

LOMBARDIES

A unique territory with multiple identities

LANGUAGES, INSTRUMENTS AND TECHNOLOGIES

The **projections' room** or "**tables' room**" hosts the in-depth accounts of twelve innovation selected among the start-ups and research projects in the twelve provinces of Lombardy; two of four videos, beamed on the tables, tell these stories interactively.

This manner of showing the material has been devised by connecting the two tables to the twelve interactive cards (corresponding respectively to the twelve start-ups/projects selected). The cards have been purposely RFID coded and are removable, they are physically placed, like a constellation of rear-lighted points, within the graphic representation of the innovation ecosystem on the rear wall of the same room.

RFID language (Radio frequency identification) is used in automatic information identification and/or memorization and is based on the capacity for memorising data through special electronic labels, which are also able to respond to interrogation by readers.

By selecting one of the interactive cards and placing it onto the interactive tables, the visitor starts the multiple projection of several videos, activated by RFID technology. The tables are furnished with earphones for listening to the specific audio, while the narration framework is complemented by a few "scene setting" objects.

CHROMOLANDSCAPE

But how is Lombardy conceived by the world? Official data may not suffice to answer this question, so the exhibition proposes, in the "projections' room" or the "tables' room" a very unconventional representation of the region's territory, obtained through **Chromolandscape** techniques: through the digital footprints left by online users of the "Google images" search engine, this technique visually compares and contrasts the ways in which different countries in Europe and in the world interpret and imagine Lombardy's landscape. This is a "social and media" experiment that, giving voice to the internet's virtual community, permits the recording of the net's view of certain phenomena and realities. The Chromolandscape's outcome is a large chromatic picture made up of hundreds of colour images which, overall, produce a very peculiar artistic and conceptual sensation in the viewer.

ANAMORPHOSIS INSTALLATION

At the end of the corridor, before entering the "tables' room", the innovative nuclei of the twelve provinces are represented by an installation conceived as anamorphosis representing the contours of the region of Lombardy, and generated by the intersection of threads symbolically representing the various information, productive and commercial connections of the same territory. Due to the perspective effect based on the mechanisms of anamorphosis the installation acquires its "true form" only when the viewer places him or herself in a specific position in relation to the sculpture/installation, as the threads appear as a mere criss-crossing of networks except when they are observed from a central viewpoint, from which they are revealed to be the contours of the graphic, showing the boundaries of Lombardy, invisible up to that moment.