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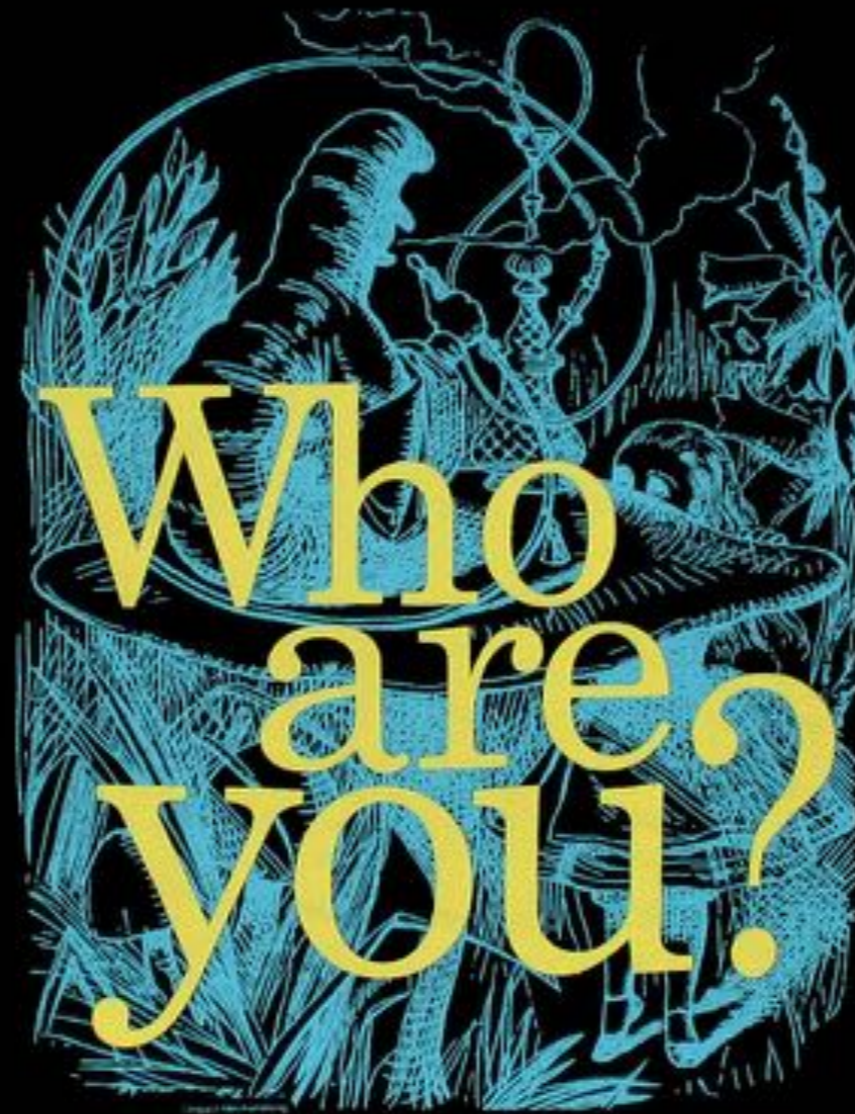




