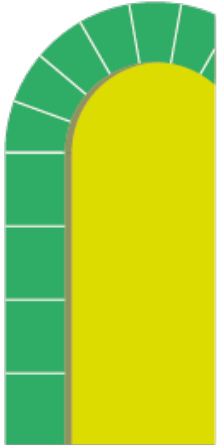




Regione Toscana

IL RUOLO DELLE EMOZIONI NELLA PROGETTAZIONE DEI MUSEI DEL XXI SECOLO. IL PROGETTO MUSEI EMOTIVI

INCONTRI
DI VIA
FARINI



Paolo Mazzanti
Claudio Rosati
Lorenzo Greppi
Alberto Del Bimbo

Elisa Bruttini



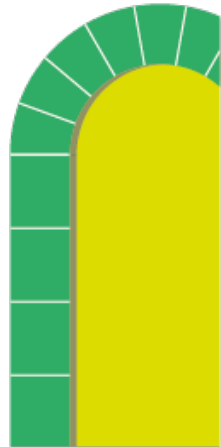
27 settembre 2023



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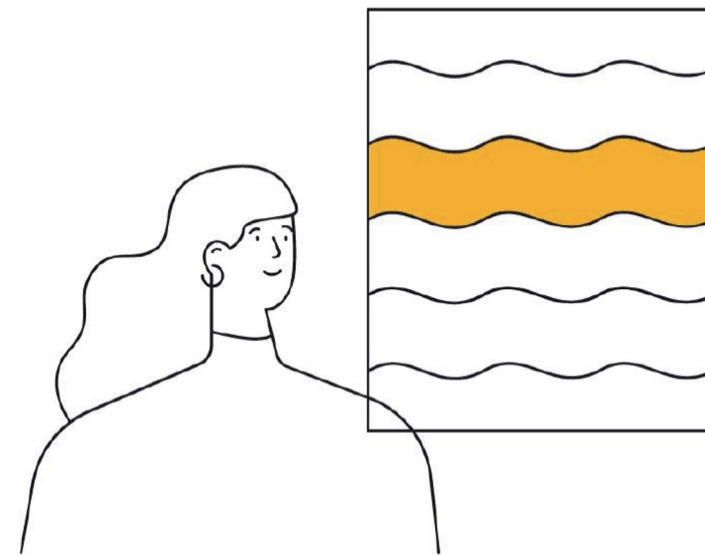
Ricercatore MICC Media Integration and
Communication Center | NEMECH New
Media for Cultural Heritage (FI)

- User Experience & Interaction Design
- Learning Museums | Emotional Museums
- Information Technology & Creative Practices (ITCP)



Why emotions?

Emotions are
motivational drivers

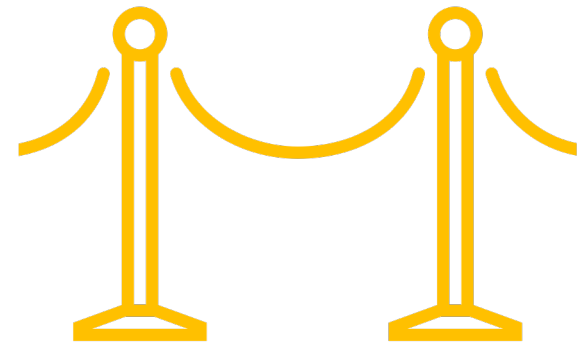




Why Museums?

“

A museum is a not-for-profit, permanent institution in the service of society that researches, **collects**, conserves, **interprets**, and exhibits tangible and intangible heritage. Open to the public, **accessible** and **inclusive**, museums foster **diversity** and **sustainability**. They operate and communicate ethically, professionally and with the **participation** of **communities**, offering **varied experiences** for **education**, **enjoyment**, reflection and knowledge **sharing**.



Why Learning in Museums?

