

Digital Culture, Social Media and Innovation for the Cultural Heritage

INTERNET
FESTIVAL 2015
FORME DI FUTURO

Pisa October 9th, 2015



europeana
think culture



INVASIONI DIGITALI



Engagement



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Barbara Marcotulli



Do we born creative?



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Pic. By surlygirl on Flickr



Co-creation of cultural value with Re-Use of Cultural Content



Vocazione di San Matteo, Caravaggio, 1600, San Luigi dei Francesi,
Cappella Contarelli – 2014 @ Invasioni Digitali

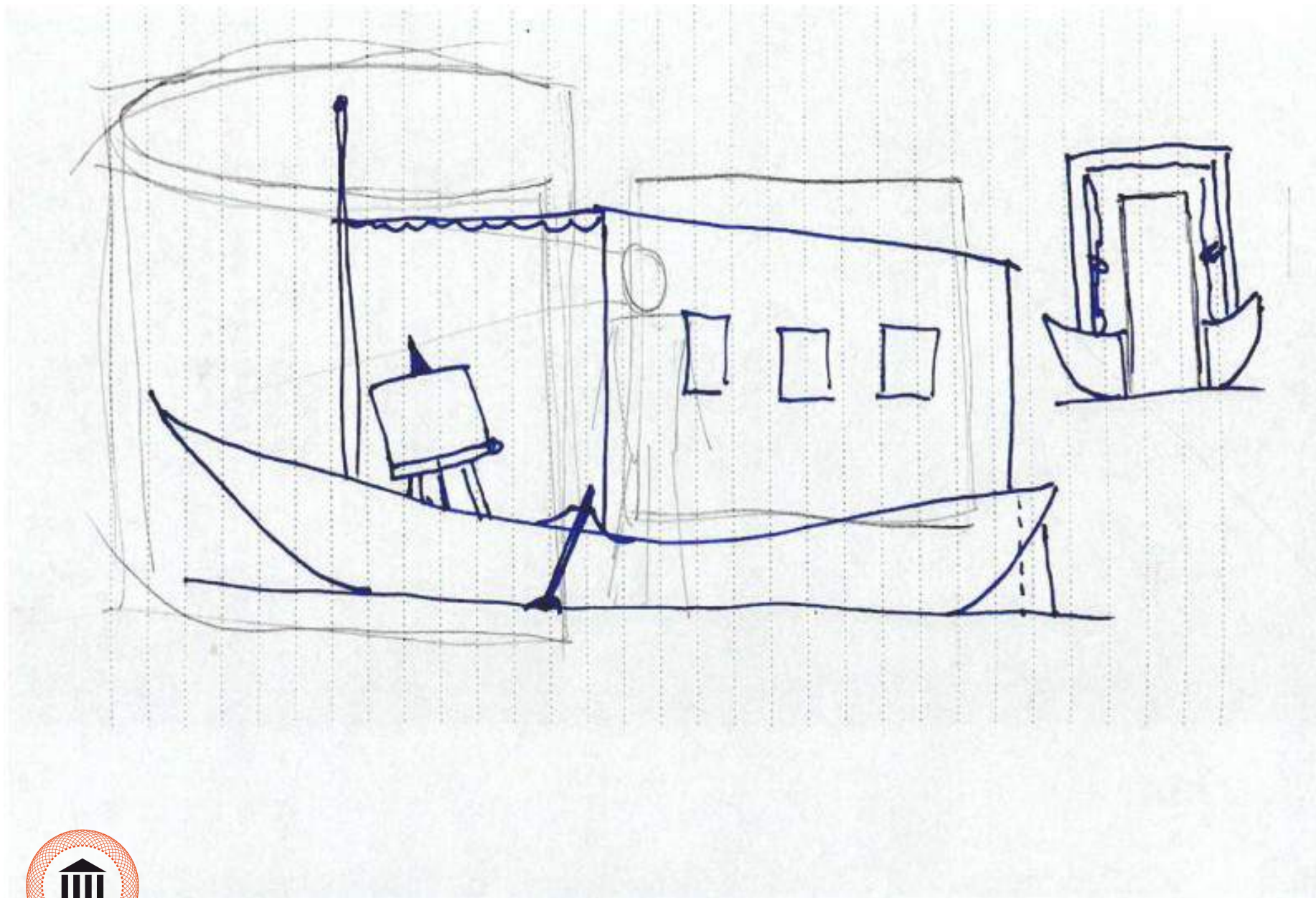


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P | E | M Peabody
Essex
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Museum

Pas eu le temps de tout voir ?

