



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE  
**DINFO**  
DIPARTIMENTO DI  
INGEGNERIA  
DELL'INFORMAZIONE



*“Smarter Applications for Cities of the Future”*  
Sala delle Vetrate, Piazza Madonna della Neve 6, Le Murate Firenze  
17 Gennaio 2014

- Ore 15.00 *“Virtual Content and Real Stages”*: Dr. Pascal Maresch, Ars Electronica Center, Linz, Austria
- Ore 16.00 Success Stories: Former Students Master in Multimedia Content Design
- Ore 17.00 Graduation Ceremony of Students Master in Multimedia Content Design 2012-13
- Ore 18.00 *“Smarter Applications for Cities of the Future”* Project Exhibits: Master in Multimedia and MICC-NEMECH

MICC - Centro di Eccellenza MIUR Comunicazione e Integrazione dei Media Univ. di Firenze  
NEMECH - Centro di Competenza Regionale su New Media for Cultural Heritage  
MASTER IN MULTIMEDIA *Content Design* Univ. di Firenze

***Virtual Content and Real Stages***

**Abstract:** This presentation deals with the question of appropriate instruments to cross the borders between the real and virtual worlds within the context of performances. We will identify solutions in available strategies of content and technology, and for new instruments, which have yet to be developed. Opening both worlds for each other equals the creation of an imaginary space, which is made available for staging. The “stage in one’s head” as a research area. The theme has been in existence at the laboratory since the founding days of the Ars Electronica Futurelab. Special attention has been given to it since the start of a project series in 2000, which concentrates on (media) performances and culminated in the „Linzer Klangwolke“ with 100 000 spectators. The common feature of these projects is the concern to develop and continue the possibilities of expanding stage space.

**Pascal Maresch**

**Short bio:** Pascal Maresch is a free creator and researcher from Linz, Austria. In 1998, he joined the staff of the Futurelab, Ars Electronica's media laboratory and contributed in various projects and workshops. He is founding member of Pixelspaces conference and exhibition and belongs to the program committee since 2001. Since 2003, he has been working on setting up the Ars Electronica Futurelab's next focal-point area of research: computer-controlled music visualization.