

CUCÙ APP

BENEFITS FOR MUSEUMS, ARCHEOLOGICAL SITES AND NATURAL PARKS

- Acquire new and young visitors
- Visibility on social network
- Flow data collection
- Survey of exhibited highlights
- Update and change contents
- Use for temporary exhibition augmented reality contents

CUCÙ APP:

Cucù won the first prize in the Public Announcement Creativi Digitali "Cultura Futura" POR FESR LAZIO 2007-2013 - Regione Lazio

Conception and design
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REGIONE
LAZIO



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USING THE APP “CUCÙ” THE CULTURE BECOMES A VIRAL EXPERIENCE, INTERACTIVE AND CUSTOMIZED.

How to turn the visits in a museum or in archeological sites in a **funny and fulfilling cultural experience**?

How to intrigue and attract new public, especially **young people**?

How to overcome the guided tour or audio guide modalities?



CUCÙ INNOVATION IS BASED
ON 4 CONCEPTS:

- 1** **Interaction** between user and museum space
- 2** **Custom** tailoring of cultural experience
- 3** Production of **original contents** by the visitor
- 4** **Instant sharing** on social networks of own cultural experience

