5.ª Conferência Internacional da Rede de Museus da Água

5th International Conference Of The Global Network Of Water Museums

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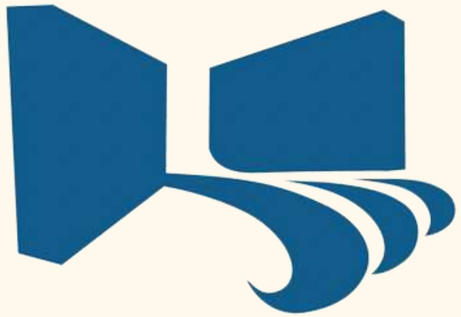

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Adda di Leonardo

Gianfranco Brivio

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Agenda

- Just an introduction
- Where We Are
- We did
- On going
- The challenges

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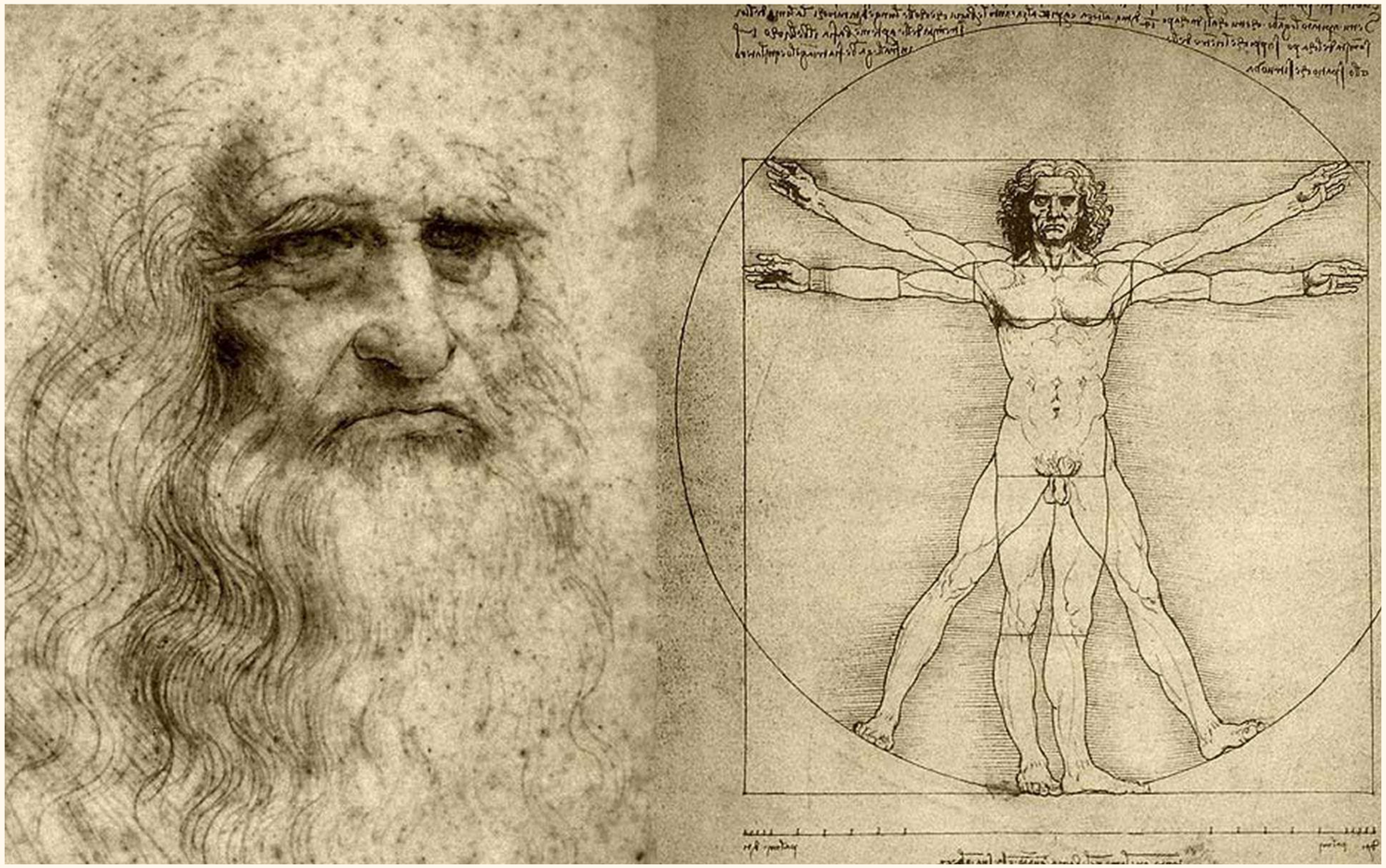

