

PRESS RELEASE

The Playable Museum Award by Museo Marini Firenze is a protagonist at BTO11

Thursday March 21st - the winner of the 1st edition, Arvind Sanjeev, will be presented with the award for his project "LUMEN".

On Thursday March 21st, at 3pm, the award ceremony for the 'Playable Museum Award' will take place at the stazione Leopolda, at BTO11 in Florence, within the panel dedicated to Smart Museums. The 'Playable Museum Award' is an open call, a competition for ideas to imagine the museum of the future launched by the Museo Marino Marini, and coordinated by the engagement scientist and game designer Fabio Viola in collaboration with the Cultural Association TuoMuseo.

The President of the Museo Marino Marini of Florence, Patrizia Asproni, will be present to confer the award to the winner of the 2018 competition, Arvind Sanjeev. The young interaction designer and computer engineer will present his project, "LUMEN" in public for the first time. "LUMEN" is a platform of mixed storytelling that allows the user to immerse himself in an alternative reality - AR/VR using technologies for machine learning and video mapping.

It is a revolutionary high-tech device that allows the visitor, without screens or goggles, to immerse themselves in the spaces of the museum and interact with the works of art in an engaging way as they change and tell new stories. The international jury selected Lumen as the winner from over 240 projects, submitted from all over the world (over 75% from outside of Italy).

During the award ceremony second edition of the international Playable Museum Award will be announced, with the opening of the call scheduled for Monday, March 25th, 2019.

The projects proposed must be original and never before published. They will be screened by a jury of international experts, and the winner will receive a grant of ten thousand euros and support for the implementation of the project.

Arvind Sanjeev (born in Kerala, India, 1991) is a young interaction designer and computer engineer. He lives and currently works in Sweden. He has been described as a serial innovator on various platforms, and he has founded and currently manages a interesting educational initiative, DIY Hacking (now known as Maker.Pro). Yahoo-Accenture named him a “Promising Innovator”.