COMUNICARE IL PROGETTO

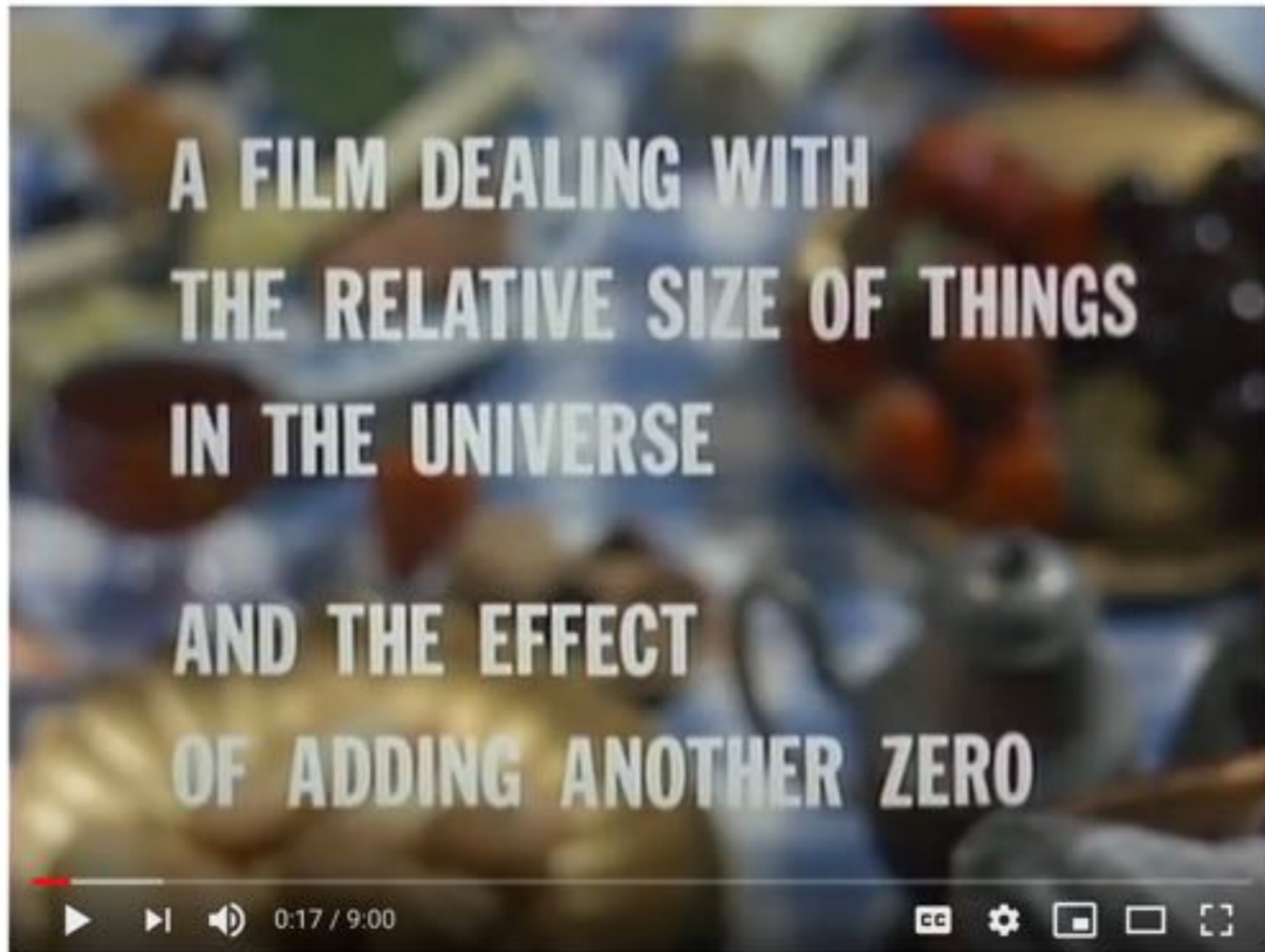
Storytelling e tecniche

di rappresentazione



Perché siete appassionati di **matematica**?

In quali **contesti** è possibile applicare
i vostri studi e ricerche?



[*Powers of ten*, Charles & Ray Eames, 1977]

<https://youtu.be/0fKBhvDjuy0>

art+b=love(?) Festival,
Ancona, 16-19 Maggio 2019

Datapoiesis, progetto vincitore del Bando ORA! Produzioni di cultura contemporanea, promosso da Compagnia di San Paolo, per dare vita a un nuovo tipo di oggetti di arte e di design capaci di avere a che fare con i dati, le opportunità e le implicazioni che essi generano.



