

Materacittanarrata: Tales of a city



www.materacittanarrata.it

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MATERA TALES OF A CITY

www.materacittanarrata.it

**Project supported by the Agency of Tourist Promotion (APT)
and by the Productive Activities Department of Basilicata Region**

Project, coordination and partial realization: CNR – ITABC

in collaboration with :

CNR ISTC, IRAT, IBAM, ITD

Matera Municipality

Regional Direction of Ministry for Cultural Heritage (MiBAC)

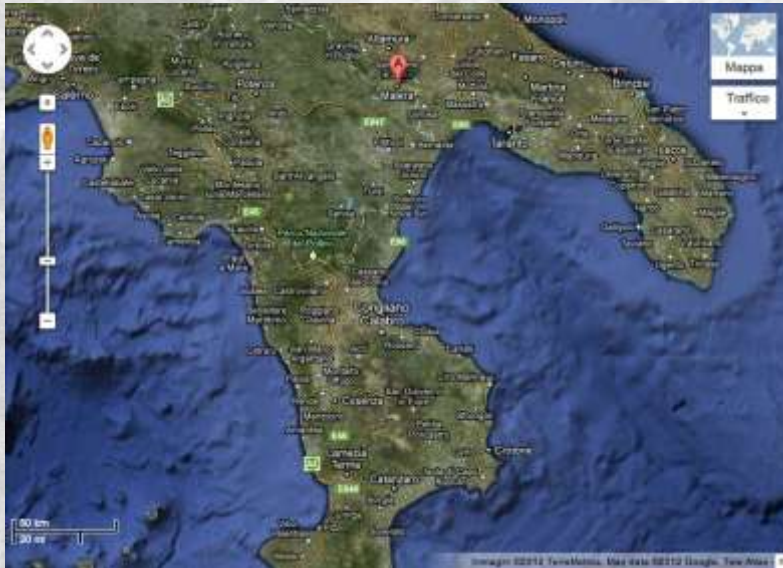
**Superintendency for Environmental and Architectonic Heritage
of Basilicata Region**

Park Authority,

Provincial Administration of Matera.

VHNI, HSH Informatica e Cultura, Net Agency, Dinamo Italia, Imagimotion

MATERA: The most ancient living city in the world.
The human history can be perceived in its uninterrupted continuity best than everywhere, **from 12.000 years ago till today.**
Environment characterized by **thousands of natural caves** that allowed men and women to be hosted and protected.



The city is famous for its ancient urban centre the **Sassi** neighbourhood, Houses dug into the calcareous rock itself.
The streets in most parts of the **Sassi** are located on the rooftops of other houses.

People were living in the rock caves 1950s, when Italian government forcefully relocated most of the population of the *Sassi*, that was living in very bad conditions, to the new areas of the developing modern city, designed by famous Italian urbanists.

After a period of neglect, in 1993 Matera was “re-discovered” and Unesco declared it “**World Heritage**”.

The restoration and the systematic **re-occupation of *Sassi*** areas started again, even if mainly (but not only) for commercial, tourist and craft activities.



CIVITA DA S. CESAREA

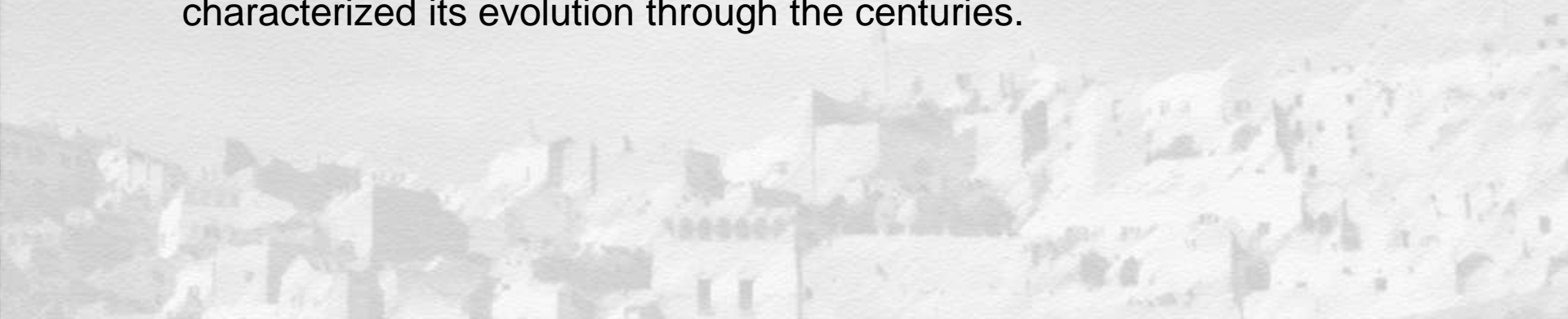
1905


1994



The ancient town grew on an impressive canyon created by the river Gravina.

