

Isis Initiation A-Ritual

Integrated Visitor Experience for Pompeii's
Temple of Isis and Naples Museum



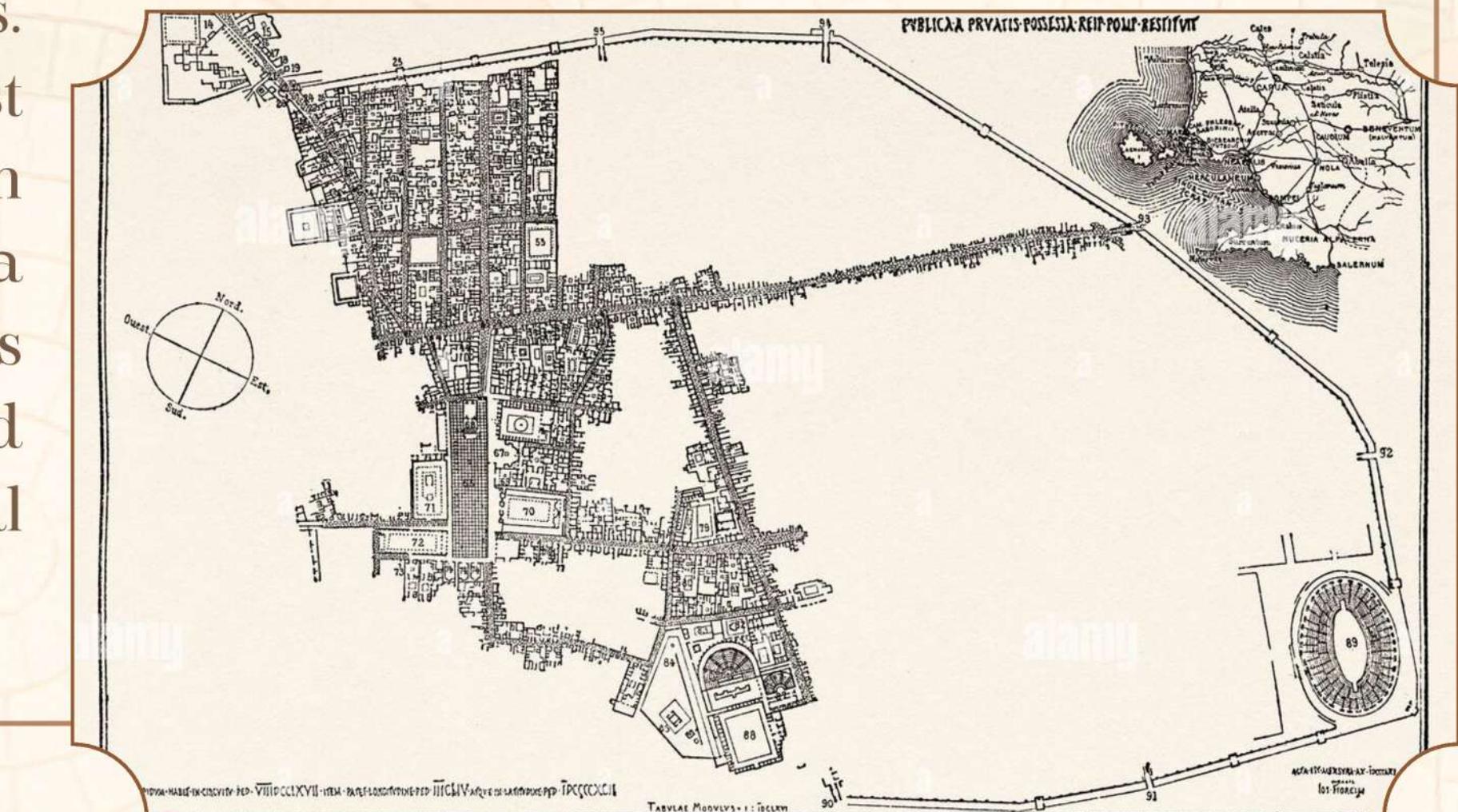
Pompeii and the Naples Museum

Pompeii is one of the world's most famous archaeological sites, offering a rare glimpse into daily life in ancient Rome. Among its notable landmarks is the Temple of Isis, a unique fusion of Roman and Egyptian religious culture. While the temple structure remains in Pompeii, many of its original artworks and frescos are preserved in the National Archaeological Museum of Naples.