Le Mudam vous offre la possibilité de revenir gratuitement une seconde fois !
Il vous suffit de laisser votre nom à l'accueil.

Die Zeit war zu knapp um alles zu sehen?

Mudam bietet Ihnen die Möglichkeit die Ausstellung ein zweites Mal kostenlos zu besuchen! Bitte melden Sie sich dafür am Empfang an.

Time was too short to see everything?

Mudam invites you to visit the exhibition a second time for free!
Please leave your name at the entrance desk.



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MUDAM
LUXEMBOURG
מאדאם

I've learned so much from my mistakes,
I'm thinking of making a few more



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Peter King



Mi piace il jazz

Il meglio del jazz su internet

lunedì 10 ottobre 2011

Steve Grossman all'Universo Jazz Club di Lucca

rk YouTube Altro ▼

*Il Turismo Culturale si veste di Jazz
L'Hotel Universo di Lucca, un Jazzhotel "D.O.C."*

Read as much as you can



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Pic. By Arian Zwegers on Flickr



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Morning routines

2015-01-16

- ⇒ Read blogs in bed:
slowly wake up
- ✉ Scan my mail, too
- 🚽 Go to bathroom
- 📺 Start Japanese
flashcards
- ⚡️🍳 Go to kitchen
and heat up skillet
- ⚡️🐱 Go to basement and
feed cats
- ⚡️🍳 Crack one egg into
skillet & cover
- 🍲 Microwave rice
for 1 minute

- 📺 Empty dishwasher |||
 - 🍳 Have breakfast
while doing flashcards
 - 📅 Draw index
cards
 - 👤 Brush teeth, dress up
 - ↓
 - 📺 Write (M, W)
Code (T)
Do admin &
email (F)
 - ↓
 - 📺 Pack,
commute
- ← Thursdays
work at
client



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People cling to the habit as a rock
when they should break away and jump into the sea.
And live.



Share your thoughts with your team



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“We are deep thinkers who read between the lines, who analyze the world and digest it, both the good and the bad.

We are the words other read every day, the color palettes their eyes soak in, the sounds in their head morning and night.

We are constantly observing the world around us, yearning for inspiration.

And, as we gaze around, all we see in every direction is a glowing backlight.”

Creativity is here to tell the truth.

Panic from social media?







BETTER TO SEE
SOMETHING ONCE,
THAN TO HEAR ABOUT
IT A THOUSAND TIMES.

Asian Proverb

Location Based

Transmedia

Storytelling

Enhancing the tourism experience



ONE MINUTE
DON'T READ
DON'T TALK
NO PHOTOS
JUST LOOK
.....AND SEE.

