

Comunicato stampa del 5 agosto

**ArchaeoVirtual: exhibition and workshop
at the 16th edition of the Exchange
Paestum, November 14-17**

ArchaeoVirtual, flagship of the Mediterranean Exchange of Archaeological Tourism since 2006, is the greatest international exhibition in Europe dedicated to the latest experiments of virtual reality and robotics applied to cultural heritage. **It is organized in collaboration** with the most important European Research Network on Virtual Museums, **V-Must**, and coordinated by the **Institute for Technologies Applied to Cultural Heritage of the CNR**, directed by **Sofia Pescarin**.

The most advanced technologies meet the world of archaeology in an exciting gallery where visitors – who in thousands every year interact with the original virtual productions – will be taken in antiquity, so to venture with a journey through time. **ArchaeoVirtual**, in fact, **presents applications of high emotional impact that allow a real “immersion” in the past**, but also examples of digital art internationally recognised and very interesting previews of experimental technologies – which will enter into our lives in the coming decades – like applications controlled by simple body movements or by brain activity sensors.

During the 2013 BMTA, **ArchaeoVirtual** will focus on the evolution of museums: **the Workshop on Saturday, November 16th at 9.30 will be, in fact, a time of discussion and debate on the “Museum of the Future”**, and will be attended, among others, by the President of the CNR **Luigi Nicolais** and the President of ICCROM **Stefano De Caro**, with the introduction by the Director of the Department of Human and Social Sciences of CNR **Riccardo Pozzo**.

The Exchange, conceived and directed by Ugo Picarelli of Leader srl, **will take place for its 16th edition from November 14th to 17th for the first time inside the ancient city of Paestum**: the

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14th-17th november 2013 Paestum Salerno

exhibition will be held inside the National Archaeological Museum among extraordinary finds, such as the Tomb of the Diver and the Assteas' Crater.

ArchaeoVirtual will be **protagonist at Digital Heritage 2013**, great international scientific event on cultural heritage which will take place from October 28th to November 1st in Marseille, European Capital of Culture 2013.

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