fit well. I would also worry about eye strain or headaches if the visual experience is not perfectly optimized. Another concern is whether the image would remain sharp and comfortable to watch throughout the film, because if the visual quality drops or feels unnatural, it could reduce my enjoyment. Overall, I think these issues would be important to consider, but I am still curious to see how well the technology performs in practice."

Leonardo:

"I would be concerned about practical and technical aspects. For example, battery life is a big question—if the glasses run out of power before the movie ends, that would be very frustrating. I would also worry about reliability, whether the device could malfunction or freeze during the screening. Hygiene is another important point for me, especially if the glasses are shared between different users. I would want to know that there are clear cleaning procedures and strict sanitation standards. While these issues wouldn't completely discourage me, I would need reassurance that the service has addressed them properly."

10. "To what extent do you think these concerns could actually affect your decision to participate in the service?"

Antonio:

"These concerns would have a strong influence on my decision. Since this format is new and unfamiliar to me, any unresolved issues with comfort or technology could outweigh my curiosity. I would want to feel confident that the experience is well-managed and runs smoothly before I agree to participate. For a first-time user like me, knowing that potential problems have been carefully considered would be essential to feeling comfortable trying it."

Elena:

"These concerns would have a moderate impact on my decision. I would still want to try the experience at least once, especially if the concept is clearly explained and the technology seems reliable. However, if I experienced discomfort or technical issues during the screening, it would strongly influence whether I would want to participate again. I think that first-hand experience is important, but the initial concerns would remain in my mind until I see that the service works well in practice."

Leonardo:

"For me, these concerns could have a significant impact. I am very interested in the idea of immersive cinema, but I would need clear information and reassurance about comfort, hygiene, and technical reliability before participating. If these issues were not addressed transparently, it could make me hesitate, even if the concept itself is appealing. I would probably need to read detailed explanations or reviews showing that others had a smooth experience before fully committing."

11. "Knowing that, if the immersive project were not to succeed, the subscription could be recovered or converted into access to traditional cinema, how reassuring would this be for you?"

Antonio:

"For me, it would have a strong positive impact. It creates a sense of safety and lowers the risk associated with trying something new. Especially as a first-time user, having the option to recover the subscription or switch to traditional cinema makes the experience feel much less risky. This reassurance could be decisive in my decision to participate, because it shows that the organizers care about user satisfaction and are prepared for possible issues."

Elena:

"This would be very reassuring for me. It reduces the perceived risk of trying something new, because I would know that my investment is not lost. It makes the decision to participate feel safer and more comfortable. Knowing that I could recover the subscription or use it in a traditional cinema would make me more open to experimenting with this innovative format, because there's a clear safety net in place."

Leonardo:

"I find this aspect extremely important. It signals to me that the company is both confident in their service and responsible toward customers. This kind of guarantee would significantly reduce my hesitation and increase my willingness to participate. Even if I had concerns about comfort or technical issues, knowing that there is a fallback option would make me feel more secure in trying the experience for the first time."

12. **"Based on your experience as an early adopter, on a scale from 1 to 10, how innovative do you consider this service to be?"**

Antonio:

"I would rate it a 7. I recognize its innovative potential, but I'm slightly cautious in my evaluation. Some aspects feel familiar individually, like expert commentary or unique event screenings, but the combination is promising. I think the true level of innovation would become clearer after experiencing the service firsthand—seeing how smooth, immersive, and engaging it actually feels. At this stage, I appreciate the idea and the concept, but I would need to test it to fully judge its impact."

Elena:

"I would rate it a 9. The service feels very innovative because it combines several elements—technology, cinema, and historic locations—into a single, coherent experience. What I find particularly innovative is not just the use of smart glasses, but how the technology is integrated with the physical setting and the film itself to create a completely new way of watching movies. It redefines the context of film consumption and makes it feel more personal and immersive. From my perspective, this is the kind of innovation that goes beyond gadgets and focuses on the overall experience."

Leonardo:

"I would give it an 8. While some individual components, like using technology or attending special screenings, already exist in other forms, the way they are combined here is new. The innovation lies in the integration of these elements into a single experience rather than in a single technological breakthrough. It's the overall concept—immersive cinema in a historic setting with smart glasses—that makes it feel fresh and different. I see a lot of potential for this approach to redefine how people experience movies."