The Location

The archaeological site of Pompeii is located in the Campania region of southern Italy, near the city of Naples. Situated at the foot of Mount Vesuvius, the ancient Roman city was buried under volcanic ash during the eruption in 79 CE, preserving its buildings, streets, and artifacts. Approximately 25 kilometers northwest lies the National Archaeological Museum of Naples. The museum houses a significant collection of objects excavated from Pompeii and surrounding sites, including original frescos, sculptures, and ritual artifacts.



Institutional Goal

The goal is to improve the visitor experience at Pompeii by enhancing understanding and engagement with the Temple of Isis. This involves reconnecting the site with its artifacts in the Naples museum and using digital tools to improve clarity, accessibility, and overall satisfaction.

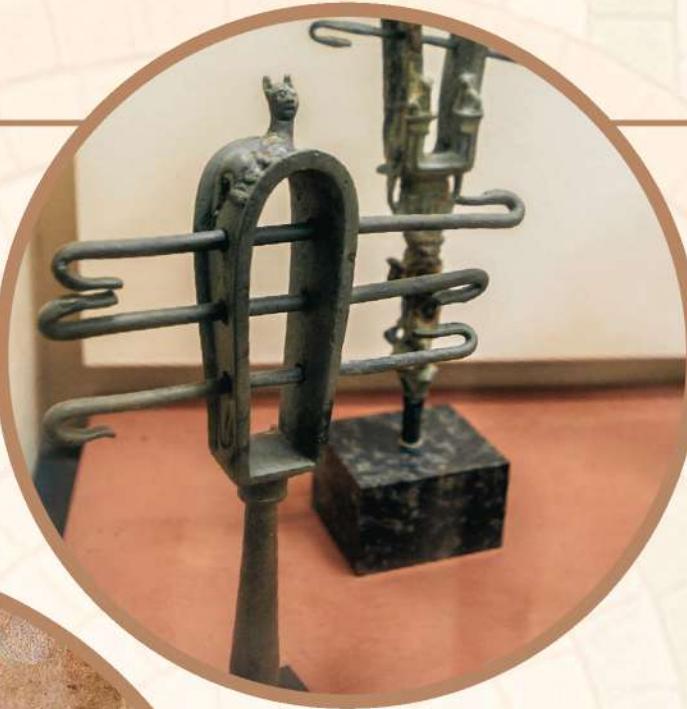
Cognitive Goal

The aim is to help visitors understand the Temple of Isis in its historical and cultural context by using interpretive tools that link the temple structure with its original frescos and rituals, giving them a clearer picture of its role in Pompeian society.

★Star Assets

One of the most significant must-see elements of Pompeii is the Temple of Isis in Pompeii, due to both its historical value and the artistic artifacts connected to it. While the temple itself remains at the archaeological site in Pompeii, many of its original decorative elements—such as the mythological frescos, ritual instruments, and statues—are now housed in the National Archaeological Museum of Naples. These items offer essential insight into the cultural fusion of Roman and Egyptian religious practices, as well as the unique appeal of the Isis cult to marginalized groups in Roman society.

• Sistrum



• Fresco of Io and Isis



• Statue of Isis



The Audience: Tourist Families

Motivations:

- Time travel: the visitor enjoys travelling back in time
- Parents seek educational value; children seek fun and engagement

Barriers:

- Poor signage and limited access at Pompeii
- Physical inaccessibility of the Temple of Isis due to stairs
- Digital skill gap between parents and children

Capabilities:

- Parents: basic mobile use; Children: high digital fluency
- Mixed learning preferences: collaborative or independent exploration

Current Challenges



- The Temple and its original artifacts are separated between Pompeii and Naples
- Lack of clear signage and contextual information at the Pompeii site
- Limited integration between the site and museum experience
- Accessibility issues due to the site's ancient structure
- Creating an experience equally engaging and interesting for two age groups

