

CULTURAL HERITAGE AND GAMIFICATION: XENIA PROGETTI SOLUTIONS THAT REVOLUTIONIZE THE WAYS OF LEARNING AND VISITING CULTURAL SITES

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Fig. 1 - In the photo Luca Falzone, Marketing & Innovation Solution Manager at Xenia Progetti, with the staff of the Cerveteri and Tarquinia Archaeological Park, during the installation of the touch screen inside the park's museum area.

In recent years, the concept of gamification has acquired increasing relevance, becoming a valid and recognized learning methodology. Gamification, using characteristic elements of games, such as prizes, timed challenges and competitions, makes the learning process more engaging and interactive, thus promoting the acquisition of knowledge. When integrated with technology, this method turns into a highly effective tool, also capable of improving the user experience, especially in certain contexts such as, for example, the cultural one. The adoption of gamification in cultural contexts not only attracts a larger and more diverse audience, but stimulates a more dynamic approach to culture and education.

The challenge today is to integrate these tools effectively, finding the right balance between play and learning, so that the gaming experience does not become an end in itself but a true engine of cultural growth. In this scenario, Xenia Progetti, a company that has been involved in the design, consultancy and marketing of goods and services in the Information Technology sector for over 30 years, offers customized gamification solutions capable of significantly improving the experience of using cultural sites and to enhance the historical heritage through interactive and engaging solutions. The integration of these technologies makes it possible to transform the visit into a dynamic experience in which visitors are motivated to actively interact with works of art and places thanks to stimulating and personalised digital content. The Xenia Progetti solutions which involve the use of virtual reality technologies and digital reconstructions offer the possibility of developing, for example, 3D games to be played on common devices or on special touch screen monitors installed within cultural sites.

The possibilities are many and also include the development of dedicated applications, suitable for every type of audience, including people with motor disabilities, thus providing inclusive tools that allow visitors with reduced mobility to fully participate in the museum experience. These solutions can be implemented both in indoor places such as museums and art galleries but also in outdoor environments such as archaeological and naturalistic parks, thus allowing easier access through multimedia content, even to areas that are difficult to explore, such as caves or places that are closed to visitors because they are inaccessible.

More and more cultural structures are adopting these solutions, recognizing the benefits in terms of accessibility, involvement and enhancement of heritage. A significant example is that of the Cerveteri and Tarquinia Archaeological Park,, which chose to rely on Xenia Progetti for the implementation of a solution based on gamification. The project involved the development of an application installed on a touchscreen monitor through which visitors can discover the sculptural group of

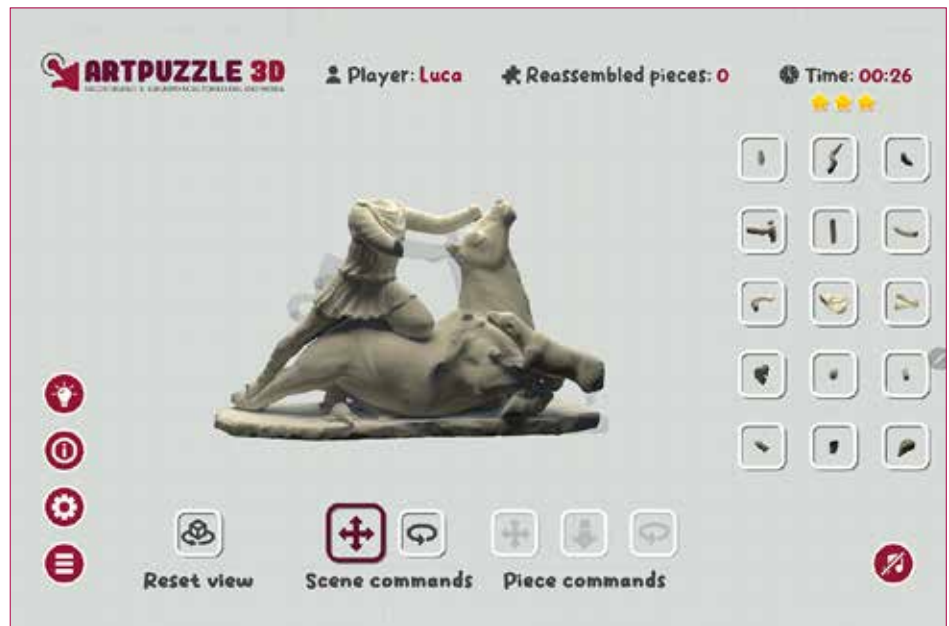


Fig. 3 - The game screen of ART PUZZLE 3D.

the god Mithras through gaming activities, which allow visitors to reconstruct the sculptural group in the shortest possible time and to observe the operation in its integrity. In order to develop the system, the work and its various fragments have been digitally reconstructed, enriched with animations and sounds that allow visitors to admire the sculptural group, thus enriching the visual and cognitive experience.

Xenia Progetti, fully exploiting the benefits of gamification, offers museum structures tools that make culture more accessible, inclusive and immersive. Solutions that enrich the understanding of cultural and natural heritage, involving the public in a direct and personalized way. This approach transforms a passive visit into an active challenge, stimulating interest in history and art. The introduction of gamification into cultural contexts is not just a way to attract a younger or technolo-

gically advanced audience, but represents a real paradigm shift in the way culture can be described and transmitted to the public.

ABSTRACT

In recent years, the concept of gamification has acquired increasing relevance, becoming a valid and recognized learning methodology. Gamification, using characteristic elements of games, such as prizes, timed challenges and competitions, makes the learning process more engaging and interactive, thus promoting the acquisition of knowledge. When integrated with technology, this method turns into a highly effective tool, also capable of improving the user experience, especially in certain contexts such as, for example, the cultural one. The adoption of gamification in cultural contexts not only attracts a larger and more diverse audience, but stimulates a more dynamic approach to culture and education.

KEYWORDS

CULTURAL HERITAGE; ACCESSIBILITY; GAMIFICATION; GAMING EXPERIENCE; XENIA PROGETTI SOLUTIONS; ARCHAEOLOGY

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Fig. 2 - The game intro screen.