

Galata Museo del Mare

Samsung Displays for a Personal Experience at the Museo del Mare



Overview



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Created in 2004, the Galata Museo del Mare in the Genoa municipality is the largest Italian maritime museum, and has focused on technological innovation and the scientific and formal quality of its reconstruction. The Galata Museum has designed several interactive tracks for visitors, describing a period, a type of ship and life on board.

The third floor of the museum, which stretches over 1,200 m² (12,917 ft²), hosts the permanent collection, which relates the story of Italian emigration over more than 40 multimedia stations fitted with Samsung displays.

"Starting in the 1990s the number of museum visitors has grown, most prevalently in the general public," said Pierangelo Campodonico, Director and Curator of the Galata Museo del Mare. "At the same time the image and movement-oriented trend met with remarkable consensus, diminishing interest in the conventional layout of the museum based on items displayed in showcases, which lacked the capacity to instantly and effectively convey a cultural message to visitors. New display technologies have enabled us to meet visitors' demand for interaction. Today our visitors are both spectators and protagonists of the experience. In barely a few years this approach has made us the most visited museum in Liguria."

Environments recreated at the Galata Museo del Mare have sensors that activate high-definition (HD) videos when a visitor approaches. These HD videos are integrated into scenes in which life-size professional actors, attired in period dress, appear from behind a door, sit at the Customs Office desk or stand on a terrace, striking up a conversation between them and inviting the visitor to interact. Visitors come face-to-face with illustrious emigrants such as Rudolph Valentino, Nicholas Sacco and Eleanor Duse, experiencing new events with every visit. The convincing realism of the scenes is achieved with the superb quality of Samsung HD displays.

Culture, history, excitement, interaction and entertainment converge at the Galata Museo del Mare in Genoa, which offers an unusual visit to the museum. Innovation that exploits the ultimate technological developments found in Samsung, the ideal partner.

Samsung Solution and Benefits

Interactive display solutions

A set of Samsung touchscreen displays enables visitors to select historical documents and letters with genuine content and play videos in which professional actors read aloud, reproducing even the inflections of the dialects.

The quality of Samsung displays was decisive in the Galata Museo del Mare's choice of the company, but that was not the only reason.

"Another feature that influenced our choice of Samsung display solutions was that they are reliable and strong," said the Director of the museum. "The Museo del Mare yearly records a flow of 250,000 visitors, and on certain days more than 2,000 visitors interact with a Samsung screen. The greatest risk in this museum, which is mostly based on a multimedia approach, is for a visitor to walk up to a screen and read the message "out of order," which instantly breaks the spell that has been woven around the visitor. Facts have confirmed our expectations in Samsung solutions."

The installation of interactive multimedia stations was managed by ETT Solutions, a Genoa-based system integrator with branches in Rome, Messina and London, that develops IT solutions and projects for companies and the public administration, and offers customized global consulting services. "We are extremely satisfied with the work and assistance provided by ETT Solutions," said Campodonico. "It is a proactive company that effectively arranged the layout of installations, even solving issues that were not directly related to their implementation."

ETT's activities even reached beyond the IT framework. For example, to enhance realistic features for the visitor's experience aboard the Submarine S518 Nazario Sauro, professionals at the Genoa-based company recorded sounds inside a submarine during immersion, which belonged to the same class and still operates, then played them on the Nazario Sauro during the visit.

"ETT Solutions is determined to become a highly specialized, proactive landmark that possesses the know-how required to meet all client requirements," said Giorgio Genta, CIO of ETT Solutions, "ranging from consulting services and software development to the implementation of complex projects, with a dedication to excellence and innovation that finds us perfectly in tune with Samsung."

ETT - Electronic Technology Team

Electronic Technology Team is an IT services company that has conducted business in several sectors, such as e-government, e-business, research and new technology, both on the Italian and international market, for more than 10 years.

With a staff of over 110 people, employed by offices based in Genoa, Rome, Pescara, Palermo, Ancona and London, ETT can offer a new approach to consultations. ETT's expertise in the industrial and Information Technology frameworks are combined with technical and scientific research by adding value to the cultural heritage, which is disseminated by exploiting the potential of new technologies.

Experience acquired over the years, the market vision, rapid action, ongoing innovation and teamwork have ensured ETT a high-ranking market position as a leading technological partner for design and development of new solutions for museums and cultural initiatives.

Regarding museums, ETT is committed to ensuring visitors an innovative, absorbing experience that envisions active participated interaction with multimedia installations. Hence, the visitor becomes a "visitactor."



