

MEET
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MEET

DIGITAL
CULTURE
CENTER

Fondazione
CARIPLO

Reviews
of virtual
reality

Installations

Exhibitions

Workshops

Events

JUNE
2022

©SPACE POPULAR
The Global Home

ENG



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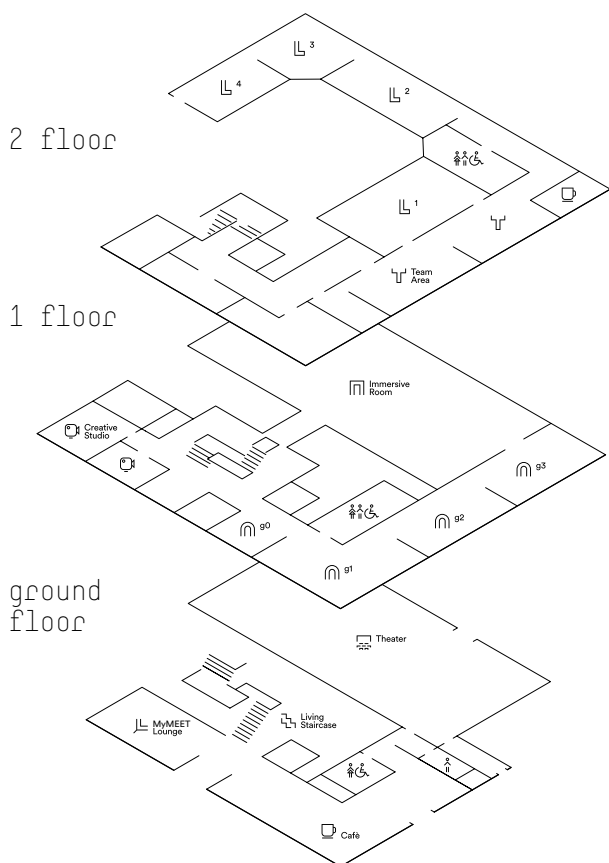
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MEET Digital Culture Center,
the International Center for Art
and Digital Culture in Milan



MEET spans 1,500 square meters spread over three floors, redesigned by Carlo Ratti responding to the challenge of creating a special home for art and digital culture.



MEET was born in 2018 from the union of two extraordinary stories, that of a philanthropic institution such as Fondazione Cariplo and that of Meet the Media Guru, a platform of ideas and events directed by Maria Grazia Mattei that has been investigating innovation and the digital as a crossroads for the culture of our time since 2005.

MEET is a social enterprise with a mission to help bridge Italy's digital divide. A place for physical and virtual meeting, exchange and confrontation through digital experiences, public lectures, workshops, masterclasses, educational activities and exhibitions.

MEET continues to look at the impact of the digital on our lives, investigating-in artistic terms-the virtual dimension as an environment of discovery that fosters creativity and helps chart new paths.

The project signed by Carlo Ratti hinges on the spectacular Living Staircase, the inhabited staircase capable of becoming theater or work space from time to time, the building interprets the ideas of interconnection and participation. Key elements of MEET are also the Immersive Room, the 200-seat Theater with three projection surfaces for public events and the MeetCafé, operated by Mare Culturale Urbano.

EXHIBITION

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Space Design

from 5 to 12 june
10.00 AM - 7.00 PM
Tomorrow Living Exhibition
↳ Immersive Room e Gallery

What does living in the future imply? How should our habitat be designed?

These are the questions behind Tomorrow Living, a project promoted by Huawei Milan Aesthetic Research Center and curated by Robert Thiemann, editor-in-chief of Frame Magazine, which develops into an Exhibition co-created with Maria Grazia Mattei, Founder and President of MEET Digital Culture Center.

Tomorrow Living Exhibition brings together a Documentary Series divided into four chapters with the opinions of 30 international experts among the most influential designers, architects, artists and scientists and is enriched by The Global Home, a site-specific immersive installation conceived by the multidisciplinary studio Space Popular to transport us sensorially into the new scenarios of living.