The rupestrian habitat has been a constant of this civilization and it characterized its evolution through the centuries.





From investigation and statistical data:

- tourists go to Matera and stay there just for few hours
- difficulties in the visit (sites are hidden = necessity of **local guides**)

AIMS:

**To provide the tourists visiting the city with cultural contents, related to the places, history and intangible heritage
= enhance their cultural experience and encourage them to spend a longer time in the city.**

-NOT a traditional guide, describing monuments and who made and when;

-NOT in competition with local guide;

but

-A GUIDE DESCRIBING stories, real fragments of life, myths, events, characters, memories. **AUTHORIAL approach** (no general public as contents provider....)

-An added value to actual cultural offer

The background of the slide is a photograph of a cliffside town, likely Sassi di Matera, with its characteristic stone buildings built into the natural rock formations. The image is slightly faded and serves as a backdrop for the text.

AIMS:

- **Cultural impact, intangible heritage preservation and transmission, storytelling, historical reconstruction.**

Technology is a mean, not the final goal.

The main components of the project are:

- 1) **the web site**, for computers + smartphone

- 2) **contents and applications for mobile devices** (old style mobile phone, smartphone, tablet, iPad) with different OS

- **Research, technological innovation, inclusivity**

“Transparency” of the technological infrastructure: solidity and stability of the system and facility for every kind of public to use.

- **Inclusivity and usability:** Every user can reach cultural contents in a simple way, **choosing the communicative format he prefers and supported by the technology he owns.**

- **Access for free** to cultural information through mobile devices (free wi-fi n Sassi)



FINAL OUTPUTS:

- **WEB SITE** (including all the elaborated cultural contents) declined to be accessible by computer or smartphone:

www.materacittanarrata.it

- **IPAD application**
(including all the elaborated cultural contents 1,3 GB)
- **SMARTPHONE applications 4 itineraries (40 MB each one)**
- **Game for children for IPHONE- IPOD touch**
- **Complete guide in .MP3 and in .PDF formats**
- **Mobile Services: IVR, MMS, SMS**
- **Creation of wi-fi connection in Sassi neighbourhood**