OBIETTIVO



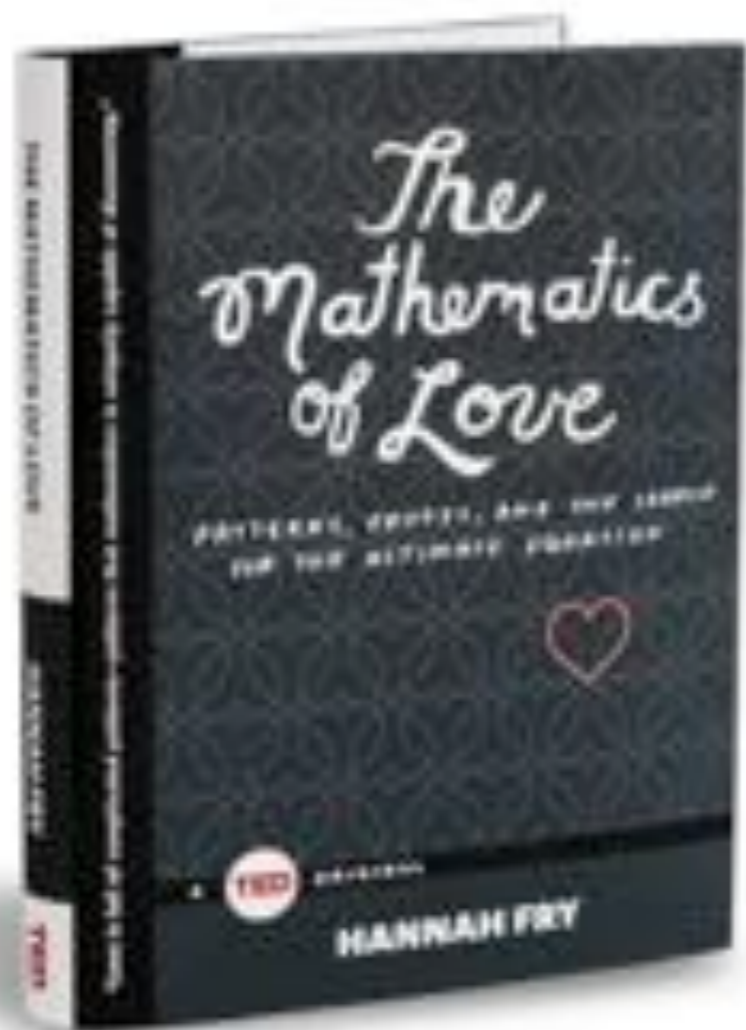
art+b=love(?) Festival,
Ancona, 16-19 Maggio 2019

Le luci della lampada sono animate in tempo reale dal costante afflusso di dati relativi alla povertà estrema nel mondo.

Fonti: **UNDP**, **World Bank**,
OECD, **World Poverty Clock**

È importante
divulgare/spiegare/mostrare/raccontare
ad altri?

A **chi?**



Hannah Fry's TED book in stores now.

[GO.TED.COM/MATHOFLOVEBOOK](https://go.ted.com/mathoflovebook)

Che cos'è una **storia**?

Harry Potter and the Sorcerer's Stone

~~Star Wars~~

Plot Synopsis

Harry Potter

~~Luke Skywalker~~ is an orphan living with his uncle and aunt on the remote wilderness of ~~Tatooine~~ ^{Suburbia} ~~Luke~~ ^{Harry} is rescued from ~~aliens~~ ^{muggles} by wise, bearded ~~Ben Kenobi~~ ^{Hagrid}, who turns out to be a ~~Jedi Knight~~ ^{Wizard}. ~~Ben~~ ^{Hagrid} reveals to ~~Luke~~ ^{Harry} that ~~Luke's~~ ^{Harry's} father was also a ~~Jedi knight~~ ^{Wizard}, and was the ~~best pilot~~ ^{Quidditch Player} he had ever seen. ~~Luke~~ ^{Harry} is instructed on how to use the ~~Jedi light~~ ^{Nimbus 2000} ~~sabre~~ as he trains to become a ~~Jedi Knight~~ ^{Quidditch Player}. ~~Luke~~ ^{Harry} has many adventures in the ~~galaxy~~ ^{Hogwarts} and makes new friends such as ~~Hans Solo~~ ^{Ron} and ~~Princess Leia~~ ^{Hermione}. In the course of these adventures he distinguishes himself as a top ~~X-wing pilot~~ ^{Saeker} in the battle of the ~~Death~~ ^{Slytherin vs.} ~~star~~ ^{Griffindor's}, making a direct hit that secures the rebels' victory against the ~~forces of evil~~ ^{Slytherin}. ~~Luke~~ ^{Harry} also sees off the threat of ~~Darth Vader~~ ^{Voldemort}, who we all know murdered his ~~uncle~~ ^{dad} and ~~aunt~~ ^{Mom}. In the final ~~Luke~~ ^{Harry} and his new friends receive ~~medals of valour~~ ^{House Cup}.