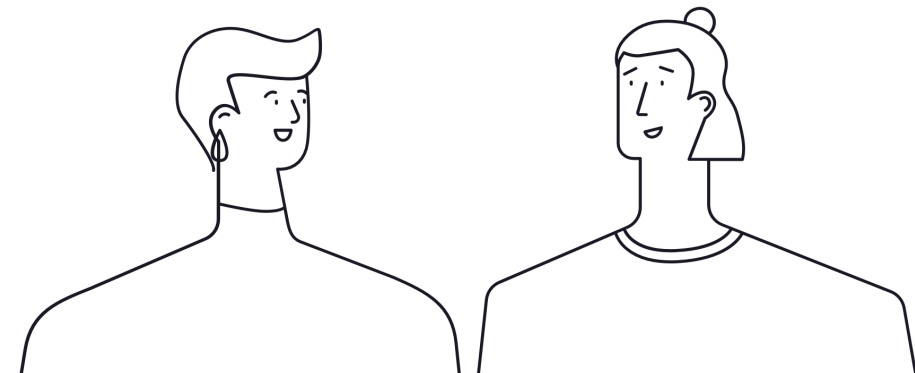


Emotional involvement of visitors is a **precondition for effective and authentic learning**» (M. Sani)

Learning is a process of **active engagement with experience**. It is what we do when we want **to make sense of the world**. It may involve the development or deepening of skills, knowledge, understanding, awareness, values, ideas and feelings, or an increase in the capacity to reflect.

Effective learning leads to change, development and the **desire to learn more**.

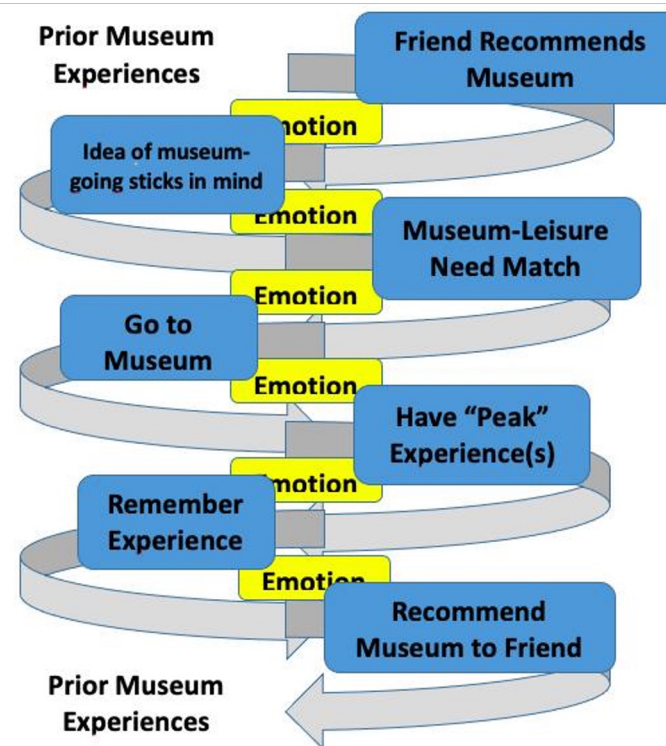
«UK Campaign for Learning»
<https://www.campaign-for-learning.org.uk/>





A NEMO Report
by LEM – The Learning Museum Working Group

Edited by Paolo Mazzanti
in collaboration with Margherita Sani



«The **museum experience** turns out to be **not linear but cyclical**, with **emotions** playing a critical role at EVERY stage»

The role of emotions in museum-going –
John H. Falk



Executive Director
Institute for Learning Innovation (ILI)
Jan 2015 - Present · 8 yrs 7 mos
U.S.-based, worldwide

<https://www.ne-mo.org/news/article/nemo-report-on-emotions-and-learning-in-museums>



Why MuseiEmotivi?