SITI



ITINERARI



LO SCORRERE DEL TEMPO



TESTIMONIANZE



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Fly on the territory



Browse through the ages



See the ages



Personal stories



Guide



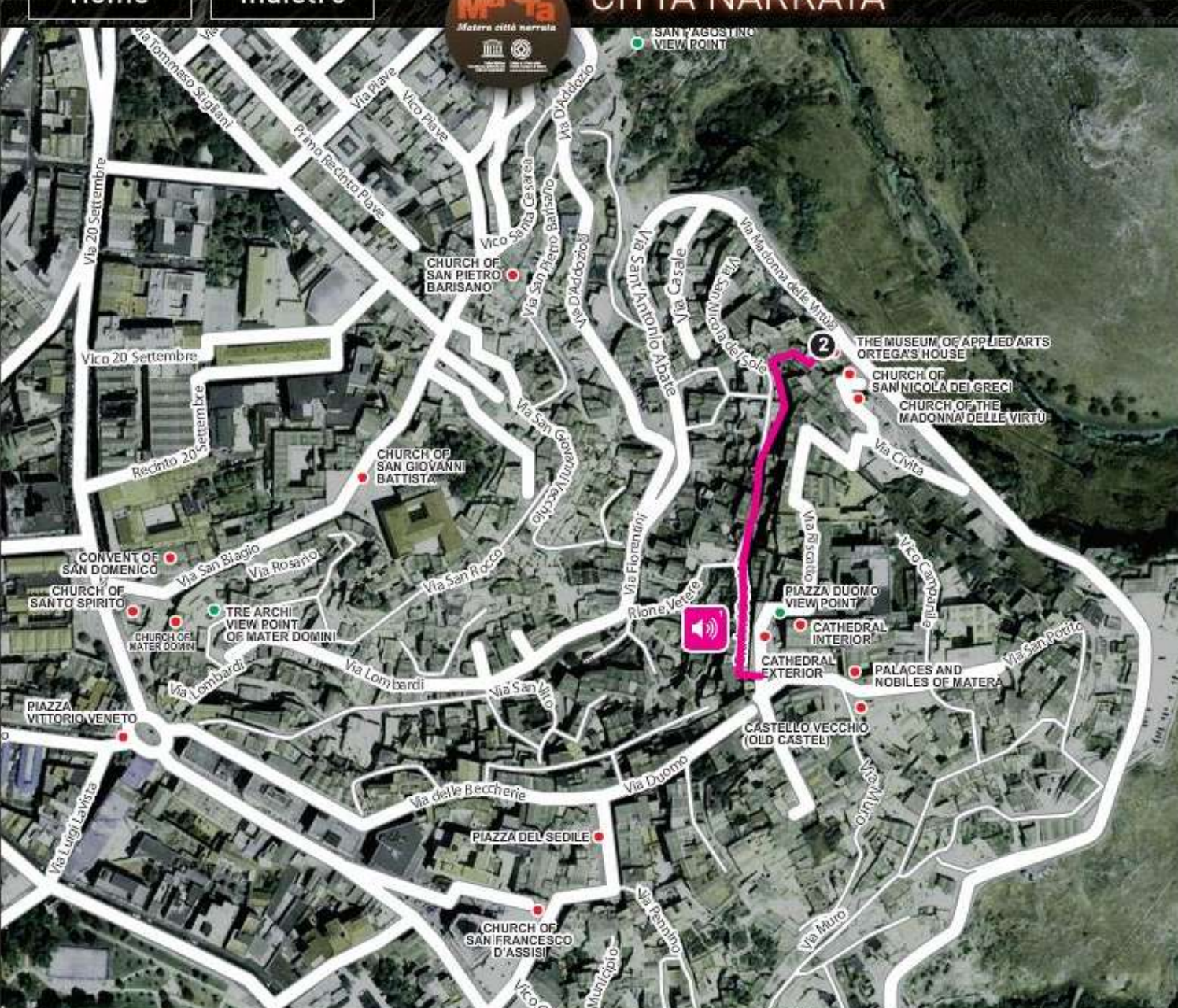
1) NARRATIVE GUIDE

It includes:

- **31 sites in Matera and in Rupestrian Churches Park**

- **4 itineraries and 2 excursions:**
 - 1) **through the Sasso Barisano**
 - 2) **through the Sasso Caveoso**
 - 3) **from piazza V. Veneto to Largo Duomo, along the Civita**
 - 4) **beyond the Gravina**

- + **Excursions to Tramontano Castle and to Ortega's House**



ITINERARIES

- 1 Audio
- 2 Museum of Applied Arts: Ortega's House

[CONTACTS](#) [LINKS](#) [DOWNLOAD](#) [GUESTBOOK](#) [CREDITS](#)

DOWNLOAD

 PDF  MP3

2) THE PASSING OF THE TIME:

3D Reconstructions of Matera and of its territory in 8 chronological phases:

- 1) Superior Pliocene Age (2 ml. years ago);**
- 2) Calabrian Pleistocene Age (1 ml. years ago)**
- 3) Neolithic Age (5.000-4.000 B.C.);**
- 4) Classical Period (IV B.C.)**
- 5) Byzantium and Norman Period (IX-XII A.D.)**
- 6) Swabian – Anjou Period (XIII A.D.)**
- 7) Aragonese Renaissance Period (XV-XVI A.D.)**
- 8) Late 19th Century**
- 9) Today**

Used for: **6 INTERACTIVE PANORAMAS**
 9 MOVIES

also useful for local physical guides

Home



CITTÀ NARRATA



LO SCORRERE DEL TEMPO

Now and Then

See the Ages

Browse through the Ages

NOW

XIX - XX century a.C.

XV-XVI a.C.

XIII a.C.

IX - XIII century a.C.

IV century b.C.

