

ETRUSCANS@EXPO
A "Chamber of Wonders" at "La Statale"
University of Milan
until 31st October 2015

INAUGURATION FRIDAY 5th JUNE, 6pm
PREVIEW for the press at midday

PRESS RELEASE

Milan, May 2015. Situated in the historical building of "La Statale" and designed by architects Kuma & Associates, **Etruscans@Expo** is a **hypertechnological "Chamber of Wonders"**. This multimedia and multisensory installation offers a journey among the central themes of Expo2015, from food to environment, with an exceptional guide: the Etruscans and the convivial rite of the banquet that was the pivot of their civilisation. **University students especially trained as "guides" will accompany visitors, school groups and all enthusiasts on this amazing voyage.**

With the patronage of the Ministry for Cultural Heritage and Tourism, Superintendence of Archaeology of Latium and southern Etruria and the Institute of Etruscan and Italic Studies, **Etruscans@Expo** was conceived by **Giovanna Bagnasco Gianni** in the framework of the **"Tarquinia project"**, an international model of excellence and synergy between soft and hard science, implemented by the **Etruscology** group of the Department of Cultural and Environmental Heritage at the University of Milan in collaboration with the Environmental Psychology research group and the Departments of Computer Science (Computational Semiotics Laboratory) and Linguistic and Cultural Mediation.

Reproduced in life size, the **Tomb of the Funeral Bed of Tarquinia** casts the visitor in the role of early explorer and is the portal for a **virtual journey between history and actuality, through the fascinating world of Etruscan civilisation, with the aid of technological systems, such as enhanced reality and 3D holograms.** Google glasses enable access to extra-digital content that appeals to all the senses.

The visitor can admire **richly painted frescoes on the walls of three other Painted Tombs of Tarquinia, and by means of a touchscreen, access information on food and related topics:** environment, bodily care, costume, society. There is no lack of surprises regarding Etruscan history and culture, collected from researchers all over the world, and parallel links to other initiatives of the **"Statale for Expo"** project. A video wall at the end of the room runs a loop on the Etruscans and the Expo projects of the University of Milan. The whole experience can also be enjoyed via web with a special app. All the content will be available in Italian and English, and some of the material will be subtitled in eight other languages.

Thus the Etruscans become unique and exceptional mediators on two levels, accompanying the visitor among settings illustrating the complexity of the contemporary world and in the groove separating, when not uniting, the ancient and modern worlds: a personalised full immersion made vivid by tales and images.

The idea of involving the international public of Expo by using themes of ancient civilisation as a portal to different worlds sprang from the **"Tarquinia project"**, whose contribution to knowledge of Etruscan civilisation achieved international acclaim. The project was conceived in 1982, at the start of excavation on the Civita plateau, coordinated by the archaeologist Maria Bonghi Jovino, that brought to light a major monumental complex dated 7th century BC. Extended to the entire plateau from 2012, the project embraces and contextualises the archaeological sites in which the university participated in the last 30 years (besides the

“monumental complex”, also the sanctuary of the **Queen’s Altar** and the fortifications and funerary monument of Le Morre), as well as previous excavations.

Recognised by the League of European Research Universities (LERU) and included in 2014 among the two “exemplary interdisciplinary research projects” of the University - exemplary projects with regard to integration of different disciplines - the “Tarquinia project” was the subject of a whole session of the last annual convention of the Archaeological Institute of America. It included a protocol of collaboration between etruscologists and computer scientists, active since 2004, that led to creation of the first virtual bilingual museum dedicated to the Etruscans (www.tarchna.it).

Etruscans@Expo, sponsored by Auriga, Archivio Storico Ricordi, DKS Aromatic, Newchem and Ubiquity, is among the initiatives of “La Statale for Expo”, the programme that the University of Milan offers to 20 million visitors to the Universal Exposition.

Twice a week (Wednesday afternoon and Saturday morning) visitors discover **Etruscans@Expo**, accompanied by a group of student “experts” from La Statale, and can also visit the courtyards of the historic university building Ca’ Granda.

For all information and other events see www.lastataleperexpo.it.