13. **"Despite your inclination toward new technologies, would you still be motivated to attend events related to film anniversaries combined with screenings, expert commentary, and services such as cocktails?"**

Antonio:

"Yes, I would be interested, even if the films are not new. What makes it appealing is the combination of cinema, expert insights, and social interaction. This creates a sense of occasion and makes the event feel special and worth attending. It's not just about watching a movie—it's about being part of a curated, cultural experience. Even older films become more attractive in this format, because the context, commentary, and setting add layers of meaning that I wouldn't get at home or in a normal cinema."

Elena:

"Yes, I would definitely be motivated to attend. I think these events add both cultural and emotional value to the film, especially when expert commentary is included. It transforms a regular movie screening into a curated, immersive experience, where I can understand the context, history, and significance of the film. The social elements, such as cocktails or networking with other participants, also make the experience feel more complete and special. In this way, the event becomes more than entertainment; it becomes a memorable cultural experience."

Leonardo:

"Yes, I would be motivated, especially if the event provides context and interpretation for the films. Even older movies can feel engaging and relevant when framed as important cultural moments. Expert insights help deepen understanding and appreciation, and social elements like cocktails make the experience more enjoyable and communal. This combination of intellectual and social engagement would make me more likely to attend, because it transforms the event into something unique, beyond just watching a film."

14. **"Would you recommend this type of experience to a friend or family member? If so, to what kind of person in particular?"**

Antonio:

"Yes, I would recommend it, but selectively. I would suggest it to people who enjoy immersive events, carefully curated experiences, and innovative approaches to traditional activities. For instance, friends who like attending art installations, interactive performances, or experiential events would probably be very interested. The recommendation would depend heavily on a person's attitude toward technology and their willingness to try something different from standard cinema. People who are open to experimentation, enjoy storytelling beyond the film itself, and appreciate attention to atmosphere and design would likely find it exciting. Conversely, those who prefer passive, conventional movie experiences might not get as much value from it. Overall, I see it as an experience for adventurous and culturally curious individuals, rather than for everyone."

Elena:

"Yes, I would definitely recommend this experience, but not to everyone. I think it would be particularly suitable for people who enjoy cultural activities and who are curious about trying new formats. It would appeal to friends who like experiences that combine entertainment with meaning, rather than just watching a film passively. I would especially suggest it to those who value innovation, atmosphere, and immersive storytelling. For example, someone who enjoys visiting museums or historic sites and is open to technology-enhanced experiences would likely appreciate it. At the same time, I would be careful recommending it to people who prefer simple, familiar cinema experiences or who are uncomfortable with new technology, because they might find the format overwhelming or confusing. Overall, I feel it's an experience for those willing to explore cinema in a more thoughtful and engaging way."

Leonardo:

"I would recommend it mainly to open-minded people who enjoy discovering new experiences and are willing to try unfamiliar formats. It would be ideal for someone who is interested in culture, social interactions, and events that are more than just a movie screening. For example, friends who like attending exhibitions, live performances, or curated cultural events would probably enjoy it. I think this type of experience is best for people who are not afraid to step outside their comfort zone and who enjoy combining learning, socializing, and entertainment. On the other hand, I would hesitate to recommend it to casual moviegoers who just want a straightforward, low-effort film night, because they might not fully appreciate the added layers of immersion and context. In the end, it's about finding the right audience—those who value novelty, engagement, and the integration of culture and technology."

15. "If you had to describe this experience, how would it be?"

Antonio:

"I would describe it as a hybrid experience that rethinks how and where cinema can be enjoyed, combining innovation, atmosphere, and storytelling. It challenges the usual boundaries of film watching by integrating technology, a curated setting, and social elements into a single experience. I think it would appeal especially to people who are looking for something more than a standard movie screening—something that engages multiple senses, creates emotional impact, and leaves a memorable impression. Overall, it feels like a thoughtful reimagining of cinema for a modern audience."

Elena:

"I would describe it as a completely new way of experiencing cinema, one that blends advanced technology, cultural heritage, and emotional engagement into a single, immersive event. It transforms watching a film from a passive activity into an active, memorable experience. The combination of smart glasses, historic locations, and curated storytelling creates something that feels unique and personal, and I think it could leave a lasting impression far beyond a regular movie night."

Leonardo:

"For me, it is an exclusive cinematic experience that goes beyond the traditional movie theater, turning film watching into a cultural and social event. It's not just about seeing a movie, but about engaging with the story in a richer context, sharing the experience with others, and connecting with the location and atmosphere. It's a hybrid between entertainment, learning, and social interaction, and that combination is what makes it stand out from anything I've tried before."