NEOLITHIC AGE

PLEISTOCENE AGE

PLIOCENE AGE



THE CALABRIAN PLEISTOCENE AGE (1 MILLION YEARS AGO)
The earth begins to emerge and gives rise to the sedimentation of sand and gravel along the coastline. These sedimentations are at the origin of Matera's dune rock.

close

1948

VIA DEI FIORENTINI



1993

Negli anni '50 Matera fu definita "vergogna nazionale" per le precarie condizioni igieniche in cui gli abitanti vivevano dei Sassi. Dopo la loro deportazione nei quartieri periferici appena costruiti, i "vicinati" dei Sassi vennero murati per impedire il riuso.



Byzantium and Norman Period (IX-XII A.D.)



Renaissance Period



3) WITNESS: local inhabitants, artists and special guests, children (movies 2-3' each one)

Home **Matera città narrata** **CITTÀ NARRATA**

TESTIMONIANZE

- Mattia Antonio Acito: la Matera ipogea**
- Raffaella Anecchino: la casa grotta**
- Raffaello De Ruggieri: la scoperta della Cripta del Peccato originale**
- Biagio Antonio Lafratta: il Palombaro grande sotto Piazza Vittorio Veneto**
- Nicola Rizzi e Peppino Mitarotonda: la storia del pane**
- Mariella Larato: Il MUSMA, Museo di Scultura contemporanea**
- Giovanni Ricciardi: la chiesa Rupestre di Santa Barbara**
- Enzo Viti: la casa cava**
- Franco Palumbo: il vicinato**
- Mario Tomaselli: la chiesa rupestre della Madonna delle Tre Porte**
- Raffaello De Ruggieri: la città più antica del mondo**
- Gianfranco Lionetti: la Grotta dei Pipistrelli**
- Luca Acito: Cinefabbrica**
- Luigi Acito: i quartieri della nuova urbanistica**
- Peppino Mitarotonda: l'arte che circonda le origini**
- Antonio Nicoletti: i Sassi di Matera**

CONTATTI **LINKS** **DOWNLOAD** **GUESTBOOK** **CREDITS**

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3) WITNESS: local inhabitants, artists and special guests, children (movies 2-3' each one)

Home **Matera** **CITTÀ NARRATA**
Matera città narrata

Betty Williams: san Pietro Barisano

Vito Paternoster: Madonna de Idris

Lina Wertmuller: Una notte a Matera

Sua Altezza Reale Wjdan al-Hashemi di Giordania. Ambasciatore del

Antonio Paradiso: L'ultima cena globalizzata

Licia Maglietta: Monologo per Cassandra

I bambini della Scuola elementare IV Circolo Mario Greco: Mi piace Matera

Kengiro Azuma: Matera città di scultura

I bambini della Scuola elementare IV Circolo Mario Greco: Punti di vista

I bambini della Scuola elementare IV Circolo Mario Greco: I sassi di Matera

I bambini dei sassi - Fuochisti: Il fuoco di San Giuseppe

Domenico Notarangelo: Pasolini a Matera

Margherita Granbassi & Renzo Musumeci Greco: Avventura a Matera

Domenico Fortunato: Matera o cara

Giuliana De Donno: "Quadriglia antica"

I ragazzi della scuola media Nicola Festa - calciatori: Forza Matera

TESTIMONIANZE

Abitanti

Ospiti celebri e bambini

CONTATTI **LINKS** **DOWNLOAD** **GUESTBOOK** **CREDITS**

3) WITNESS: local inhabitants, artists and special guests, children (movies 2-3' each one)

- Underground Matera
 - Cave house
 - The history of bread
 - Art that remember its roots
 - Matera from the sky
 - Matera in films
 - People of Matera
 - Matera a town of sculptures
-
- Classes of children: - what do you like about Matera?
 - point of view
 - stories in the *Sassi*
 - Forza Matera (*football club*)



4) FLY ON THE TERRITORY

quota del falco 1695 mt

quota della camera 1702 mt

DEM resolution: 2 mt, to be managed with many LODs for real time visualization in the iPad 1 (considered as basic standard)
Limit: 20-25.000 polygons

VELOCITA'

STOP

CHIESE
RUPESTRI

INSEDIAMENTI
PREISTORICI

JAZZI
E
MASSERIE

NATURA
E PAESAGGIO

BORGH
E
CITTA'

