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DIPARTIMENTO DI ARCHITETTURA,
INGEGNERIA DELLE COSTRUZIONI
E AMBIENTE COSTRUITO

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NARRATING OUR ECOMUSEUM TO TOURISTS THROUGH A WEB VIDEO



Museums, wine-and-food culture, historical sites, health farms, entertainment and crafts: it is all part of an image conjuring up in our minds even before we come into contact with a territory. Ecomuseums are complex narratives, which need the best instruments available in order to be shared in their entirety and overcome the phenomenon of "quick gateway".

Statistically, the Internet is the major resource for planning trips: less than 10% of the travellers use old media. 63% of Italian population uses the Internet, 48% via mobile phone; these data are growing year by year. Tourists search on Google, have recourse to specialized search engines or blogs, read comments on social networks. People retain 80% of what they see and only 20% of what they read. Images and videos are also Google's search queries and appear in top search results. Web contents by internet users do not induce people to travel. In fact, they are often associated with the negative contexts of the news and could damage the image of an ecomuseum, which should be realised in a professional way by experts on communication and visual arts.

A web video is a perfect way to render a territory through images. Facebook has also realised the importance of videos, constantly improving the service. Besides, a video is easy to be found and viewed on YouTube – second most used search engine worldwide – which is owned by Google and therefore achieves better rankings in the most popular search engine. We are a collective of experts on video storytelling – such as filmmakers, audio technicians, set designers, experts on ancient dance and swordfight – who focusses in particular on the web. We thought of the format "MicroTurismo" to narrate on the web the matters of interest of the major and minor realities of our territory through the language of cinema.

www.youtube.com/user/RunningWormProd



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