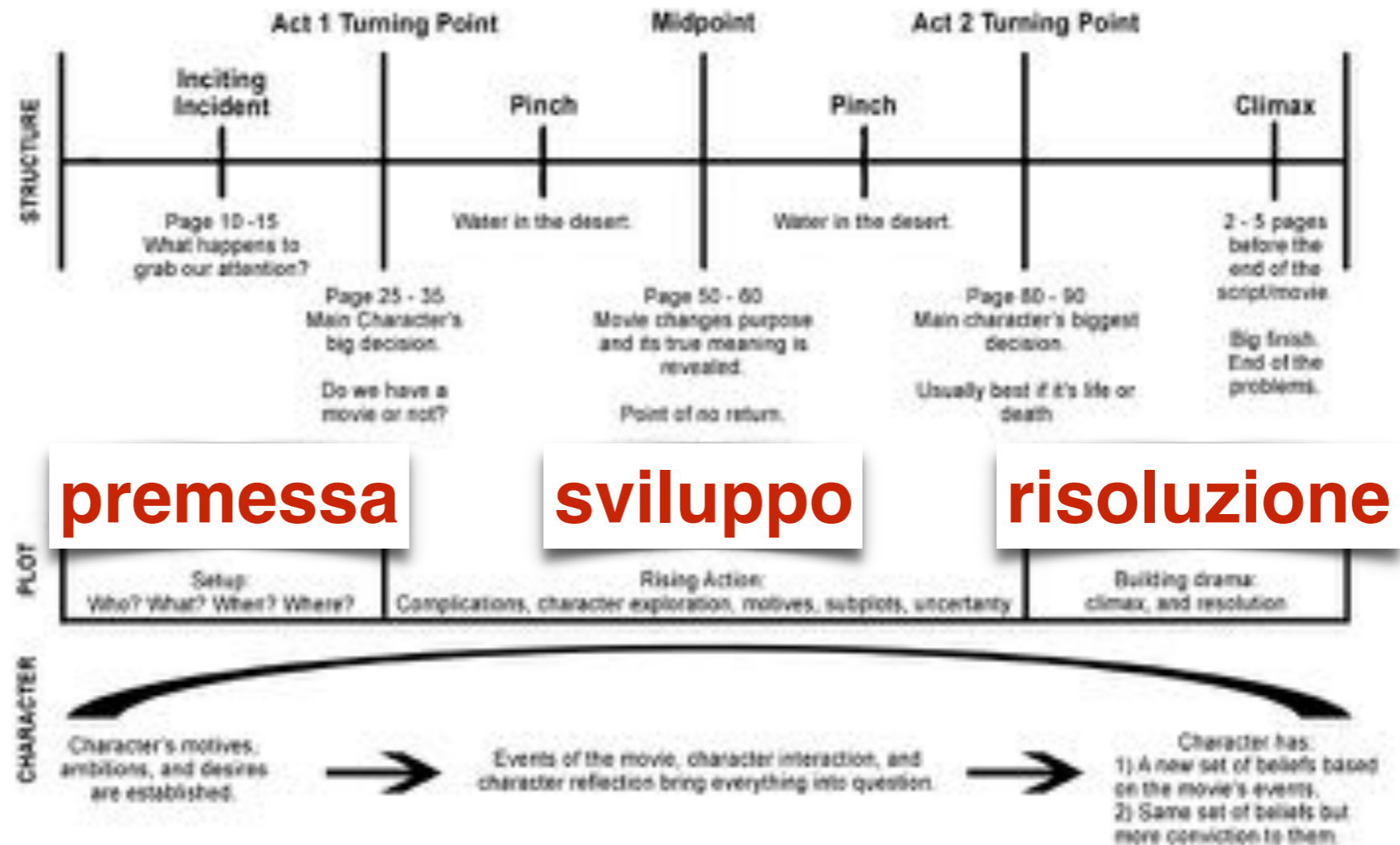
What makes a hero? - Matthew Winkler
<http://ed.ted.com/lessons/what-makes-a-hero-matthew-winkler>

