

## Immersive and Emotional Museum Design - workshop



Immersive and Emotional Museum Design - *What is the role of emotions in designing the 21st century museums?*

**Emotion, involvement and participation:** key issues that are increasingly important and decisive in the context of the new trends related to museums of the twenty-first century.

Museums as generators of 'special' educational moments and multiform experiences where new languages 'are declined with immersive technology solutions, capable to attract, excite and engage different audiences: dynamic social spaces where the new digital media give voice to different stories that explore the collections in a creative, emotional and customized way.

In this context the [NEMECH laboratory of the University of Florence](#) aims to address the theme of "emotional museum" in the light of a multi-faceted approach in a concrete multidisciplinary perspective, through highly-qualified innovative courses aimed at public and private operators, responsible for museums and art galleries and professionals in the field of cultural heritage.

Experts will present the theoretical and practical techniques for the design and construction of exhibition spaces, interactive multi-sensory experiences through practices and use cases in interactive and immersive environments.

The workshop will be held from 25 to 27 February 2016 in Firenze in the monumental complex of 'Le Murate'.

For further information please visit the event website: <http://nemech.unifi.it/portfolio-posts/musei-emotivi/>



  
**musei emotivi**  
Immersive & Emotional Museum Design  
emozioni | musei | motivazioni

**25 - 26 - 27 febbraio 2016**  
Percorso formativo NEMECH | Le Murate Firenze

