**ROUND TABLE**

**July 8, 2016 9:30 a.m. to 6:30 p.m.**

Museums, organizations and interactive videogame systems: experience, educate, communicate.

Practices and projects.

**MORNING 9.30-1:00 p.m.**

9:45 Welcome addresses: San Servolo Servizi Matropolitani

10:00 Fabio Viola, Top 10 Gamification World guru: “Put-in Game Culture"

10:20 Andrea Dresseno, Founder of the Archivio videoludico of the Cinematheque of Bologna: "The archive goes to school: teaching experiences between video games, literature and visual arts."

10:40 Emanuele Cabrini, Founder of Gamesearch.it and videogame advisor: "Libraries 2.0: it is the Hour for Games"

11:00 Pietroluigi Genovesi and Alessandro Paolinelli, MUVE Foundation, Venice: “MUVE on! Smart Museums for Smart People".

Massimo Benedetti, Head of IT and Organisation MUVE

Alessandro Paolinelli, operational and strategic communication, corporate identity MUVE

Vittorio Cavani, Chief Culture Officer at Artplace

Mirko Lalli, CEO and founder Travel Appeal

11:40 Pierluigi Sacco, Rectoral Delegate for International Affairs, IULM University

12:00 Emmanuele Curti, archaeologist and professor at the University of Basilicata, engaged in *Matera 2019* project: "*Tana, liberi tutti*: game to revolutionize memory and cultural heritage".

12:20 Questions and experiential exchanges among the participants, opinions about starting together a prize for European gamification

**AFTERNOON 2:30 to 6:30**

Videomessages 2.30:Luca Roncella, interactive producer of The National Technology Museum Leonardo da Vinci in Milan: "Start a New Game: Serious games, Videogames, and the Milan Science Museum".

2:50 Simon Arcagni, Associate Professor, Cinema, Photography and Television, University of Palermo, Department of Culture and Society

3:10 Debora Ferrari and Luca Traini, Founders of Musea Game Art Gallery: "The Neoludica as new visual reservoir of contemporary arts"

3:30 Gloria Vallese, Accademia di Belle Arti in Venice: "Stars and Travels / A 13.th century astronomical cycle in the main portal of the Basilica of San Marco in Venice."

3:50 Raphael Lacoste, concept artist and CEO Ubisoft Paris: "Concept art, contemporary art and history in the video game"

4:20 Emmanuel Vietina (deputy director) and Cosimo Pancini (art director) of Lucca Comics & Games: "E3 - Exhibition, Event, Experience: Art, experience and gaming as a viewer engagement strategy".

4:40 Video message: Lavinia Galli, Poldi-Pezzoli, Giuliana Geronimo and Giacomo Giannella of Streamcolors: "Treasured time: an experiential section with the gamification of antique clocks”.

5:00 Biancamaria Mori and Carlo Gioventù, Founders of MenteZero: Holograms at the Museum.

5:20 Questions and experiential exchanges among the participants, opinions as to build together a prize of European gamification.

6:00 Conclusions, and operating procedures, towards Gamification Prize 2017.