TOMO_ _RROW LIVING_

The first docu-series - Responsive - focuses on making habitats more adapted to our changing needs and circumstances.

The second - Resilient - investigates how houses, neighbourhoods and cities can become more resilient. The aim is to tell how a future-proof habitat can be created that is able to change and facilitate connections between people.

Restorative examines how homes and more generally our environments can become places of emotional and physical well-being.

Finally, Responsible focuses on a vision of what sustainability will mean in the future, changing paradigms and challenging the systems we currently operate in. Learning and getting in tune with nature will be the key to the future of the planet.

project by
Huawei Milan Aesthetic Research Center

curated by
Robert Thiemann
direttore di Frame Magazine

curator of the exhibition
Maria Grazia Mattei
MEET Digital Culture Center

Project by Huawei Milan
Aesthetic Research Center



Research conducted by
Robert Thiemann

FRAME

Exhibition co-created
with MEET

MEET DIGITAL
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fondazione
CARIPLO

Educational partner
Politecnico di Milano
Design School



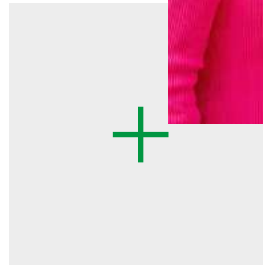
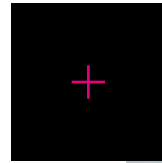
POLITECNICO
MILANO 1863



THE_ _GLOBAL HOME_

THE GLOBAL HOME allows the viewer to live a 360° experience. It is a visual and immersive synthesis, the installation shows new living scenarios in a mixedreality future in which we are increasingly together, virtually.

Starting with the idea of Venn Rooms, a term coined by the duo in 2019 to describe virtually overlapping home environments, they developed a series of virtually connected rooms: the immersive experience transports us to different everyday scenarios, in constant motion, that a small community of avatars call home.



“Our work as Space Popular explores the relationship between architecture and media, both from a historical perspective and in the form of speculations about the near future.

The Global Home is our latest immersive artwork that investigates the future of being together virtually at home. Initiatives like Tomorrow Living at MEET allow us to present our ideas to a wider audience in a space that brings us closer to - and makes us feel - what the future could be like. We hope to inspire both enthusiasm and caution as we enter this exciting and uncertain media territory”.

EUROPEAN MEETING



in cooperation with
Museo Nazionale dell'Arte Digitale (MAD)

under the patronage of the
City of Milan and Ministry of Culture

June 23 – 25
European Meeting
The new Atlas of Digital Art
↳ MEET

June 23: 9.00 AM – 5.30 PM
June 24: 9.00 AM – 1.00 PM

MEET, in cooperation with National Museum of Digital Art recently established by the Ministry of Culture, presents a reflection on the jagged landscape of digital art in Europe and highlights the potential of “digital native” artistic experiments as drivers of societal innovation.

The Meeting will be opened by an institutional greeting from Mayor Giuseppe Sala and will be attended by numerous foreign guests, experts from digital culture centres, artists, representatives from the world of research and industry, as well as institutions such as the European Commission, Fondazione Cariplo, the Ministry of Culture, the City of Milan and the Lombardy Region.

It proposes to compose an Atlas of Digital Art starting from its origins in order to interpret the present by looking ahead, not only through a cultural perspective but by opening up scenarios of economic and social transformation.

The European Meeting coincides with the Strehler 100 celebrations and is part of the S+T+ARTS initiative with the Regional STARTS Centres Repairing the Present project promoted by the European Commission.

June 25: 10.30 AM – 2.00 PM

Through videos, images and presentations, the new Atlas of Digital Art is presented to the city of Milan, involving young people and families. During the morning, in collaboration with RAI Radio 1, a live broadcast during the programme Eta Beta hosted by Massimo Cerofolini will be organised to reflect on the topics that emerged during the previous two days of work. Maria Grazia Mattei and Ilaria Bonacossa will speak on occasion of the live broadcast. Together with them exponents of the digital world.