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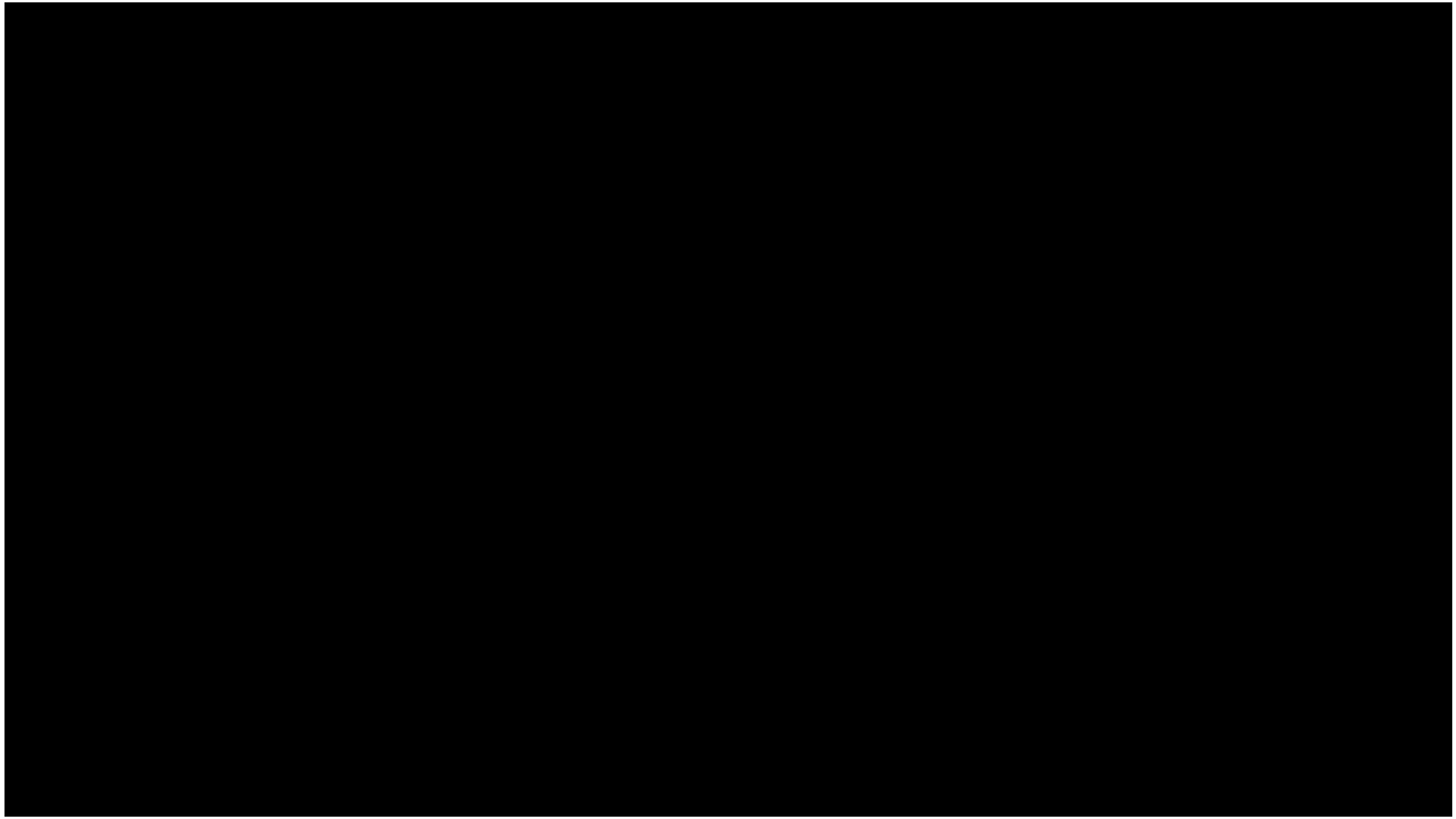