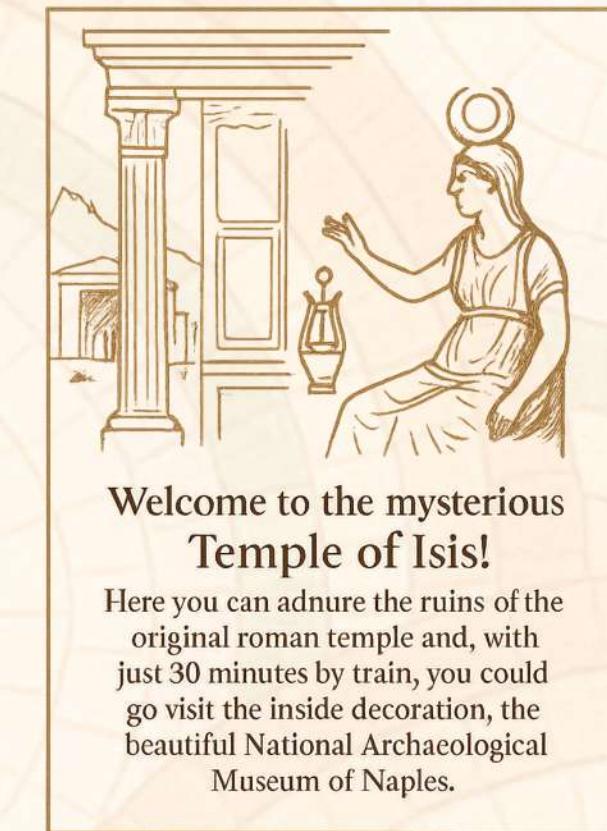
Approach and Solutions

- Using a narrative-driven AR experience - with HandHeld devices - to guide and engage visitors through the temple visit
- Providing interpretive content through interactive mini-games, making complex rituals and symbolism accessible
- Bridging the gap between Pompeii and Naples with a call-to-action and museum discount incentive
- Offering a multi-level engagement model (text, visuals, gameplay) to suit different visitor types and learning preferences
- Incorporating inclusive and intuitive interaction (tap, swipe, simple motion) suitable for most users
- Applying a participatory museological approach, focusing on historical empathy and especially perspective taking

Experience

Visitors arrive at the Temple of Isis and are welcomed by ambient sistrum music and a whispered Latin prayer. Those not wishing to engage digitally receive a brochure linking the site to the frescos in the Naples museum.

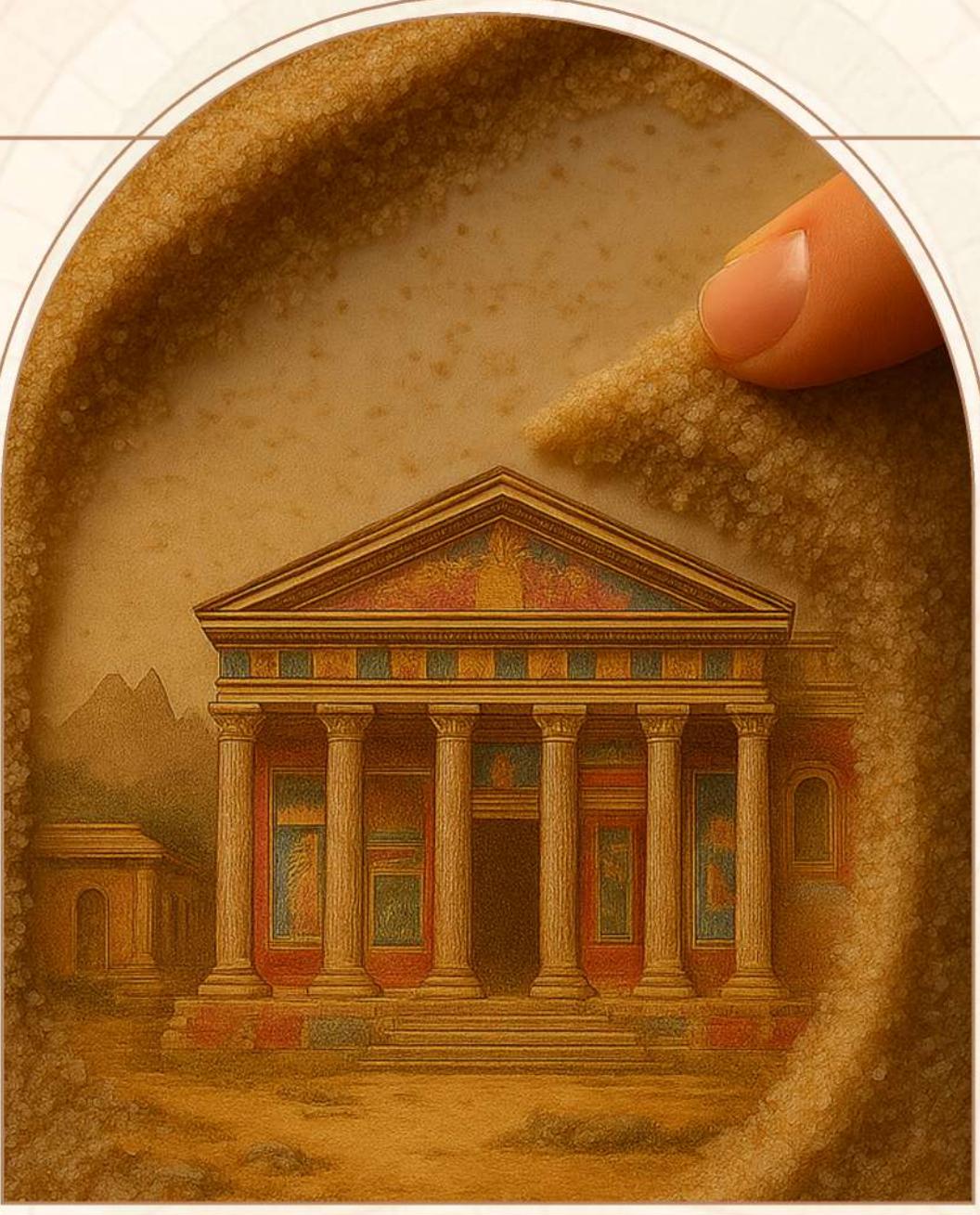
Those interested in the interactive experience can scan a QR code using their own device or borrow a tablet. They begin a digital initiation ritual through four simple mini-games. The journey ends with the revelation of a fresco and a 50% museum discount, encouraging them to complete their pilgrimage in Naples.