Struttura
narrativa
**Il viaggio
dell'eroe**



[Campbell, 1949; Vogler, 1992]

Struttura
narrativa
**Paradigma
dei tre atti**

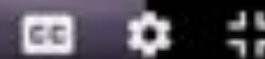


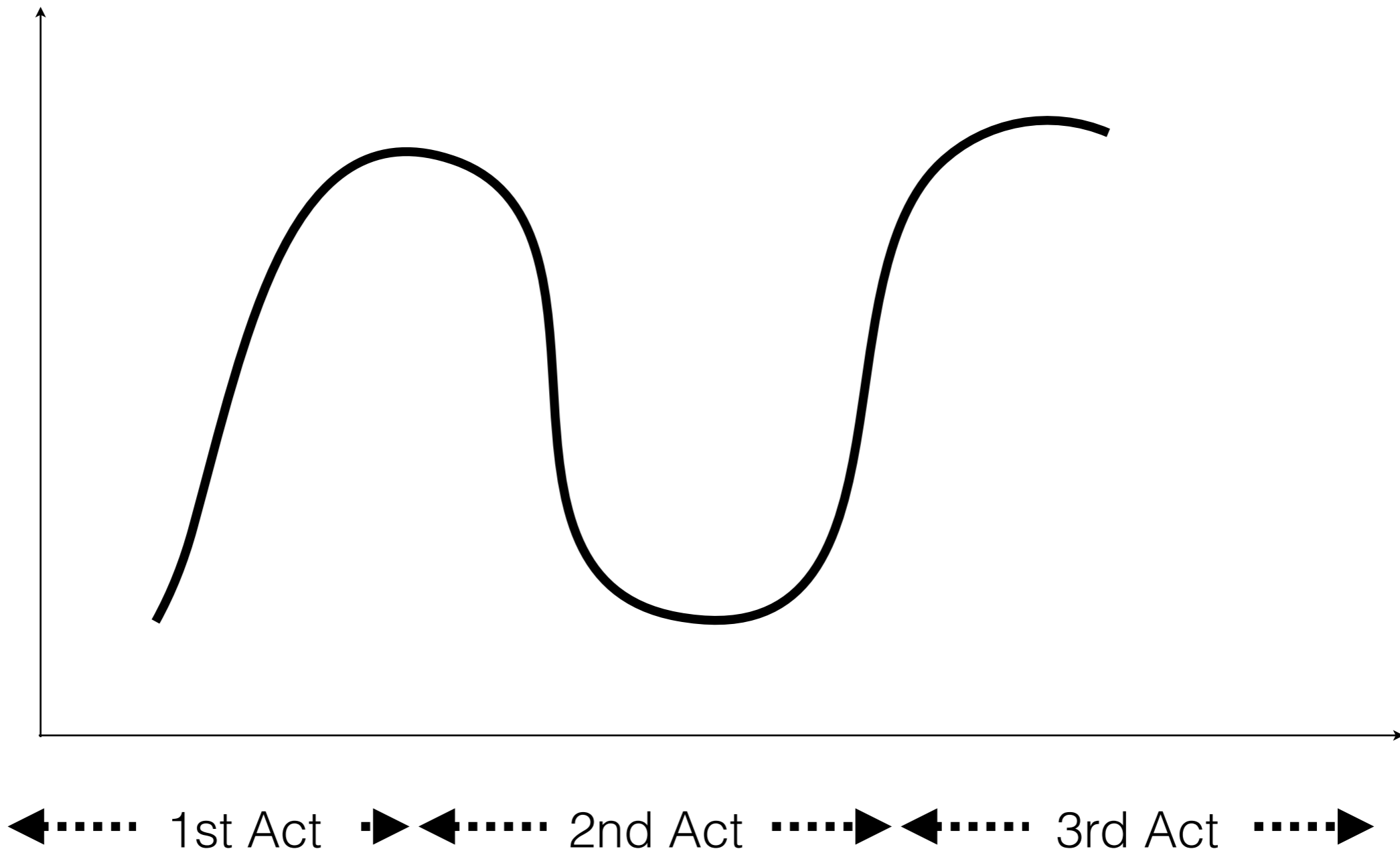
[Field, 1991]