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Where we are

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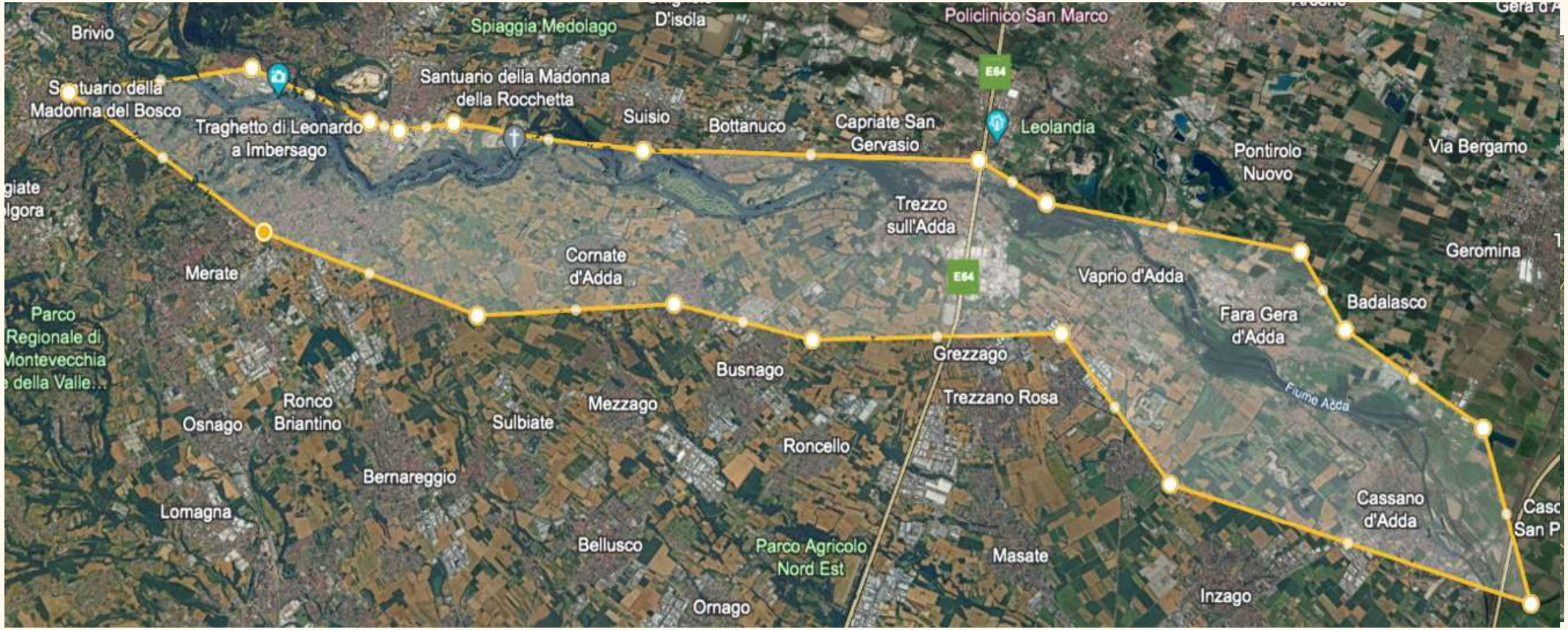