Samsung Solution and Benefits

The submarine S518 Nazario Sauro

Another key feature of the Galata Museo del Mare is the submarine S518 Nazario Sauro, which was built in 1976 and decommissioned in 2002. It is the largest floating Italian submarine that can be visited, and awaits visitors at the wet docks opposite the entrance to the museum, offering the opportunity to experience the conditions of the crew living onboard the vessel.

A pre-show has been organized at the Museo del Mare with a reconstruction of the submarine S518 that prepares for and completes the visit. This section enables visitors to interact with certain instruments that cannot be accessed on board, also offering people who cannot access the vessel, such as the disabled, pregnant women and children under four, the opportunity to have a unique and absorbing experience.

In this reconstruction, Samsung displays provide information and even games and simulations, such as driving a submarine and trying immersion and resurfacing modes, as an entertaining approach to the principles of physics that regulate the submarine's function and navigation.

"Interactivity and games are an effective mode of conveying a cultural message," said Campodonico. "Our museum wishes to be considered as a site where unique, absorbing and realistic situations can be experienced. For instance, the submarine has been reconstructed as if it were operating on a mission, using genuine sounds and objects. When multimedia solutions are chosen to reconstruct reality, we deem the quality of Samsung images as a decisive factor. Moreover, the "touch" solutions proposed by Samsung are effective and precise, and have met our need to create simple, user-friendly installations."

Another step forward in interactivity: project Commenda and Samsung Sur40

The Commenda di San Giovanni di Prè is one of Genoa's oldest and best-preserved buildings, and an extraordinary site. It was built in 1180 AD to provide assistance to pilgrims and crusaders who were either departing for or returning from the Holy Land.

Renovation work, which started in 1962 under the supervision of Liguria Authority for Architectural Heritage, included artistic aspects and archaeological research conducted by the local supervising authorities of the Ministry of Cultural Heritage, and was completed in 2004 with the partnership of the Genoa municipality, which owns the building.

In 2009 the Commenda di San Giovanni di Prè opened its doors to the public once again with a "theatre-museum" layout in which documents of medieval history were converted into images, dialogues, stories and shows.

The theatre-museum has also launched a new project that has been implemented with cutting-edge Samsung technologies. The objective is to create a Museum of Medieval History in the Mediterranean, an initiative in which the building has the pivotal role of creating the period setting with technological devices relating history in a suggestive way to encourage interest in reconstructing the features of a period that had a decisive influence on our culture.

"To be effective, the experience must be surprising," said Campodonico. "We have set the ambitious objective for ourselves of relating the history of the Crusades to a young audience. In this venue we have created a set of virtual objects that narrate the events of religious brotherhoods of knights, the Commenda and much more."



Samsung Solution and Benefits

Samsung Sur40, designed to offer the ultimate interactive experience currently envisioned by technological progress, is installed at the Commenda of Prè. The Sur40 solution uses Microsoft® Surface™ software and is equipped with Microsoft PixelSense™ technology, which uses special barcodes to enable the display to recognize objects placed on its surface and view directly related multimedia information and content. Advanced multi-touch functions achieve the concurrent interaction of 52 contact points in various areas of the display.

"The installation of Samsung solutions at the Galata Museo del Mare and at the Commenda confirm the reliable and versatile features of our devices," said Mario Levratto, Marketing Director of Samsung Italia's IT Division. "We feel rewarded at being able to contribute to the implementation of an initiative that marks a new technological and cultural frontier."

A writing desk with an integrated Samsung touchscreen display has been installed in the new exhibition track organized at the Commenda in Prè. Visitors can use this device to browse through a large e-book to access elements of history presented with a multimedia approach, videos and HD images of period documents.

"The latest Samsung Sur40 solution was the key factor in converting new-generation technology into an effective museum tool," concluded Campodonico, "by opening new frontiers for interactivity, which is one of the major demands of our public. We expect a lot from this application. I am especially excited about the interactive options associated with the display's capacity to recognize actual objects, thus expanding the range of the story with virtual content. Visitors can simply place a pilgrim's cross on the table to see it appear before them and hear its story. Sur40 also enables multi-user interaction, which is extremely useful for the educational purposes of the museum."

"When multimedia solutions are chosen to reconstruct reality, we deem the quality of Samsung images as a decisive factor. Moreover, the "touch" solutions proposed by Samsung are effective and reliable and have met our need to create simple, user-friendly installations. The latest Samsung Sur40 solution opens new frontiers for interactivity, which is one of the major demands of our public."

- Pierangelo Campodonico
Director and Curator of the Galata Museo del Mare



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