

THE ETRUSCANS REVEALED IN 3D: A MULTIMEDIA EXHIBITION BY FBK AT BRUSSELS

At the Cinquantenaire Museum of Brussels is on display the "ETRUSCHI IN EUROPA" exhibition, an extraordinary voyage of discovery of an ancient people who lived in Central Italy between the 9th and 2nd centuries BC, conceived and organised by Historia. Here the visitor can discover how research can be applied to cultural heritage in a new and original way thanks to the reliefs, 3D reconstructions and renderings of Etruscan tombs made by the FBK - 3DOM Research Unit, in collaboration with the Fondazione Graphitech.

Speaker Alessandro Barelli:

"THANKS TO THIS TRAVELLING EXHIBIT WE ARE TAKING THE ETRUSCANS ACROSS EUROPE. IT GIVES YOU A SUGGESTIVE EFFECT. THE IMAGES AND OBJECTS THEMSELVES SPEAK OF THIS EXTRAORDINARY ETRUSCAN WORLD. THE USE OF TECHNOLOGY BECOMES ESSENTIAL AND IT IS A REAL *PRIMA DONNA* IN THIS EXHIBIT BECAUSE THE MULTIMEDIA LANGUAGE LIKE VIDEO, AUDIO, 3D IS A MODERN LANGUAGE, THE LANGUAGE THAT IS NOWADAYS CLOSER TO THE GENERAL PUBLIC".

Speaker Elisabetta Siggia:

"WE WANT TO TELL THE HISTORY OF THE ETRUSCANS STARTING FROM THE VILLANOVANS UP TO THE ROMANS, UP TO THE POINT WHEN THE ETRUSCANS ARE COMPLETELY DESTROYED BY THE ROMAN WORLD. THUS, IT IS AN EXHIBITION THAT TELLS ABOUT THEIR CIVILIZATION, THEIR ORIGINS, THEIR CITIES, THEIR RELIGION, THEIR WAY OF LIVING. WHY DOES IT START FROM BRUSSELS? BECAUSE BRUSSELS IS EUROPE'S CAPITAL. IT SHOULD BE AN EXHIBITION THAT PRESENTS THE ETRUSCAN CULTURE KNOWN IN ITALY BUT NOT IN OTHER COUNTRIES. MUSEUMS SHOULD NOT BE FOR SPECIALISTS OR ACADEMICS ONLY. THEY SHOULD BE ENJOYABLE FOR EVERYBODY. IT IS NOT ENOUGH TO SEE A WINDOW AND READ THE DESCRIPTION OF WHAT THE SHOWN OBJECT REPRESENTS. (THE MUSEUM) HAS TO AROUSE CURIOSITY. IF THE VISIT TO THE MUSEUM BECOMES A TRIP OF SOME SORT, A CHILD OR A TEENAGER WILL BE ENCOURAGED TO COME BACK. A MUSEUM OF THIS KIND BECOMES INTERACTIVE, NOT STATIC".

Speaker Alessandro Barelli:

"THE SPECIAL FEATURES OF THIS EXHIBIT WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE PRECIOUS AND EXTRAORDINARY CONTRIBUTIONS OF OUR COLLABORATORS OF THE BRUNO KESSLER FOUNDATION'S 3DOM UNIT, THANK TO THEIR DISTINCTIVE PASSION AND EXPERTISE".

"THE EXHIBIT HAS BEEN DESIGNED FOLLOWING A TRADITIONAL MULTIMEDIAL PATTERN, I.E. WITH VIDEOS ON ELEVEN MONITORS WHERE THE WORLD OF THE ETRUSCANS IS TOLD IN CHAPTERS LIKE TOWNS, WOMEN, SOCIAL ORGANIZATION, NECROPOLIS AND SO FORTH. CLOSE TO SOME OF THESE SCREENS ARE SMALLER ONES SHOWING 3D PICTURES WHICH ARE VIEWED THROUGH 3D GLASSES AND WHICH ACCOMPANY THE STORIES OF THE ETRUSCAN WORLD".

"THE MOST FASCINATING AND INTERESTING FEATURE OF THE EXHIBIT IS REPRESENTED BY THE ROOM RIGHT AT THE CENTER OF THE EXHIBIT WHICH WE CALLED "THE TOMB", AS IT LOOKS ALMOST AS IF IT WAS UNDERGROUND. FOUR SCREENS HAVE BEEN SET: TO THE RIGHT AND TO THE LEFT, VISITORS CAN SEE ETRUSCAN MASTERPIECES AND BEAUTIFUL 3D IMAGES WHILE ON THE FRONT SCREENS THEY CAN SEE THE ANIMATED DIGITAL REPRODUCTION OF FOUR TOMBS WHICH WERE SCANNED AND MODELLED MILLIMETER BY MILLIMETER AND ACCURATELY REPRODUCED. USING 3D GLASSES VISITORS CAN HAVE A VERY PARTICULAR SENSATION. THIS ROOM REPRESENTS THE GEM OF THE WHOLE EXHIBIT".

Speaker Fabio Remondino:

"THE FBK 3DOM UNIT PRODUCED ALL THE MULTIMEDIAL CONTENTS OF THE EXHIBITION 'THE ETRUSCANS IN EUROPE' AND IN PARTICULAR A VIRTUAL TOUR WITHIN THE NECROPOLIS OF CERVETERI. A GEOBROWSER

WAS PRODUCED IN COLLABORATION WITH GRAPHITECH FOR THE GEOGRAPHIC LOCATION AND CONTEXTUALIZATION OF THE ETRUSCANS IN ITALY. 3DOM ALSO PRODUCED A SERIES OF STEREOSCOPIC PICTURES SHOWN IN PARALLEL THE EXHIBIT VIDEOS AND FINALLY FOUR ANIMATIONS OF 3D MODELS OF TOMBS IN TARQUINIA AND CERVETERI”.

“THE MULTIMEDIA EXHIBITION IS HOSTED AT THE PILLARS HALL, ON A NEARLY 500 SQUARE METER AREA AND CONSISTS OF SOME TWENTY MONITORS, 8 BIG SCREENS AND A DOZEN PROJECTORS SHOWING ALL ANIMATIONS AND VIDEOS PRODUCED BY THE 3DOM UNIT OF FBK”.

Speaker Alessandro Barelli:

“THE EXHIBIT WILL STAY IN THIS FIRST INSTALLATION AT THE PRESTIGIOUS CINQUANTENAIRE MUSEUM IN BRUSSELS FOR SIX MONTHS, UNTIL THE END OF APRIL 2011. IN ITALY, WITH THE COLLABORATION OF THE BRUNO KESSLER FOUNDATION, WE WOULD LIKE A DIFFERENT KIND OF APPROACH, LIKE IN SINGLE INSTALLATIONS SO TO REACH IN A MORE WIDESPREAD MANNER THE GENERAL PUBLIC, TO SPEAK THROUGH THIS NEW TECHNOLOGY AND THIS NEW WAY OF TALKING ABOUT CULTURAL HERITAGE”.

***** CREDITS*****

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See FBK press room - visit us at www.fbk.eu/press
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