



"I like technology that doesn't distract, but brings you closer to what matters."

Name: Tommaso Ferrari
Age: 55
Work: Veterinary
Family: Married with children
Location: Turin, Italy
Character: The motivated pragmatist

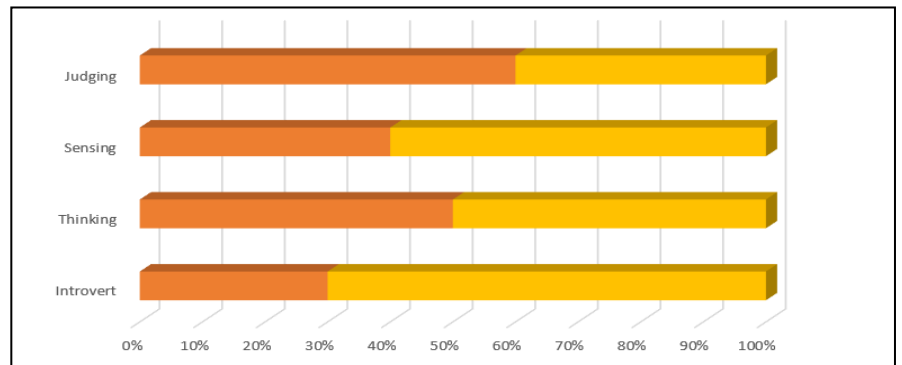
GOALS:

- Live intense and meaningful experiences
- Family stability
- In the museum, his aim is to break away from his daily routine by spending quality time with loved ones

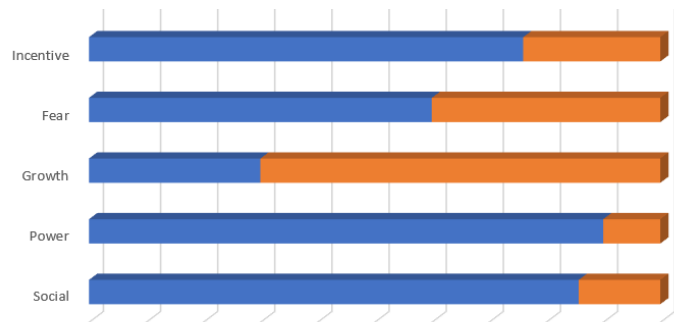
FRUSTRATION:

- Lack of time
- Aging
- Chaotic environments and long lines in a museum
- Routes too long and no rest areas in the museum

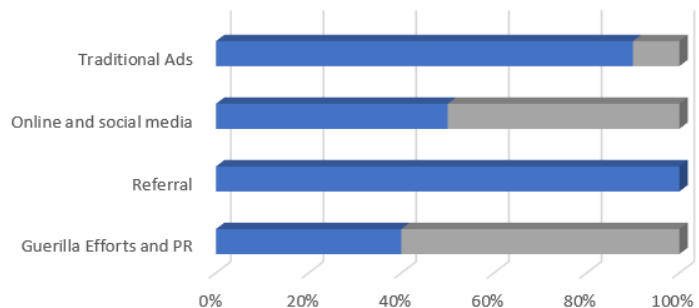
BRANDS AND INFLUENCERS



MOTIVATION



PREFERRED CHANNELS



BIO

Tommaso, a 55-year-old man, is constantly looking for ways to keep his mind sharp and counter the rigidity of adult life, valuing his free time as an opportunity for personal enrichment and authentic connection.

Open to technology not as an end in itself, but as a tool to deepen his passions and build a bridge with his 20-year-old son Luca, he finds an interactive music museum to be the ideal experience. For him, it is a place to explore independently, challenge himself with quizzes and interactive games, and share an experience with his son that blends memory and innovation, emotion and discovery.

He seeks activities that make him feel actively involved and actively involved, tackling small challenges that, once overcome, provide an immediate sense of accomplishment, countering routine and stimulating neuroplasticity. The museum thus becomes a gym for the mind and heart—a place to rediscover himself and connect with future generations.