Interactive Flow

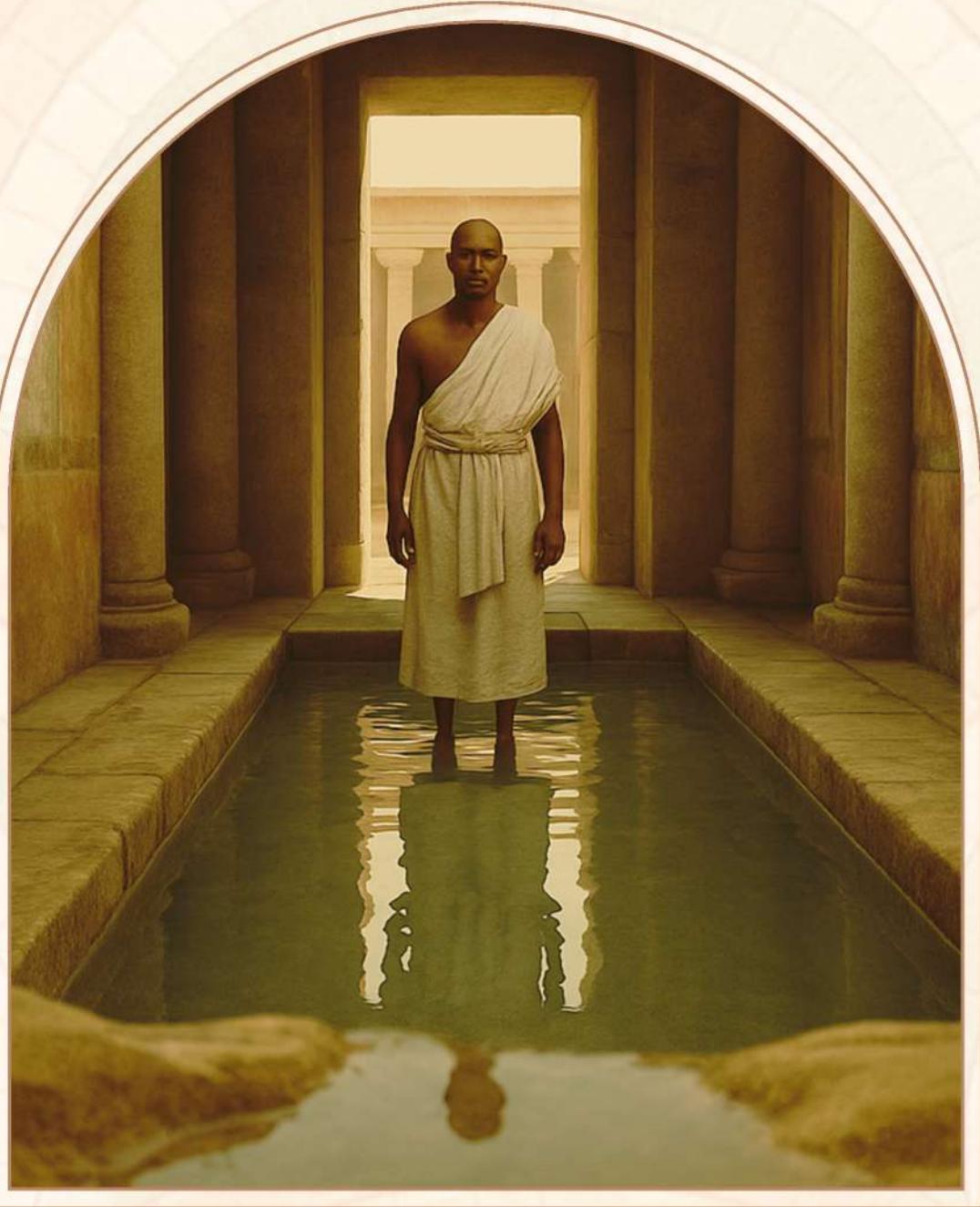
❖ DIG TO FIND THE TEMPLE

1. The visitor is invited to remove the sand on the screen to uncover the temple ruins.
2. The temple in its original state is revealed.
3. “Sed noctis obscurae non obscuris imperiis evidenter monuit advenisse diem mihi semper optabilem.” (Apuleius, Metamorphoses, XI.22) With Translation option in each language appears .



★ PURIFY THE BODY, CROSS THE SACRED WATERS

1. The visitor is in the Temple entrance, and a priest avatar appears to guide him.
2. Indication appear in the screen “Go one step in front of you and cross the sacred water to purify your body”
3. “Iamque tempore, ut aiebat sacerdos, id postulante, stipatum me religiosa cohorte deducit ad proxumas balneas, et prius sueto lavacro traditum, praefatus deum veniam, purissime circumrorans abluit” (Book XI, 23) With Translation option in each language appears .



