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Il processo creativo: dall'immedesimazione dell'artista alla user experience immersiva

The creative process: from the artist self-identification to the immersive user experience

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ABSTRACT

The international experience of ETT Spa in discovering the new frontiers of the museum, artistic and scientific offer that is changing the way of understanding the museum visit. The creative process that allows to create a new narrative that can make the visitor immediately active and involved.

From a simple user, the visitor thus becomes the protagonist of a path of knowledge and learning based on direct experience, interaction and edutainment, transforming himself into a "visit-actor" immersed in a multisensory experience that amplifies emotions.