LA NUOVA
URBANISTICA

VILLAGGI
PASTORALI

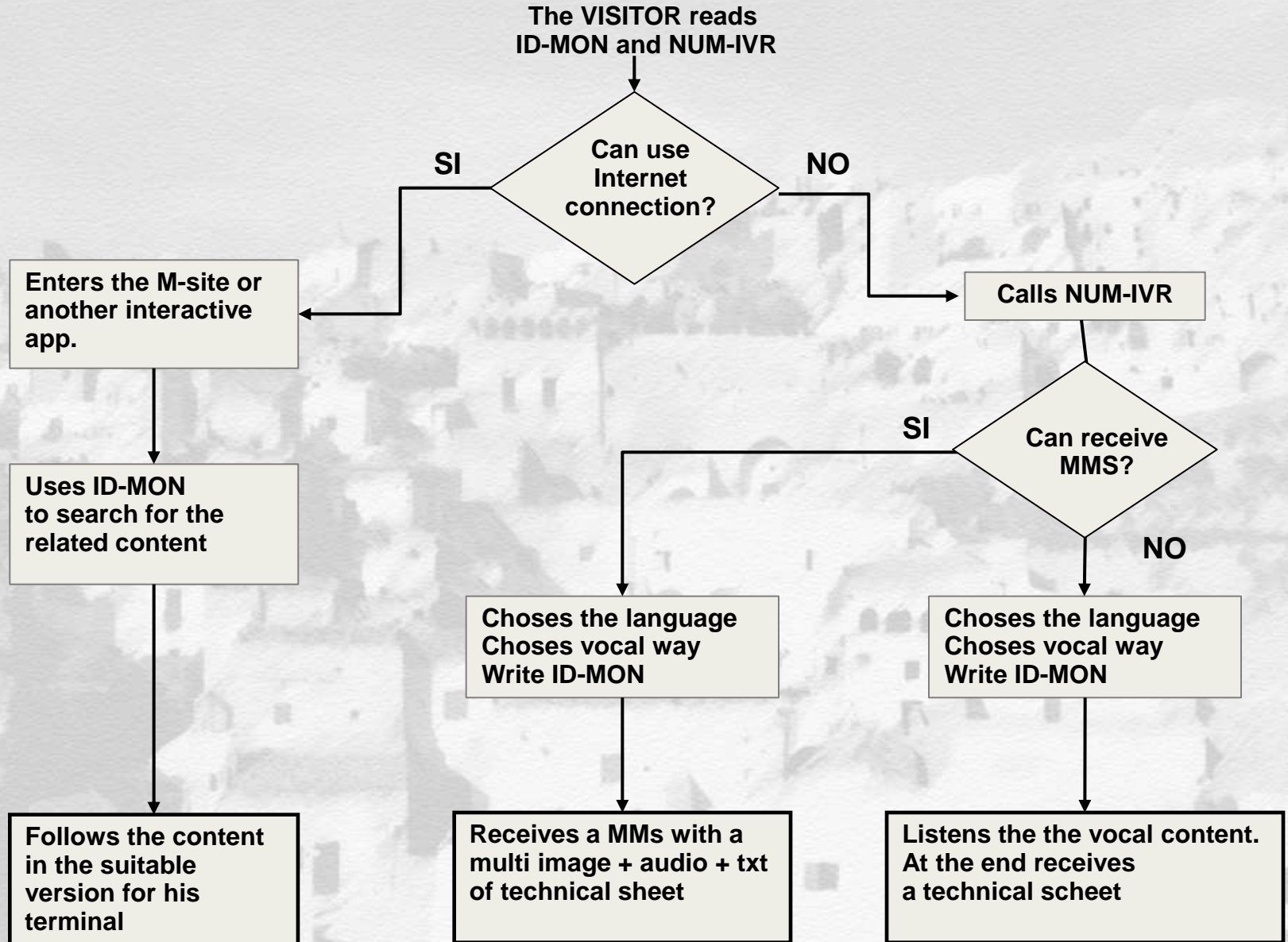
SATELLITE
O
MAPPA IGM

Some statistics more....