SHOWCASE



June 9
5.00 PM – 7.00 PM
Urban Phygital Lab
final showcase
↳ MEET THEATER e VR CORNER

A cultural and creative regeneration project, winner of the public notice Creative Living Lab - 3rd edition, promoted by the Contemporary Creativity Directorate General of the Ministry of Culture.

The event is also part of the New European Bauhaus festival.

How do you imagine your neighbourhood a hundred years from now? What challenges will we face? How will the professions change in the future? How will public space be transformed?

Students from ITSOS Albe Steiner in Corvetto and IIS Schiaparelli-Gramsci in Porta Venezia tried to answer these questions and, with the support of digital artists and developers, translated their thoughts, hopes and concerns into creative works in augmented reality and virtual reality. The event takes place in the Theater and includes a public talk on the topic of urban regeneration and the narration of the project. This will be followed by an exhibition of all the AR and VR works on view at the VR Corner of MEET.



From June 9-12, the New European Bauhaus Festival will bring together people from across Europe to discuss and shape our future. A future we want sustainable, inclusive and beautiful. MEET is actively participating in the event "The Theses of Milan" next June 9 at 2:30 p.m. at the Agora Theater in Triennale.

VR CORNER WITH RAI CINEMA

from friday
to sunday

from 3.00 PM
to 7.00 PM

In collaboration
with

Rai Cinema

A review of short films in virtual reality that, month by month, is enriched with new content. The show - which opened in July 2021 - today boasts 11 pieces of content, all of which can be enjoyed free of charge with the visors provided by MEET. It is a particularly popular programme, which has seen a crescendo of participation over the months.

The new content available from June:

H.O.M.

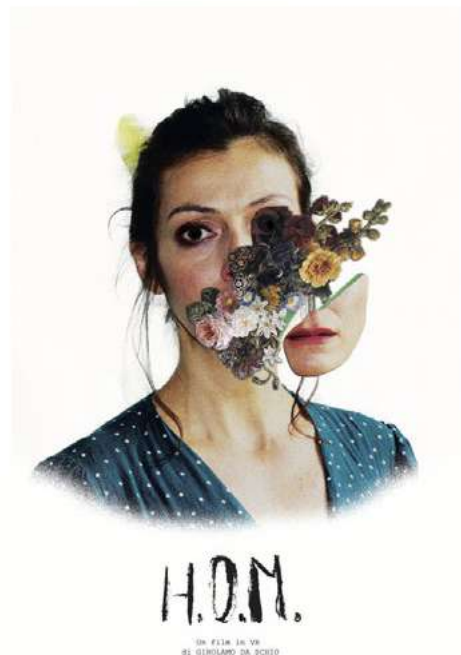
Girolamo da Schio

Experiencing a love story in an early 20th century psychiatric facility thanks to VR.