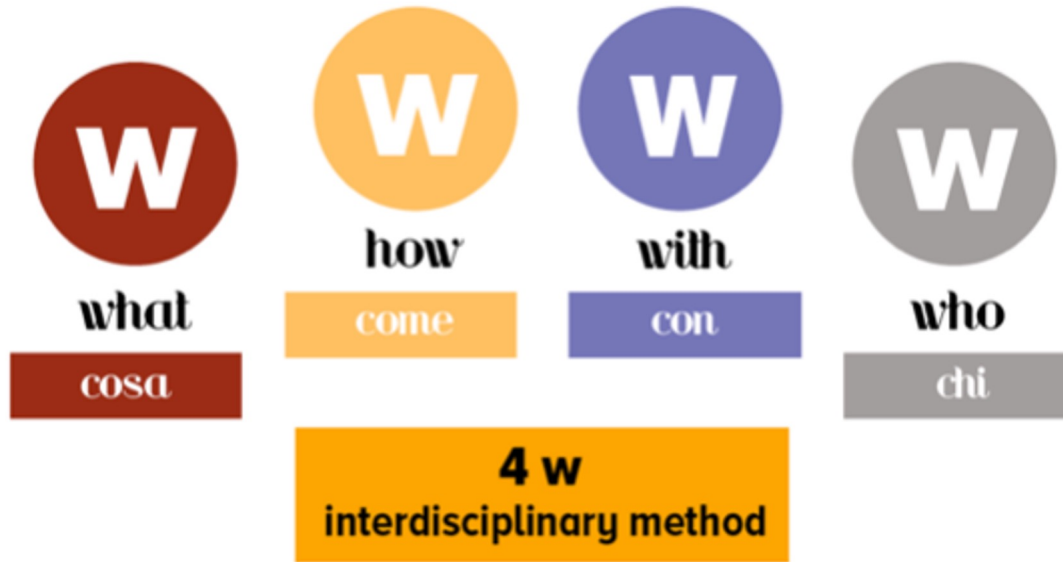
Emotions are a **new trend** for 21st century museums.

Museums are becoming **user-centered** and **dynamic** spaces for **multiform** experiences, where new media are used to **engage** different audiences that explore and enjoy collections in **creative, emotional** and customized ways.

“MuseiEmotivi” is a three day interactive workshop which looks at museums as **multisensory** and **immersive** spaces where the **wow effect** is not superfluous, but is a key factor that **motivates** access to content and increases the learning process.



Why **interdisciplinarity**?



What is the role of **emotions** in designing 21st century **museums**?