- 84 movies
- 30 slideshow
- 67 musics
- Virtual realty, movies, multimediai, audio contents, texts, mms, sms, web site in Flash/html, 6 applications
- On line - off line
- Multiplatform project (IOS, Android, Java, Internet Explorer, Safari, Chrome, Mozilla Firefox....)
- Three languages: italian-english-german

Below the monument there are:
management of the service

ID-MON = identifier of the monument
NUM_IVR = number of IVR for the
URL of website



ACCESS TO CULTURAL CONTENTS

Before visiting Matera the user can:

- **To access the web site and:**

- 1) explore its thematic sections

- 2) download the guides in .mp3, or .pdf formats, movies applications for his/her **iPad** or **smartphone** (multi-platform) or tablet in order to prepare all the materials that will be useful during the successive visit to the city.

During the visit of Matera the user can use his mobile device to:

Connect to the internet through the wi-fi hotspot and open the I'M-Site

In the M-Site he can:

1) input the ID code of the monument (he/she can read it on a sign in front of the monument) and query the database to have specific contents about it.

2) explore the M-site and its thematic sections

3) download applications on his/her mobile device in order to need no longer the internet connection to reach further contents

Take an iPad with the complete guide in the info point and visit Matera



MATERA
Città della memoria

MATERA, CITTÀ NARRATA

chiama
800-592626
(numero verde gratuito)
clicca
www.materacittanarrata.it
e conosci la storia
codice 107

107

LA CASA DI ORTEGA
Il museo delle arti applicate

MATERA
Matera città narrata
free wireless access

call
800-592626
(toll free number)
click
www.materacittanarrata.it
and learn the history
code 107

EUROPEAN UNION
REGIONAL DEVELOPMENT
FUNDING THE FUTURE
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MATERA

If the visitor has not internet connection, he can:

Call by phone the toll free number 800592626 indicated on the sign and:

- 1) choose the language
- 2) input the ID number of the site or monument when asked
- 3) then and he will receive, according to his preferences:

a **MMS** (30-40 seconds and 5 images)

or

an audio explanation (via IVR Interactive Voice Response) + SMS
(this latter with very practical info)