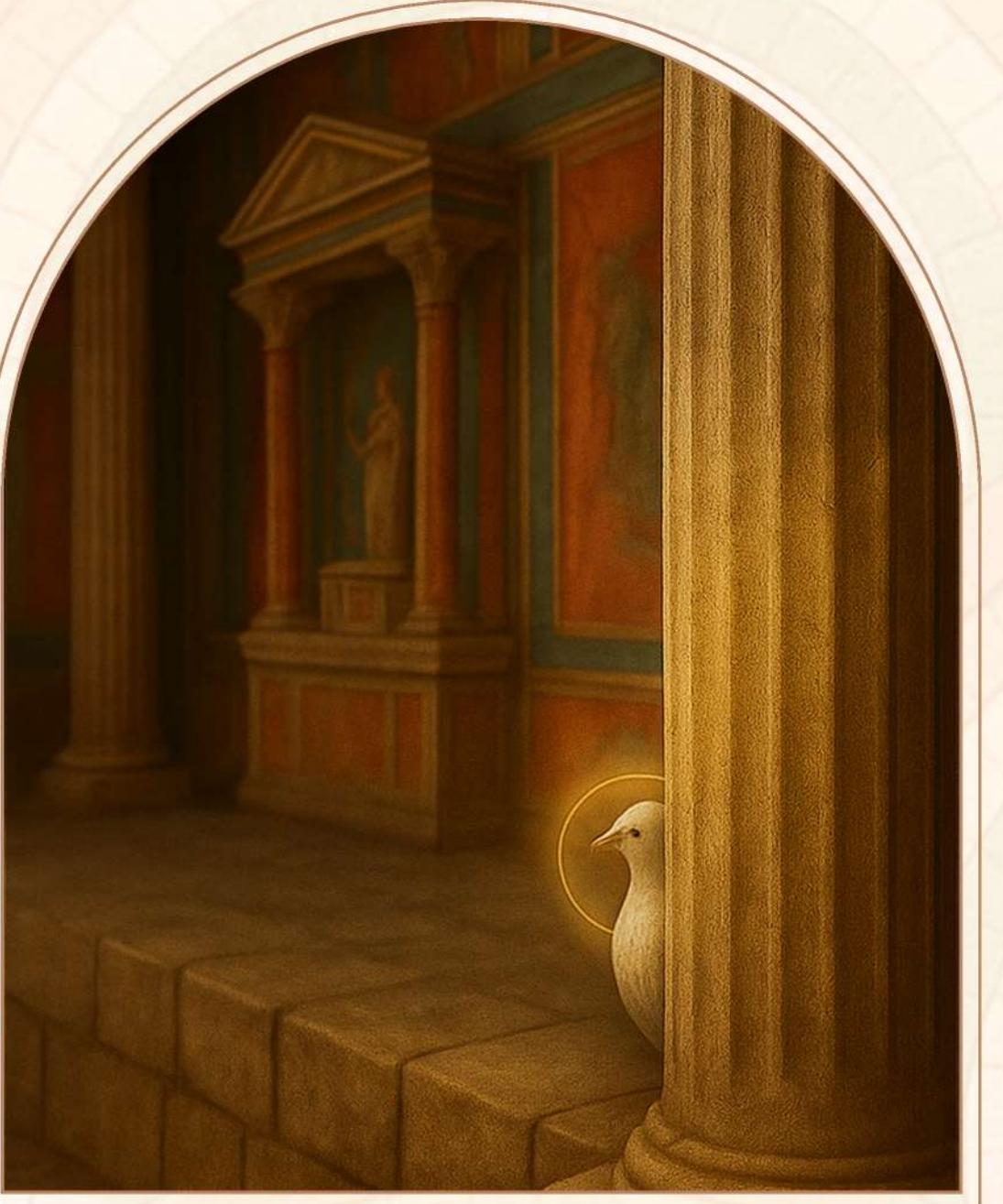
★ PURIFY THE SOUL, THE ABSTINENCE

1. A text appears: “*Illud plane cunctis arbitris praecipit, decem continuis illis diebus cibarium voluptatem cohercerem neque ullum animal essem et invinius essem.*” (Apuleius, XI.23)
2. The user is a character with a ritual plate on the head. They must swipe left/right to avoid the forbidden items (meat, wine) and catch sacred objects.
3. If the user catches meat or wine: “Oh no! You broke the abstinence! Start again!” Otherwise, with each sacred object a pop-up appears explaining what they are.