Claudio Rosati



Lorenzo Greppi



Paolo Mazzanti



Alberto Del Bimbo



Since 2016 6 editions in
famous Italian
museums

**More than 200
participants** museum
professionals from all
over Italy

**Interdisciplinary
Training**

Plenary sessions with
museum experts
Creative workshop
with qualified tutors

Sharing experience and
ideas

Informal and focused
Network
Open-minded

www.nemech.unifi.it/musei-emotivi



MuseiEmotivi _Training Edizione 1

Le Murate FI - FEB 2016



MuseiEmotivi Training Edizione 2

Museo Novecento FI - OTT 2016



MuseiEmotivi _Training Edizione 3

Museo Storia Naturale Fisiocritici SI - MAR 2017



MuseiEmotivi _Training Edizione 4

Casa Museo Ivan Bruschi AR - NOV 2017



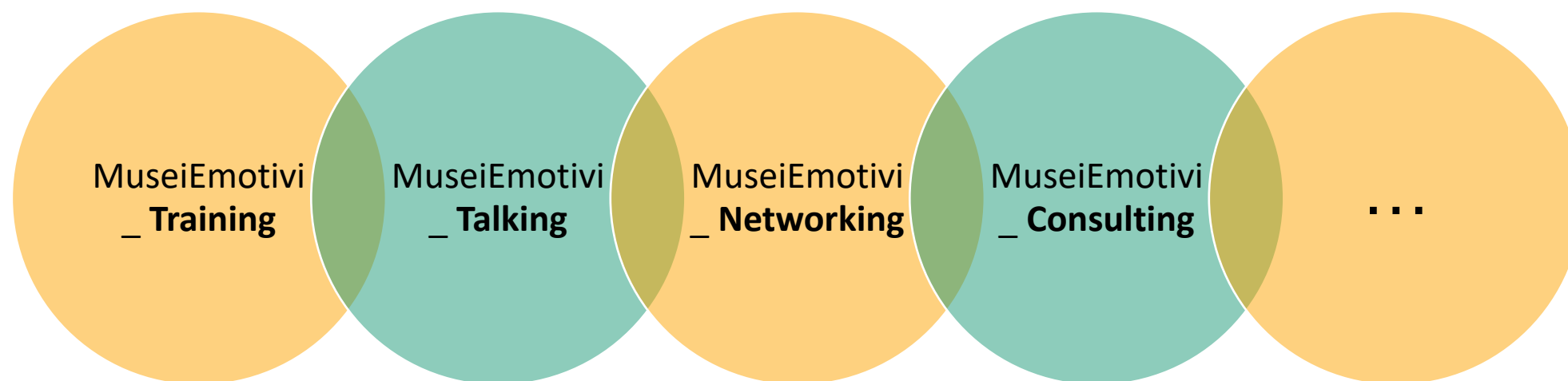
MuseiEmotivi _Training Edizione 5

Museo Marino Marini FI - MAR 2019



MuseiEmotivi _Training Edizione 6

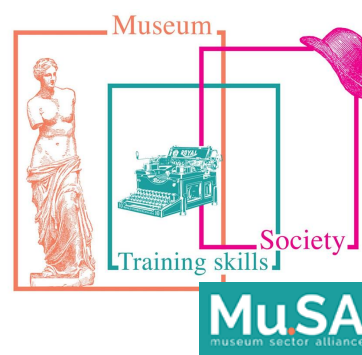
Museo Galileo FI - SETT 2021



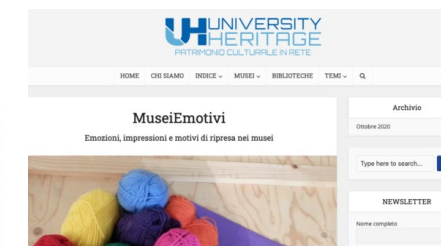
MuseiEmotivi
_ Networking



MuseiEmotivi
_Talking
_Counseling



EMA
European Museum Academy



<http://nemech.unifi.it/nemech-news/>



Progettare, emozionare/si, valorizzare, accogliere al museo.
Visioni nuove dai musei e per i musei

Open Badge sulla Museologia
ideato e realizzato a cura
del Sistema Museale Universitario Senese

Con il patrocinio di



Samuel Piana



Paola Mazzanti

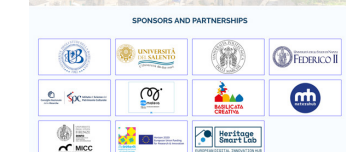


Elena Bruttini



Lorenzo Greppi

Emozioni, relazioni e contesti museali:
l'esperienza "MuseiEmotivi"



MUSEUMS+AI
WORKSHOP

9 OCTOBER 2023
2 - 5 pm
IULM University - Milan

Organized by
InvisibleStudio & IULM AI LAB

In collaboration with
Museums+AI Network.
A project by Goldsmiths University London & Pratt Institute New York.



MuseiEmotivi
_ EU Projects



#make it
your own

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545




Tuscany Regional Workshop

Digital Innovation in Cultural Heritage:

Skills Needs & Challenges

1-2 December 2022

Charter

An initiative of Auditorium di Santa Apollonia Florence, Italy

In partnership with Regione Toscana, Fondazione per la ricerca e l'innovazione, ERRIN

With the support of Co-funded by the Erasmus+ Programme of the European Union

<http://nemech.unifi.it/charter-alliance-tuscany-regional-workshop/>

Consulting

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