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travellers

THE

ALL

Most Overrated Destinations in the World



THE WORLD'S MOST
UNDERRATED
DESTINATIONS

**“IF EVERYONE IS THINKING ALIKE
THEN SOMEBODY ISN’T THINKING”**

- Gen. George S. Patton



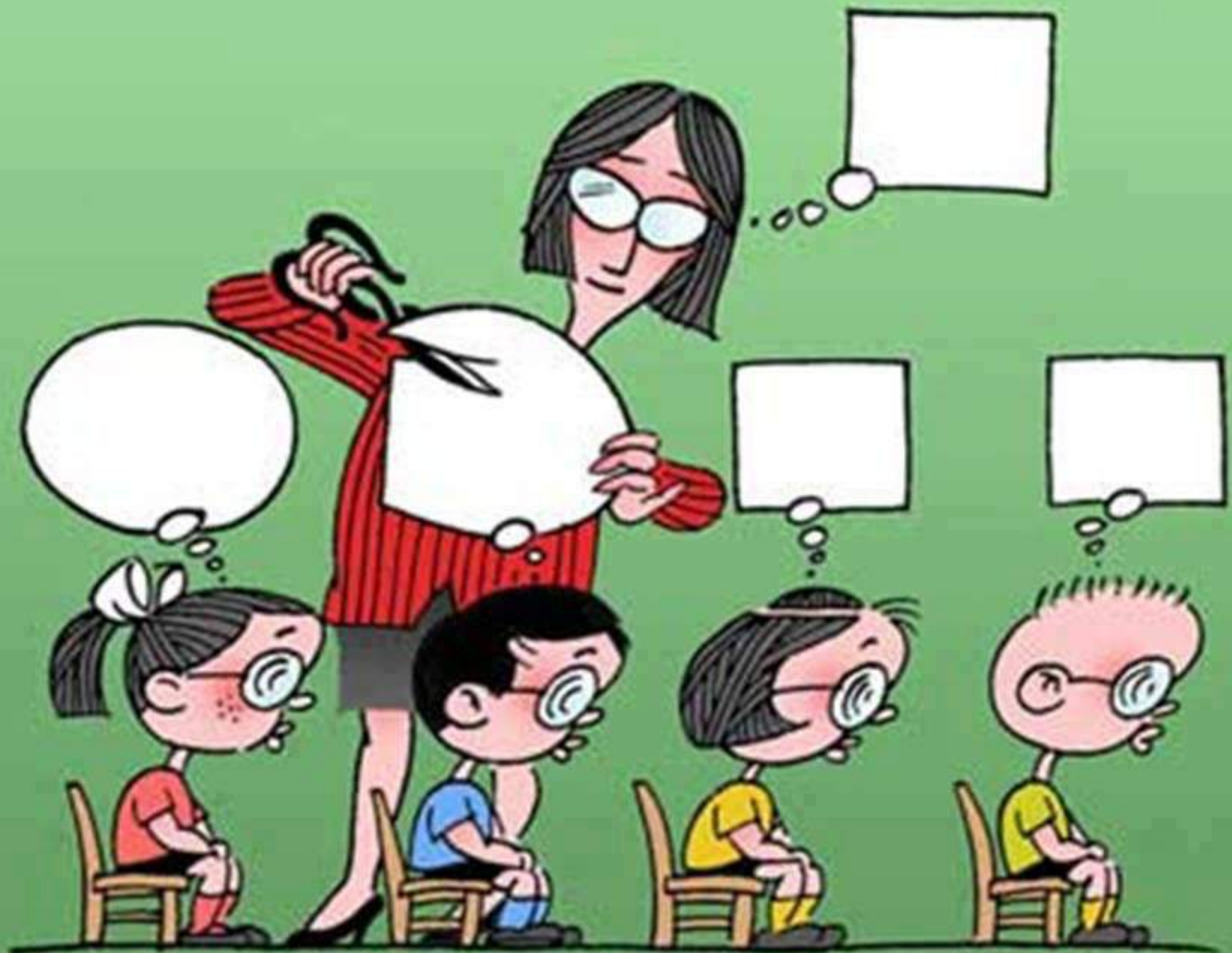
Who killed creativity?

CREATIVITY CORPORATION

You get back to
that goddamn cubicle
and start thinking
outside the box!



Mt.fish



creativity killer profile 1

THE CONTROL CREW

creativity killer profile 2

THE FEAR FAMILY

creativity killer profile 3

THE PRESSURE PACK

creativity killer profile 4

THE INSULATION CLIQUE

creativity killer profile 5

THE APHATY CLAN

creativity killer profile 6

THE NARROW-MINDED MOB

creativity killer profile 7

THE PESSIMISM POSSE



Art becomes knowledge when it's shared



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