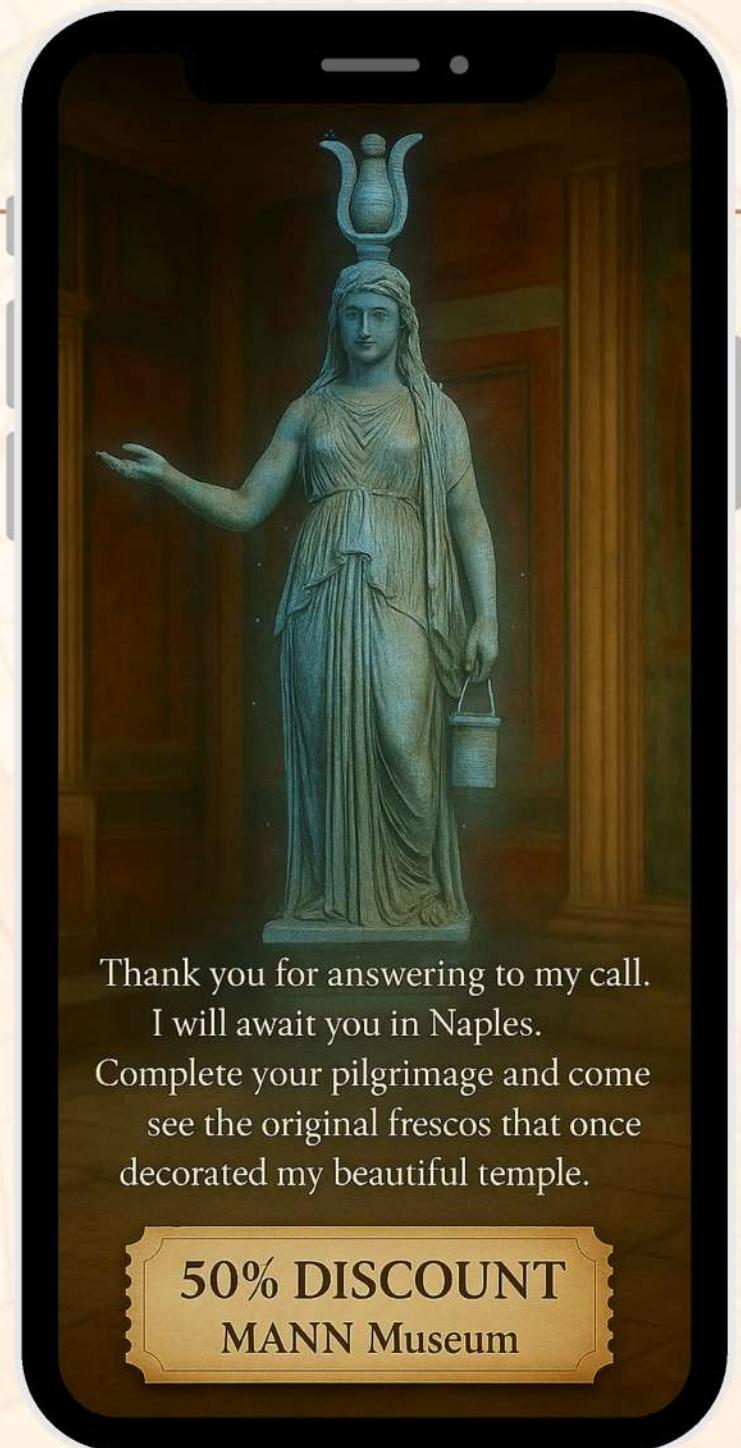
★ THE OFFERING

1. The text appears: “Find the sacred bird and give it to the priest.”
2. The visitor scans the temple to find sacred birds (gooses, doves, rooster) hidden.
3. When the bird is found, it flies to the alter and transforms into light .