Kurt Vonnegut graphs the plot of every story. [VIDEO]2.flv



▶ ⏪ 🔊 3:36 / 4:36





Storytelling & Design



[*DESIS Philosophy Talks #Storytelling*,
Nik Baerten (Pantopicon), 2014]
<https://youtu.be/LWLnMhycgnM>

Ispirazione

Ideazione

Implementazione

DISCOVER

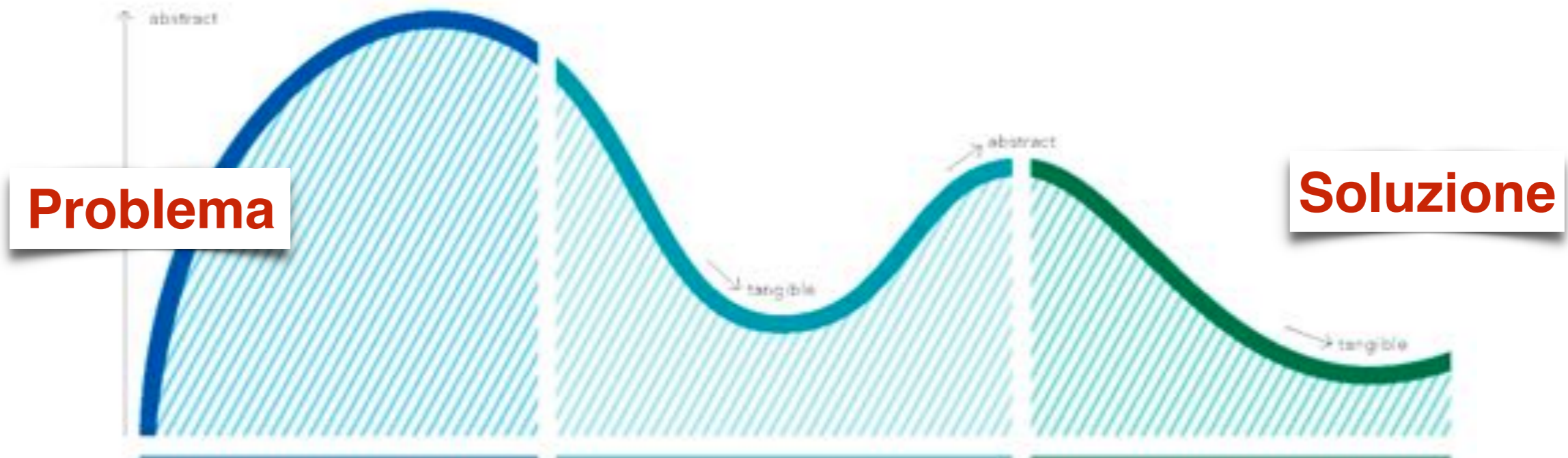
I have a challenge.
How do I approach it?
Who do I talk to?

IDEATE

I learned something.
How do I interpret it?