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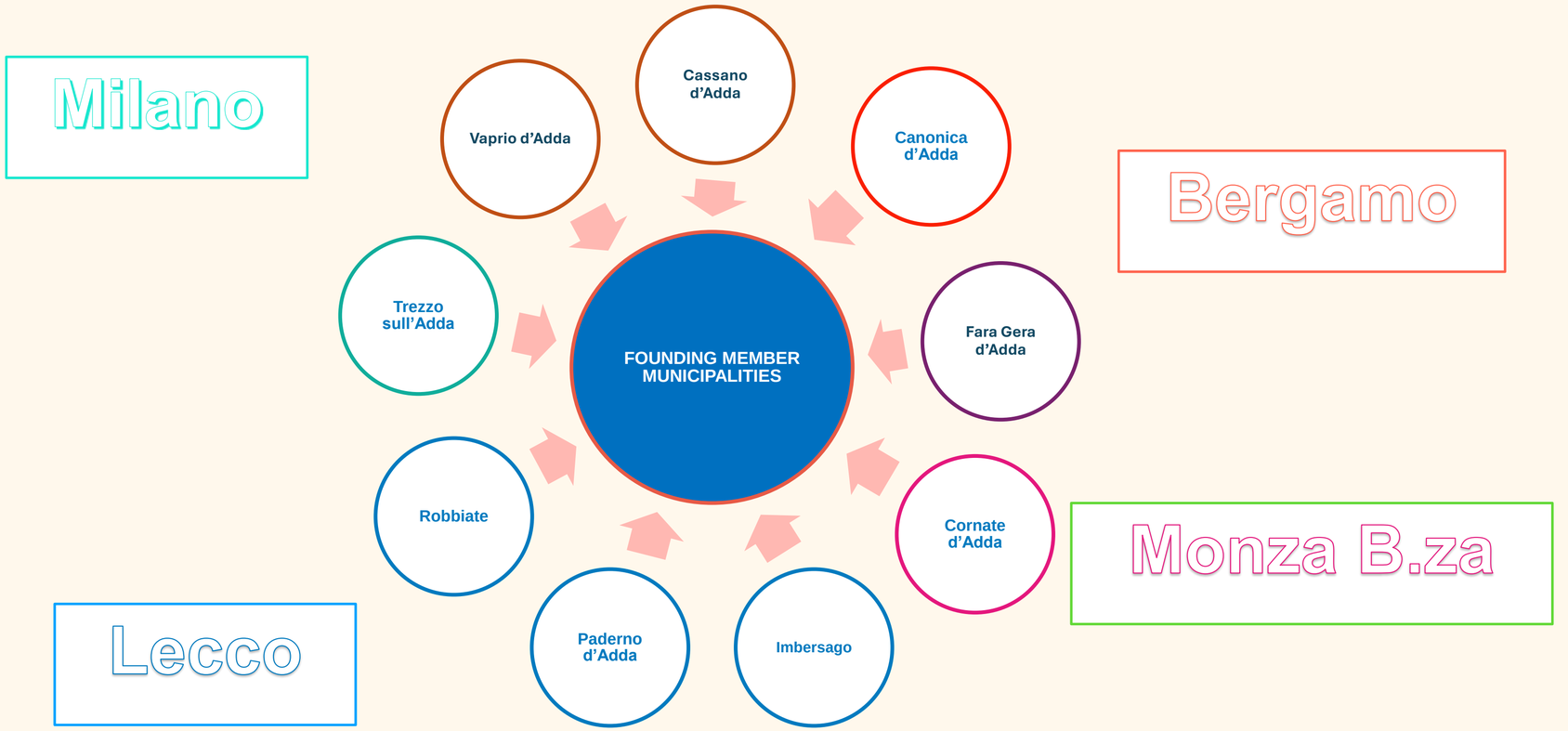
Communities involved



We did

«CITTADINI DI DOMANI» Project

(Citizens of Tomorrow)

- **APP: «Adda di Leonardo»**
- **APP: «Adda, fiume che unisce»**

«SULLE ONDE DELL'ADDA» AIGU Project

(On the Adda's waves)

On Going

«IDENTITÀ FLUENTI. DALLE MAPPE DI COMUNITÀ AL TURISMO INTERATTIVO NELL' ECOMUSEO ADDA DI LEONARDO»

«Fluid Identities: From Community Maps to Interactive Tourism in the Ecomuseo Adda di Leonardo"

The Ecomuseo has been awarded the grant for this innovative project, funded by the Regione Lombardia through the INNOVACULTURA initiative.
A partnership between the Ecomuseo Adda di Leonardo and Garden 65 s.r.l.

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On Going

These **maps** will serve as **valuable tools** for celebrating the **historical, artistic**, and **natural heritage** of each community, providing a platform to share their unique identities, traditions, and cultures.

The "Fluid Identities" project will implement a **multichannel** approach:

- Website, app, and social media
- Traditional totems and paper maps widely distributed across the area
- High-tech digital totems, one for each community in the Ecomuseo
- Adoption of **A.I.** and **machine learning capabilities** to provide personalized recommendations, guiding visitors through a tailored journey

../...

On Going

The project will conclude with the creation of contemporary art installations by Italian artists.
These site-specific works will be strategically placed to mark the boundaries of the Ecomuseo and strengthen a sense of community.
These installations will serve as cultural and tourist attractions, fostering new and unexpected itineraries.

On Going

«ECOSISTEMA DIGITALE MARTESANA: TRA MEMORIA, INNOVAZIONE E SOSTENIBILITÀ»

«Martesana Digital Ecosystem: Between Memory, Innovation, and Sustainability”

The Ecomuseo has been awarded the grant for this innovative project, funded by the Regione Lombardia through the INNOVACULTURA initiative.
A partnership between the Ecomuseo Martesana and AT MEDIA s.r.l.

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On Going

This project aims to enhance the present through the recovery of the memories of the territory.
The link between past and present will lay the foundations for a future Tourist Development Plan of the Naviglio Martesana, guaranteeing a more conscious use of the territorial heritage and better accessibility of the contents.

