

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

P1: "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."