MATERA, CITTÀ NARRATA

107

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mobileSite



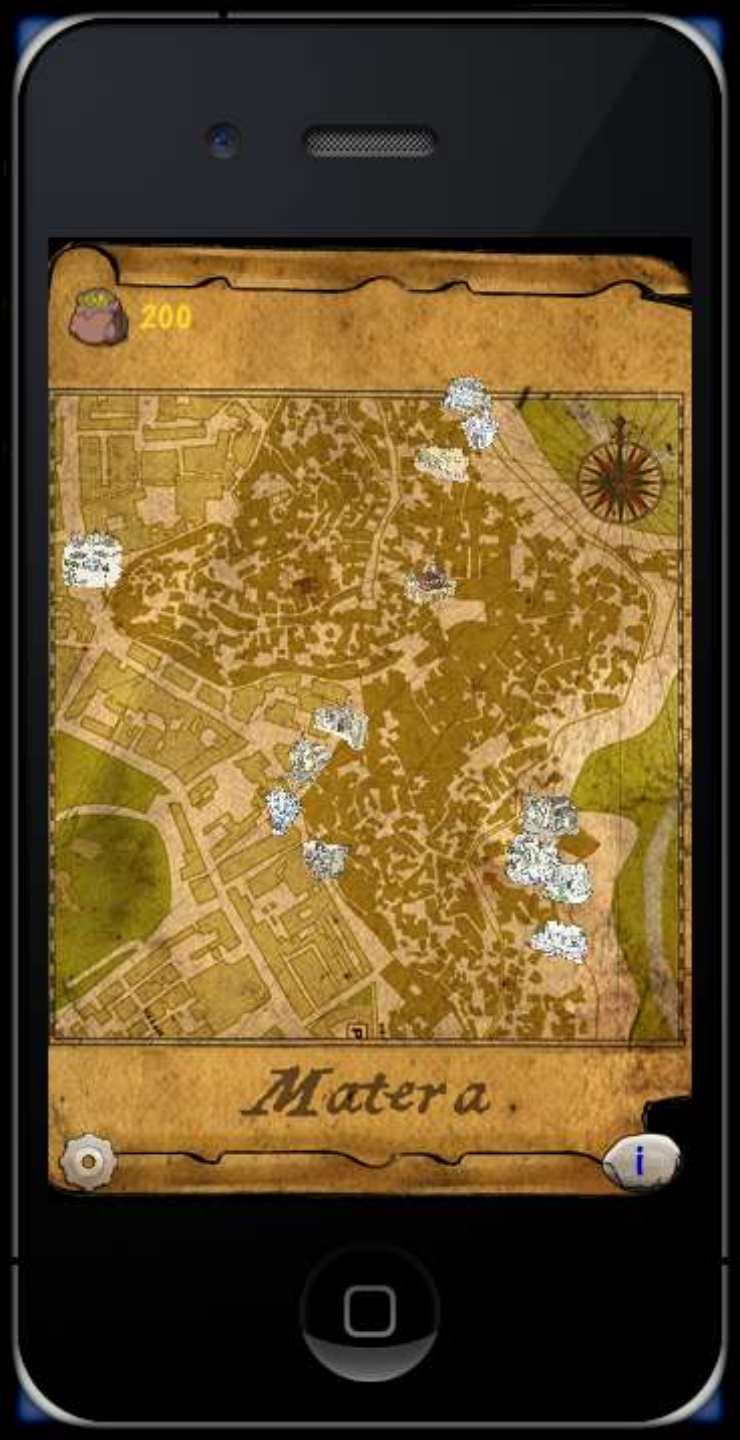
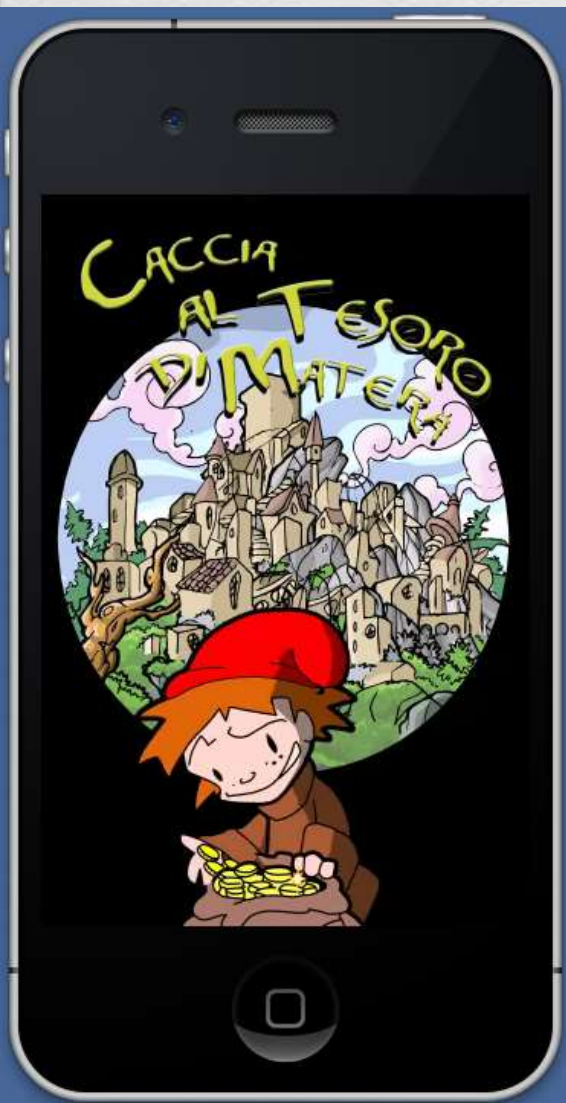


Application for children

O' Munacedd (iPhone)