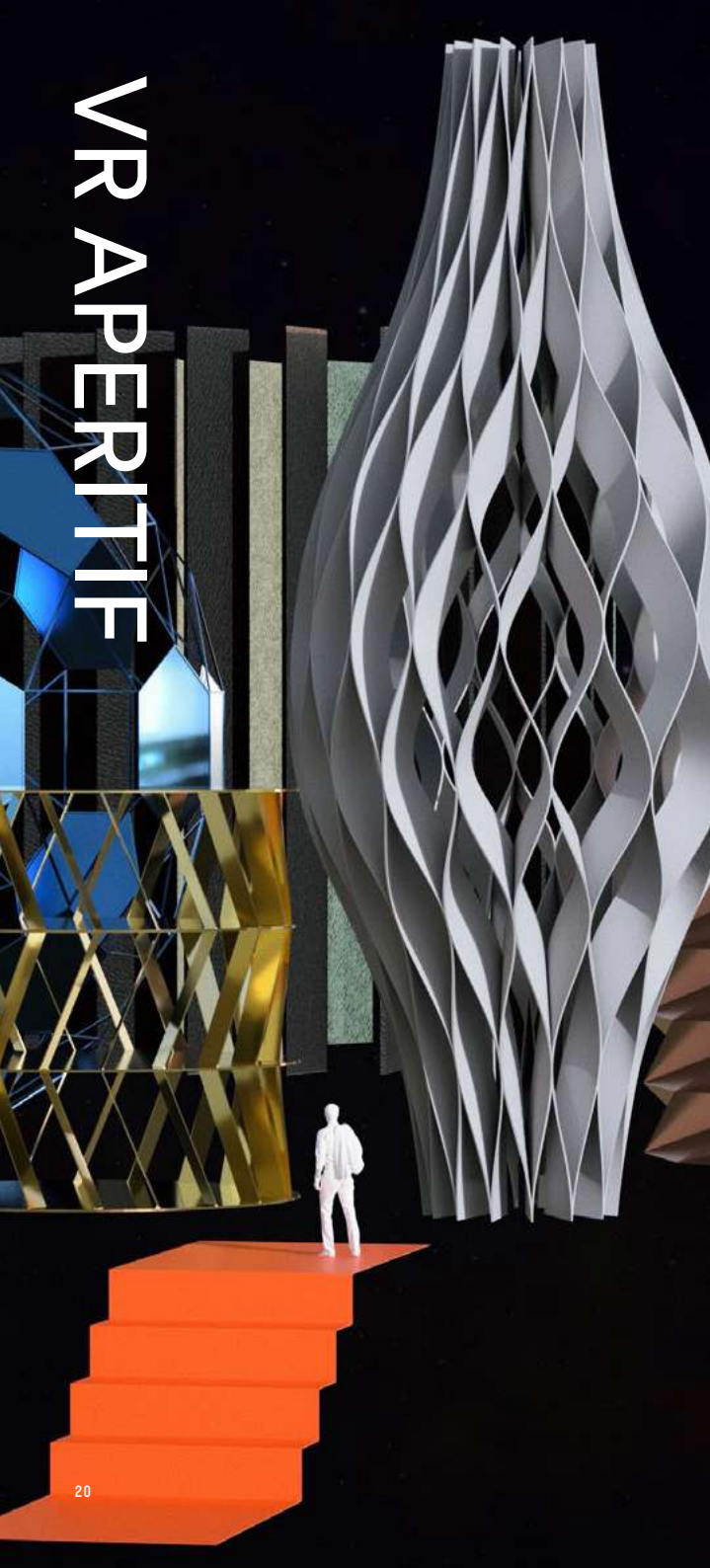
H.O.M. is a short film by Girolamo da Schio that allows the viewer to enter a psychiatric clinic of the past, exploring their emotions and discovering the love story between Edmondo and Teresa.

The short film is part of a cross-media project about mental health, co-produced by 8 Production and TockTock with the support of Compagnia di San Paolo

Da vicino nessuno è normale



All the works can be viewed on
meetcenter.it



June 8 - 6.30 PM

Living the Metaverse

with **Valentina Temporin** and **John Volpato**

↳ MYMEET LOUNGE e VR CORNER

In the Metaverse, it is possible not only to recreate physical space, but to rework it, to take it to the plane of imagination and invention beyond the boundaries of reality. Valentina Temporin and John Volpato of Ultra take us virtually into the theme of living through "space notes" to experience.

June 16 - 6.30 PM

Into the Mind

con **Marco Ferrari**

↳ MYMEET LOUNGE e VR CORNER

Memory is the first place where we collect what identifies us. What happens when we lose it?

In the meeting with Marco Ferrari, CEO and founder of 360Maker, we find out firsthand what it means to lose memory by identifying with an Alzheimer's patient and how this technology can be used to promote the patient's psychological well-being.

June 22 - 6.30 PM

Back to the Metaverse

con **Marco Cadioli**

↳ MYMEET LOUNGE e VR CORNER

Marco Cadioli is a photographer, artist, lecturer, but above all a reporter who has explored virtual native art. In this moment of great interest in virtual worlds, we pull the strings of a history of the artistic experience of more than a decade of immaterial art, when the Metaverse was not yet called that. We do so with one of its explorers, who shows us images of a digital world seemingly just born

June 29 - 6.30 PM

Extended Museum.

