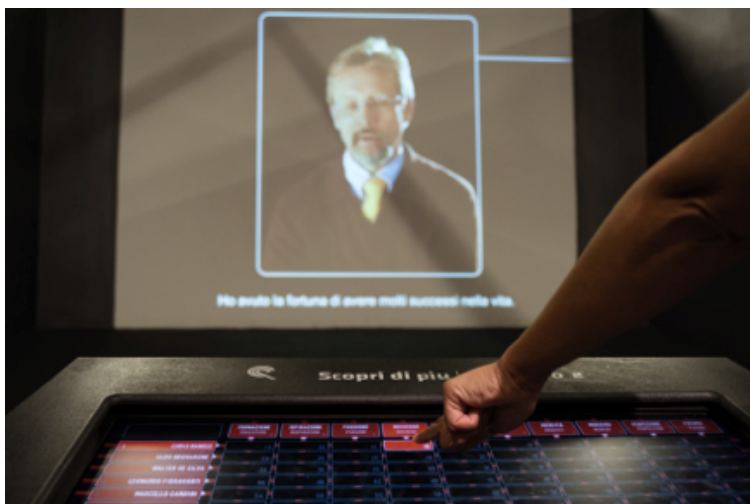


MAUTO: AN INTERACTIVE MUSEUM

Among apps, virtual tours and interactive video-installations, a wealth of details at a touch

At the National Automobile Museum of Turin, technology becomes content and instrument to guide visitors through the vast collection of vehicles that made 20th century history. All it takes is a touch to access the incredible wealth of details: accessible from fixed devices along the way and from visitors' own tablets and smartphones, the **Mauto App** is a **user-friendly and immediate key that makes the exhibition itinerary even more interactive**. Conceived in close relationship with the introductory panels positioned at the start of each section and in front of each vehicle, it completes the information on various levels: from mere curiosity to the possibility to access scientific and historical documents, meticulously selected and indexed by the staff of the Documentation Centre. There are also links with different museum elements, archive images and much more, which are part of the Mauto interactive system, unique in the museum system, available to the public in Italian and English.

The app, available for free download via the museum's Wi-Fi network (or available outside the museum at App Store and Play Store), includes 30 sections that make up the itinerary and which form the trunk of a virtual *Tree of Knowledge*. The tree's branches are represented by the stories linked to the vehicles on display, while the leaves are additional information, which multiplies and becomes more and more detailed. **The system** – which is accessible through a menu that reflects the organisation of the exhibition or by using a tag (QR_CODE) applied to the section panels and the captions of the cars - **is, in fact, conceived to be in progress, fed by the participation and contribution of visitors**, who interact by indicating preferences and shortcomings, strengths and weaknesses of the exhibits.



The possibility to interact continues along the whole exhibition itinerary via the numerous **video-installations** on the history of the automobile industry, but also on the environmental impact of motorised transportation and road safety rules, the unforgettable adverts for the most famous automobiles and **interviews with 14 big names in car design**. How is the work of the designer, which has undergone remarkable technological innovation in just a few decades, born today? We find out from Aldo Brovarone, Walter De Silva, Leonardo Fioravanti, Marcello

Gandini, Fabrizio Giugiaro, Giorgetto Giugiaro, Flavio Manzoni, Paolo Pininfarina, Mike Robinson, Tom Tjaarda, Andrea Zagato, Chris Bangle, Lorenzo Ramaciotti and Roberto Giolito, who answer ten questions on the past, present and future of creativity.

Younger visitors can discover the museum thanks to a game: a miniature train will take them

along the production chain, explaining how to build a car, while videos along the way tell them how the wheel was born or all about the fundamentals of safety when travelling by car. The subject of safety is looked at in greater detail in a whole section dedicated to explaining the risks and consequences of the wrong type of behaviour: a driving simulator for over-18s already in possession of a driving license – on loan from the ACI in Rome and placed next to a vehicle that has undergone a crash-test – allows them to put their skills to the test, encouraging aware and conscientious driving.

Inspire, innovate and networking are the three keywords to build the future of the MAUTO, which **relate constantly to the public on digital platforms too, through its social network accounts.**



www.facebook.com/Museo-dellautomobile-di-Torino-128132727260611/



twitter.com/museoautotorino



www.instagram.com/museoauto/



plus.google.com/113594486535472958869/videos?gl=it&hl=it



www.youtube.com/user/museoauto

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