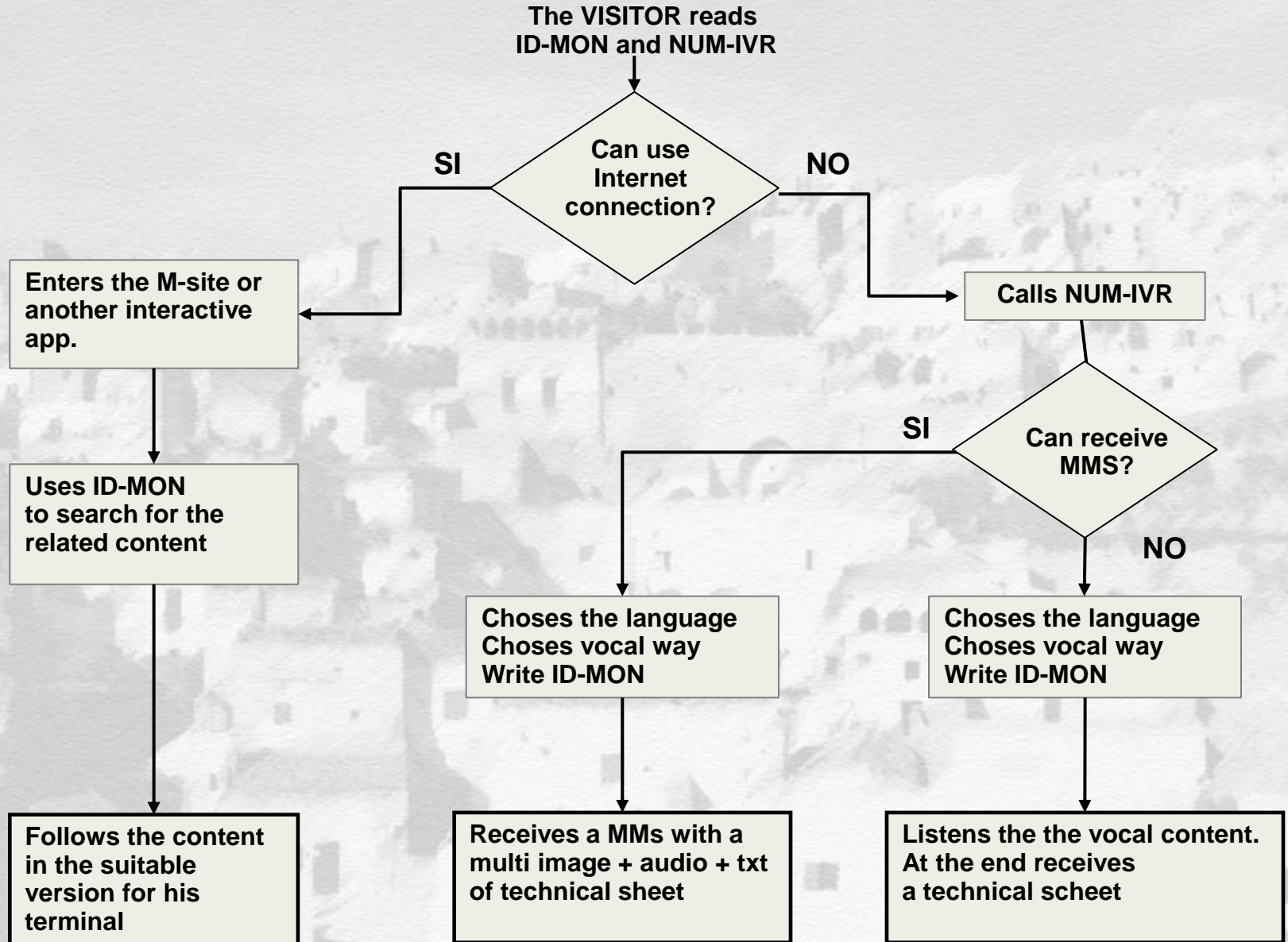
MATERA's TREASURE HUNT

CNR ITD - PALERMO



Below the monument there are:
management of the service

ID-MON = identifier of the monument
NUM_IVR = number of IVR for the
URL of website



Web-site for the local cultural operators

The web site include a section where local operators (schools, users, institutions, merchants....) can put additional contents/information (supported data: texts, images, movies) according to their needs.

This section is accessible from the home page but is separated from the main website in order to keep the strong identity of the narrative approach established by the authors.





PUBLIC EVALUATION AND EXPERIMENTATION (CNR IRAT)

Ex-ante evaluation: Demographic studies on public (who, where, how long, how expert, from where, etc...)

Ex -post experimentation: appreciation, educative impact, how long, problems, benefits...

CONCLUSIONS

integrated, multidisciplinary and multidimensional network of “virtual heritage”, **connecting places, ages, authors, contents, users**, real world and virtual dimensions.

Last generation of people with direct experience of life in caves. Matera is becoming a musealized city

We didn't want to confuse the instruments (new technologies subjected to fast obsolescence) with the final purpose: **cultural dissemination, innovative models for the Cultural heritage fruition.**

The future maintenance and management of the system/platform will be responsibility of **Matera Municipality.**

www.materacittanarrata.it

Matera narrata/ Matera tales of a city in Appstore