The project will implement adopting following approach:

- Multilingual web platform with interactive 3D videos.
- Web app with augmented reality (AR) technology
- Podcast to excite the listener thanks to anecdotes that convey the territorial identity of Martesana.
- Online digital archive and digitalisation of contents as a tool for preserving memory and transmitting cultural heritage.

THE CHALLENGES

- Establishing a strong collaborative network between Ecomuseums
- To be the catalyst for cultural, economic, and community initiatives in the territory.
- To become the driving force of tourism in the area

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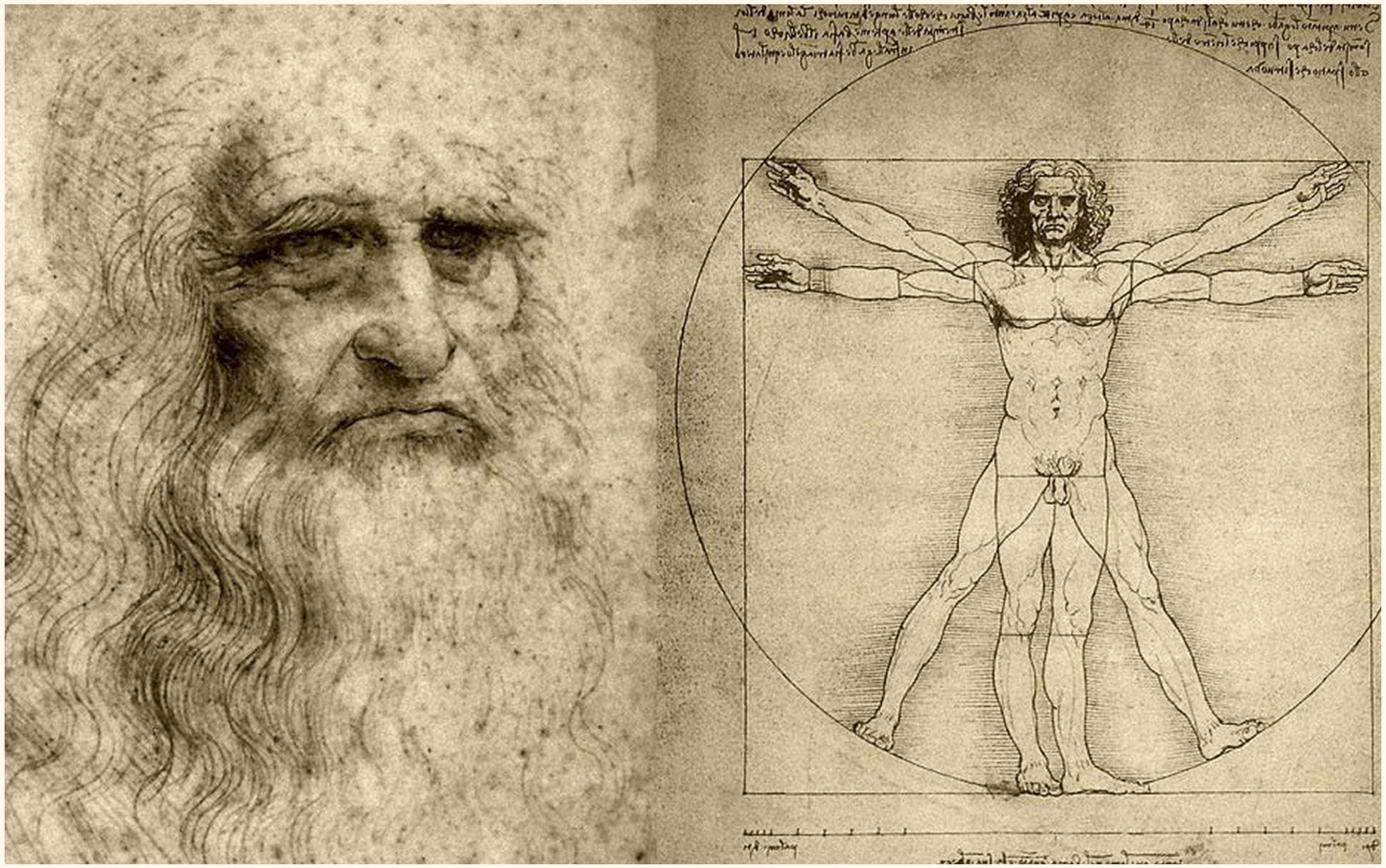

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obrigado

thank you

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