PROTOTYPE

I have an idea.
How do I build and refine it?



actions

listening

envisioning

promoting



**audiovisual
communication
formats**

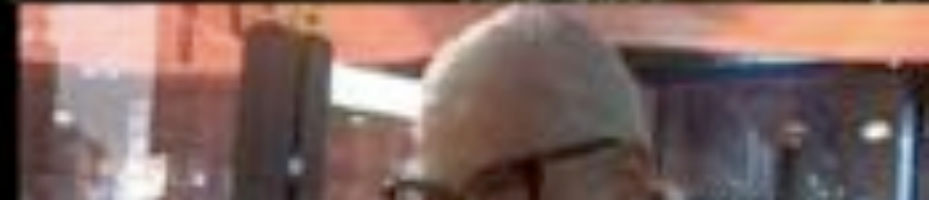
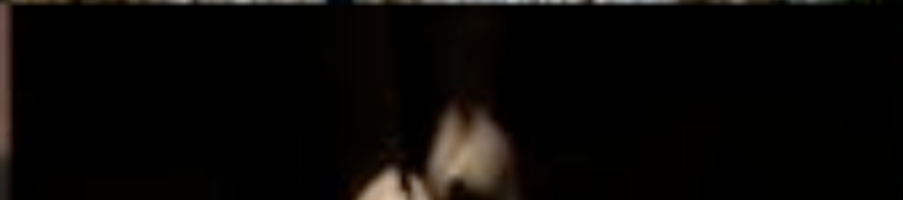
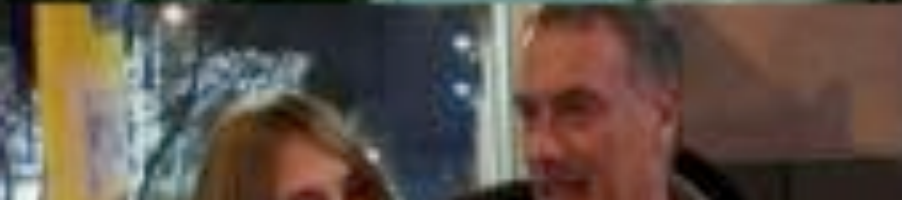
miniDOC
(5 min.)

video-scenarios
(3 min.)

adv shorts
(30 sec.)



Listening



Fasi

- ✓ Raccogliere materiale
- ✓ Gerarchizzare il materiale decidendo cosa raccontare e in quale ordine (sequenza).

