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Dante Museum in Ravenna: new immersive itineraries



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MUSEO DANTE

On the occasion of Dante's year celebrations, Ravenna Municipality paid homage to the Great Poet by renewing the spaces of his museum in a more interactive and immersive way. The project was assigned to Touchwindow, a specialized company which focuses on digital transformation and innovation aimed at user engagement. Two were the main tasks of the project: re-defining aesthetic guidelines (including the museum's visual identity) and re-functionalizing all museum's spaces. For achieving the best result, a whole technological refitting of the exhibition rooms was designed with the clear purpose of offering a unique customer experience: a combination of spectacular immersive projections, audio systems equipped with proximity sensors and customized software for maximizing the impact of interactive contents.



The work also included the configuration of an automatic control system of the installations and the creation of contents aimed at surprising the visitors while spreading cultural information. All this was implemented with a view of minimizing each operation's impact, so that the original beauty of every exhibition room in the museum could be preserved.

More info:

https://vivadante.it/museo-dante/

https://touchwindow.it/it/work/museo-dante