Etruscans@Expo

A “Chamber of Wonders” at “La Statale”

University of Milan | Via Festa del Perdono 7, Milan | courtyard on Largo Richini

5th June - 31st October 2015

Admission free | Open 9.30 -17.30, closed Sunday | info@etruscansatexpo.it

Guided tours (including Ca’ Granda) by university students on appointment for the public and schools: Wednesday 14.30-17.30, Saturday 9.30-12.30.

Reservations: visite.cagrand@unimi.it

www.etruscansatexpo.it - [facebook.com/etruscansexpo](https://www.facebook.com/etruscansexpo) - twitter.com/EtruscansExpo

Images for the press available at:

www.etruscansatexpo.it/#stampa

PROJECT PRESS OFFICE

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INFORMATION SHEET Title

Etruscans@EXPO - A “Chamber of Wonders” at La Statale

Venue

University of Milan, Via Festa del Perdono 7, (courtyard on Largo Richini), Milan

Period

5th June - 31st October 2015

Inauguration

Friday 5th June 2015, 6pm (preview for the press at midday)

Opening hours

9.30 -17.30, closed Sundays

Admission

free

Guided tours for the public and schools

by appointment for Wednesdays 14.30-17.30 or Saturdays 9.30-12.30,

The guides are university students; the tour includes the historic building Ca’ Granda.

Information	Reservations: visite.cagranda@unimi.it www.etruscansatexpo.it - www.lastataleperexpo.it - info@etruscansatexpo.it
Social	facebook.com/etruscansexpo - twitter.com/EtruscansExpo
Project communications	IDN Media Relations: 02 70104488, ids@idnmediarelations.it Isabella Di Nolfo, 3355225677 - Enrica Steffenini, 339 8662595
Patronage	Ministry for Cultural Heritage and Tourism, Superintendence of Archaeology of Latium and southern Etruria, Institute of Etruscan and Italic Studies, The Universities for Expo2015, Milan Council committee
Conception and guardianship	Giovanna Bagnasco Gianni, <i>Dept. Cultural and Environmental Heritage, Faculty of Etruscology</i>
Organising committee	Giovanna Bagnasco Gianni, Eleonora Riva, <i>Dept. Cultural and Environmental Heritage, UniMi</i> - Stefano Valtolina, <i>Dept. Computer Science, UniMi</i>
ICT and new technologies project	Stefano Valtolina, Barbara Rita Barricelli, <i>Dept. Computer Science, Computational Semiotics Laboratory, UniMi</i>
Scientific project and coordination of internal resources	Eleonora Riva, <i>Dept. Cultural and Environmental Heritage, UniMi</i>
Scientific secretariat	Andrea Garzulino, <i>Dept. Architecture and Town Planning, Milan Polytechnic</i> Matilde Marzullo, <i>Dept. Cultural and Environmental Heritage, UniMi</i>
External contributions coordination	Orlando Cerasuolo, <i>Institute for European and Mediterranean Archaeology, University at Buffalo, The State University of New York</i>
Staging	<i>Kuma & Associates: Kengo Kuma, Yuki Ikeguchi, Maria-Chiara Piccinelli, Ruggero Corinti</i> <i>Milan Polytechnic: Andrea Garzulino</i>
Social media	Barbara Rita Barricelli, <i>Dept. Computer Science, UniMi</i>
Selection of contributions	Chiara Gianni, <i>independent researcher</i> Maria Bonghi Jovino (president), <i>UniMI, National Institute of Etruscan and Italic Studies</i> , Gilda Bartolini, <i>Dept. Sciences of Antiquity, Rome University La Sapienza</i> , Nancy de Grummond, <i>Dept. Classics, Florida State University</i> , Maurizio Harari, <i>Dept. Humanistic Studies, University of Pavia</i> , Annette Rathje, <i>Saxo Institute, University of Copenhagen</i> , Giuseppe Sassatelli, <i>Dept. History of Cultures and Civilisation, Alma Mater Studiorum, University of Bologna</i> , Greg Warden, <i>Franklin University, Switzerland</i>
Sponsor	Auriga, Archivio Storico Ricordi, DKS Aromatic, Newchem, Ubiquity