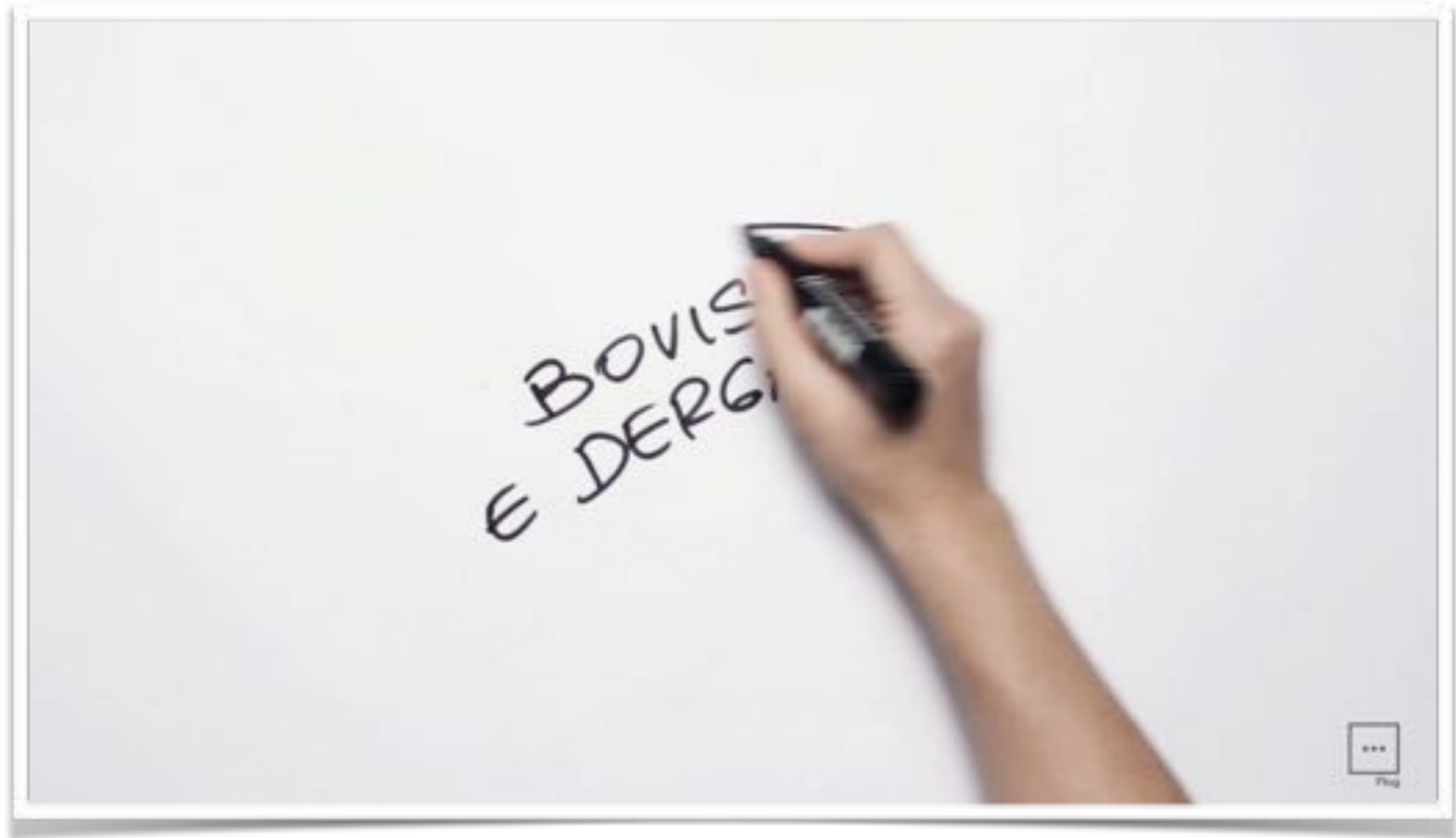




Fasi

- ✓ Raccogliere materiale
- ✓ Gerarchizzare il materiale decidendo cosa raccontare e in quale ordine (sequenza).
- ✓ Scegliere il linguaggio.

Video- sketch (free hand drawing)



Di Padova, Iezzi, Sioli,
Micucci, Santoli, Espinosa
Lab. Sintesi Finale - a.a. 2014-2015;
Docenti: Galbiati, Piredda, Goldoni, Ronchi;
Cultori: Ciancia, Venditti, Carbone

Documen- tazione *live action*



Asaro, Iozzia, Campana,
Spugnini, Soler, Valenti

Lab. Sintesi Finale - a.a. 2014-2015;

Docenti: Galbiati, Piredda, Goldoni, Ronchi;

Cultori: Ciancia, Venditti, Carbone



Envisioning



Anima-
zione



Contenuti

- Personaggi
- Luoghi
- Azioni ed emozioni
- Bisogni e desideri

A chi? **Target**

Quando? Dove? **Contesto/canali**

Che cosa? **Contenuti**

Perchè? **Obiettivo**

Come? **Linguaggio e tono di voce**



Picture: courtesy by Walter Mattana

Obiettivo

Restituire valori, istanze, necessità riscontrati nell'attività di progetto o di ricerca.

A chi mi rivolgo?

- Comunità di pari
- Comunità scientifica
- Non esperti
- Esperti (altre discipline)
- Istituzioni
- Imprese
- Altri *stakeholders*

Canali

- Online
- Offline

- Owned
- Earned
- Payed

- Mobile
- Desk
- Sofa
- In person

- One to one
- One to many
- Many to many
- (Peer to peer)

Media

Touch point

Interaction

Storytelling at the design pitch
will communicate an understanding
*of a **concept***
*to the **audience**,*
but more importantly
*an appreciation of its **value**.*

(Parkinson, 2016)

Grazie

La Jetée, 1962. Chris Marker