



Research Area: ENABLE: Design and Art Competences, Material Culture and Human Development | Project Timespan: 2021-ongoing

ALICE

A-maz(e)-ing: phygitaL storytelling in design for Cultural landscapes & hEritage

Team:

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Just as ALICE (A-maz(e)-ing: phygitaL storytelling in design for Cultural landscapes & hEritage) falling in the rabbit hole discovers an unknown universe – a timeless wonderland – to be experienced by following traces and connections, so does phygital storytelling design in the field of Cultural and Landscape Heritage. The research explores the evolution of interaction design and digital communication, with a focus on the multimodal narratives, the perception of phygital space, the people and social experience, both from the theoretical as well as a methodological point of view. In its initial phase, the study explores how to apply the concept of generous interfaces – proposed by Whitelaw – in space-based and multimodal interactions in the blended/phygital scenarios. The research also investigates the shifting of the historical idea of cultural heritage (GLAMS, monuments, collections and so on) to more grassroots phenomena of the intangible heritage including the immaterial social expressions and traditions aimed to preserve cultural and knowledge diversity.