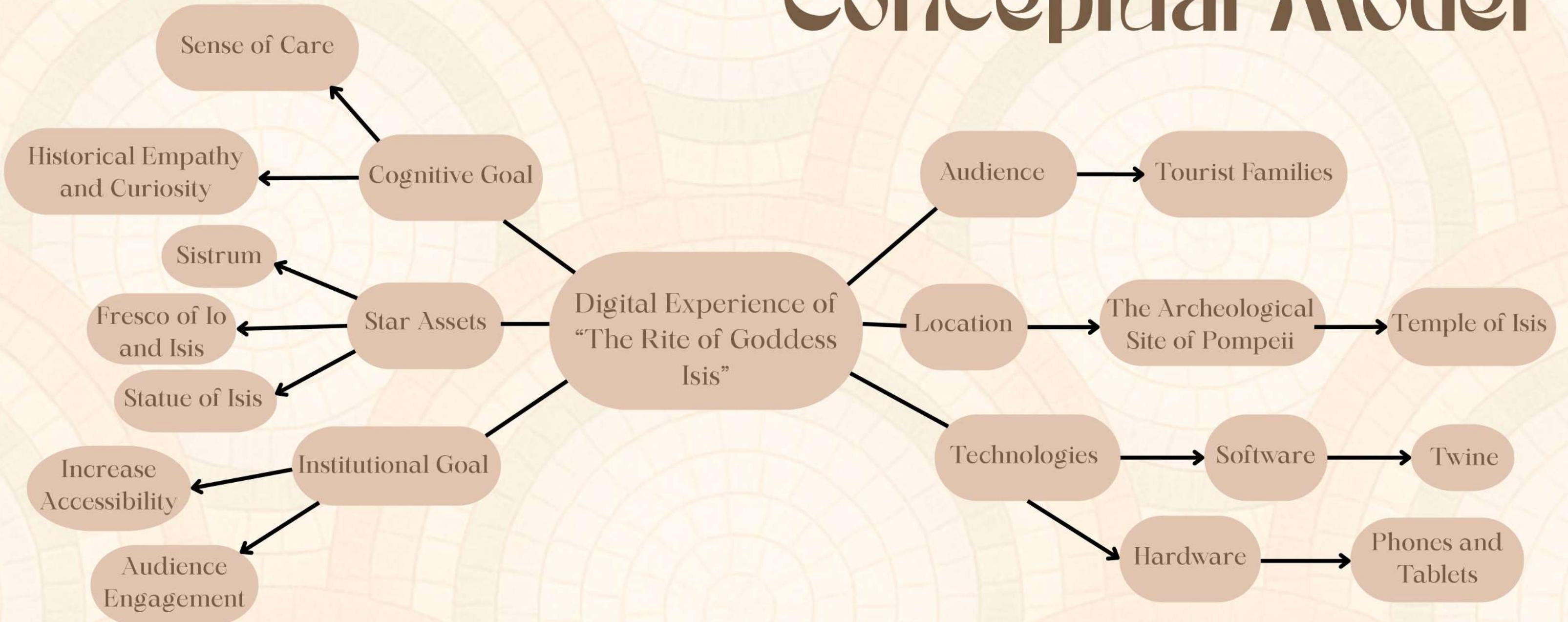


Finale

1. Isis appears to say “Thank you for answering to my call, I will await for you in Naples. Complete your pilgrimage and come see the original frescos that once decorated my beautiful temple”.
2. As a reward, the visitor is gifted a 50% discount ticket to the archeological museum of Naples.



Conceptual Model





PACT TOOLKIT

People

Methods:

- Interviews
- Questionnaires
- Observations
- Social behaviours
(social media)
- Cultural Probe Kits
- Focus Groups and
Workshops

Who is the main audience?

The main audience is FAMILIES, including both citizens and foreigners. In particular parents from 40 to 55 y.o. and 9 - 15 y.o. children.



Which are main needs and characteristics?

They need an experience that considers the different necessities a family has: informative for parents and playful yet educational for the children.

Activities



Scope and Goal

What is the main problem to solve?
To connect the physical site of Isis Temple with its artifacts in the Naples Museum + overcoming the lack of context and physical barriers

Temporal Aspects

depending on the time available and the level of engagement of the visitor

Cooperation

What are main needs and requirements?

A web app accessible via QR code, featuring 5 narrative mini-games and simple interaction like tapping, dragging and moving the device

How long the activity will last?

Regularly? In calm or busy moment?

The experience consists of 5 short mini-games, designed to be completed flexibly during the temple visit.

Is activity meant to be done together or alone? Does it require cooperation?

The key word is always FLEXIBILITY, so it supports both individual exploration and collaboration within the family group.

Is the activity simple and well defined with little choices? Or complex and need guidance step by step?

The activity is simple and well-defined, guiding users step-by-step with intuitive interactions

Complexity

Security

Has the activity potential impact on users' security?

No, no personal data is collected, user progress is stored locally and anonymously

Input data needed? Output? Media?

