



PLAYABLE MUSEUM AWARD

*The Museo Marino Marini of Florence announces
the 15 finalists of the Playable Museum Award*

*240 projects received
from today online
Info on the website MuseoMarinoMarini
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240 proposals came in from all over the world. Artists, architects, designer, game designer, musicians, and dancers; but also professors, students, free thinkers, dreamers, and a carpenter, are amongst the creatives and visionaries that put themselves in the game to imagine the museum of the future. Many of them also formed teams that applied to the call, grasping the spirit of the award: having fun while creating together. The first group of projects saw many beautiful and visionary presentations submitted to the first edition of the grant, organised by the Museo Marino Marini of Florence and coordinated by engagement scientist and game designer Fabio Viola.

The call was closed on March 31st, leaving the jury of international experts composed of Giorgia Abeltino, Yuval Avital, Antonio Lampis, Jeffrey Schnapp, Fabio Siddu and Massimiliano Zane, to decide the project finalists. Here are the 15 finalists that will go on to compete to be the final winner: **Lumen: Mixed Reality Storytelling** by Arvind Sanjeev, **Smart** by Invasione Creativa, **SPACE** by Yuying Zhang, **Caccia al bracciale** by Roberto Zanon, Greta Bignami / RZGB, **ANIMATERIA** by Roberto Fazio, **Museum2** by Gianfelice Boncristiano, **revoir** by MAJI Collective, **aura** by MAJI Collective, **tamatama タマタマ** by MAJI Collective, **Space in Space** by Design Alliance Worskhop, **Monocle** by L'Observatoire, **MYMU - Mystery Museum** by APS i4eLEMENTI, **Poetry in Hands** by Glitch Factory, **show** [case by Federico Decandia and **Metamorphosis: Tutto si immagina** by CosiCosà.

The President of the Museo Marino Marini, Patrizia Asproni: *“the call exceeded our most optimistic expectations. The high number of participants, the quality of the projects submitted, the variety of nations represented (about 30), and the various ages of the participants shows that the spirit of the Award was fully embraced. There were extremely artisanal projects and extremely technical projects, collectives that enjoyed creating*



together while making the museum of the future: free, open, connected, multisensorial, and an integral part of the urban fabric. All of this will find a space on an online platform that will follow the course of the Award: a data bank - of ideas and creativity - which can be freely accessed, a place for the creative ideas and the museums that want to use them to meet.”

“The Playable Museum Award was conceived as the first step towards building the ‘Museum of the Future,’ a place adapted not only to be consumed but also to produce culture for the new generations,” declared Fabio Viola. “The many projects coming from all around the world are pointing us toward the intersection between engagement, remixing content, and creativity, as keys to bring cultural institutions into actors that anticipate the future and no longer only time machines that travel in the past.”

Many of these projects want to bring the museum outside of its own structure and into the city, as well as, to bring the city into the museum using technology and smart devices. Among the tools most often proposed: virtual reality goggles, augmented reality, and holograms that guide the visitors in Italian sign language, projections, drones, synesthesia of colours and sounds, digital games and apps, and traditional games (treasure hunts, duck duck goose, hide and seek), blind date at the museum, sculptures that speak, an app for a digital collage of the artworks, and giant screens.

As we wait for the winner of the grant of 10.000 euro to be revealed, from May 7th all the projects will be published online with the 15 finalists occupying a special page. An opportunity for all the museums and institutions to look for ideas that may also interest them for their spaces, and they will be able to freely contact the creators. The Award, in fact, is not only a “call to creativity”, but a cause to create a network, a meeting place, and a cultural market place.

The innovation tags the synthesise these projects are: #MixedReality, #Storytelling, #MachineLearning, #ProjectionMapping, #DigitaltoPhysical, #incontro, #condivisione, #geococultura, #imparareinsieme, #InterfacePainting, #GenerativeStorytelling, #ComputationalDesign, #NaturalUserInterface, #HumanMachineInteraction, #emotiondetection, #conversation, #surprise, #curiosity, #CapsuleatMuseum, #ARTchitecture, #APPstaxTe, #museoXtutti, #gaming, #mistero, #discover, #Ologrammi,



#Sordità, #ubiquità, #periferia, #deviazione e #trasparenza.

The *Playable Museum Award* is an initiative launched by the Museo Marino Marini Firenze in collaboration with

l'[Associazione Culturale TuoMuseo](#) and is realised with the support of the Fondazione Cassa Risparmio Firenze and ProgeniaCube.

Museo Marino Marini Firenze | The Museo Marino Marini is an intriguing place where many periods in the history of Italian art are represented. A building with early Christian origins, the ex-church of San Pancrazio preserves the Rucellai Chapel with the temple realized by Leon Battista Alberti during the Renaissance. A structure with an industrial architecture from the time, during the nineteenth century, when it was transformed into a tobacco factory; the building was finally restored in 1986 by Lorenzo Papi and Bruno Sacchi adapting it to hosting the rich collection of works by Marino Marini, one of the most important Italian artists of the twentieth century.

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