

Acronym – ViVe VR-Boat

Title – Ville Venete Virtual Reality Boat

Scientific coordinator – Giuseppe D’Acunto

CUP - H73C23000710004

Department – Department of Architecture and Arts

luav role – Project Partner

Lead Partner – Ca’ Foscari University of Venice

Other partners – Tiscali Italia, Invisible Cities, Strategy Innovation, Il Burchiello

Duration – 12 months

Start – 10/10/2023

Closure – 09/10/2024

Project budget – € 1.516.128,07

luav budget – € 168.537,87

luav funding – € 134.830,30

Source of funding – FSC MIMIT 2014-2020 DM 21.11.2022 – Ministry of Enterprises and Made in Italy (MIMIT) – Public call 17 march 2023 for the selection of project proposals on testing and applied research to be funded according to Ministerial Decree of 21 November 2022

Contents and objectives – The project is based on the idea of the perfect blend between research interests, new technologies development, and the specific territorial needs of the Universities, start-ups and enterprises of the consortium.

The objectives of the ViVe Vr-Boat are related to the promotion of national cultural heritage through the use of skills, techniques and technologies related both to the audio-visual sector and to the gaming industries. The tangible result of the project will be a service for the enjoyment of places of cultural interest that is absolutely new and adaptable to the vast plurality of contexts offered by Italian artistic, natural, architectural and monumental heritage offers. The place chosen for experimentation will be the famous Venetian Villas and Palladian Villas overlooking the banks of the Brenta River. Here, citizens and visitors will live an absolutely unprecedented experience at a global level in terms of immersion and inclusion, and will offer a new point of view on the places and the history that has passed through them. This will be made possible through the application of new technologies including, first and foremost, Artificial Intelligence, Internet of Things (IoT), and Virtual and Augmented Reality.

On a longer time span, the new service designed by the project could be applied to many other culturally relevant spaces scattered on the national territory, and it could also be offered by local tourism operators. This will enable a valorization of monuments as well as lesser known areas, thereby contributing to maximize value creation from the virtually endless array of interest areas which are not adequately promoted.

Lead Partner website – www.unive.it/news/vive-vr-boat

YouTube – www.youtube.com/watch?v=HdP6MILurEQ

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