Requirements related to those data?

The experience uses simple inputs like taps and swipes to generate visual outputs, such as AR scenes and a final reward, using self-contained media (audio-images)

Content

Context



Physical Space

How is the physical space? Climate?
Noisy? Echo? Dirty? Wire/Wireless? Open
air? Modern/historical? Dark? Electric
plugs?

Historical, an open-air site, not much noise or echo, clean
wireless wifi, no plugs

Social Context

Alone or together? Friends or unknown?
Language? Religious? Disability? Feedback
sound is acceptable?

the theme
is the
cult of ISIS

They move alone or in group. It's MULTILINGUAL, the theme is explicitly
religious. Disability limitation but digital alternatives for the ones who cannot
visit. Ambient sounds like music and prayers through speakers in the Temple

Organisational Context

The working environment? Staff? Who do
people work? Role? Management structure?

The project operates under the management of the archaeological site's
administration. The staff required would include personnel to handle the
loaning, charging and maintenance of the tablets, as well as technical staff
to maintain the Wi-Fi network and keep the digital content updated

Technologies

Media

Which media?

Web app with Augmented Reality (AR) & digital minigames



Hardware

Which visualisation devices?

Visitors' personal devices or, upon request, tablets loaned on-site

Network

On line? Off Line? Local network?

An online connection is required via the archaeological site's local Wi-Fi networks. [Not required for the ones loaned]



Maintenance Considerations



- App & Device Updates: Ensure ongoing compatibility with phones and tablets.
- Tablet Management: Maintain, charge, and monitor loaned devices.
- Connectivity & Access: Reliable Wi-Fi and user-friendly, inclusive design required.
- Content Updates: Keep historical and museum content current.
- Funding: Secure support for tech upkeep and expansion.
- User Feedback: Use survey results to guide improvements.

Team Members

- Isaac Abaf
- Chiara Picardi
- Farideh Sousani
- Cecilia Versci



<https://github.com/pinkuchan/Seven-Digital-heritage-and-multimedia.git>