Progettazione di spazi virtuali per musei reali

con **Gianpiero Moiola**

↳ MYMEET LOUNGE e VR CORNER

The Metaverse's virtual reality allows us to place alongside real environments a "digital twin" that allows us to expand the spatial and architectural experience, such as creating three-dimensional virtual spaces for exhibition uses.

We meet Gianpiero Moiola, architect, sculptor and professor of sculpture at the Brera Academy of Fine Arts, who introduces us to the discovery of hybrid architectural environments.

MEET ROBOT



June 13 – July 22

Robotics Summer Camps
with **Scuola di Robotica di Genova**
↳ MEET

Every week from Monday to Friday, MEET offers summer camps for boys and girls aged 6 to 14 to explore art, science and technology through the design and creation of robots.

Playing with robots, moving between the underwater world and space, will stimulate creativity, computational thinking and teamwork. The campus is held by Scuola di Robotica, which for more than 20 years has been promoting hands-on robotics workshops at Italian and international level to develop digital skills through play.

Info

- The registration fee for one week is 299.00 € per participant (VAT included)
- No need to bring computers or tablets
- No technological expertise required
- Camps times are 9 AM – 4.30 PM
- From Monday to Friday
- Bring packed lunch, water and snack

Contact us

Thelma Vita
team@meetcenter.it
02 36769011

COMING SOON

July 6

Italian Digital Art Experience
↳IMMERSIVE ROOM e GALLERY

Italian Digital Art Experience is an exhibition that presents for the first time as a whole video mapping, immersive digital experience and light art projects commissioned by the Ministry of Foreign Affairs and International Cooperation to enhance abroad a selection of Italian creative studios distinguished by their ability to innovate, experiment and develop new forms of artistic expression.

Taking its cue from Farnesina Digital Art Experience initiative, realised in collaboration with Bright Festival, MEET proposes a new exhibition itinerary curated by Stefano Fake, which has its epicentre in the Immersive Room, where a collective work of about 50 minutes takes life, realised by more than twenty Italian studios: a true panorama of digital visions from North to South.

To complete the itinerary, we find further installations, including scale reproductions of the façades and interventions produced in various countries around the world, starting with the famous event on the Palazzo della Farnesina, which kicked off the initiative in 2019. This will be followed in the following months by a programme of meetings in which artists and the public will discuss experiences and trends in digital immersive creativity.



INFO AND COSTS

Admission inclusive of all MEET initiatives (including the use of VR technologies)

Costo d'accesso

Full-price	10 €
Reduced Under 25	7 €
Family parents and children (up to the age of 14)	15 € per family
Children up to the age of 6	free
disabled and accompanying persons	free
MyMEET Member	free

Tickets are on sale online at our website or can be purchased on site.

Throughout the month of June, the exclusive MEET Immersive Experiences continue for groups to explore stories and digital content with video installations and visors between cinema, art, science and the metaverse. It is an offer created ad hoc for companies, schools and associations.

For more information contact
Alessandro Rubini
alessandro.rubini@meetcenter.it

TIMETABLES

MEET DIGITAL CULTURE CENTER

thursday — sunday 3.00 PM - 7.00 PM

VR CORNER

thursday — sunday 3.00 PM - 7.00 PM

MEET CAFÈ

Entry to the MEET Café is free

thursday — friday 8.00 AM - 8.00 PM

saturday — sunday 3.00 PM - 7.00 PM

IMMERSIVE ROOM AND GALLERY

June 5 to 12, during the **Salone del Mobile** MEET is open continuously from 10 AM to 7 PM for visiting the **Tomorrow Living Exhibition** installation.

CONTACT

viale Vittorio Veneto 2
20124 - Milano (Italy)
+39 02 36769011
team@meetcenter.it

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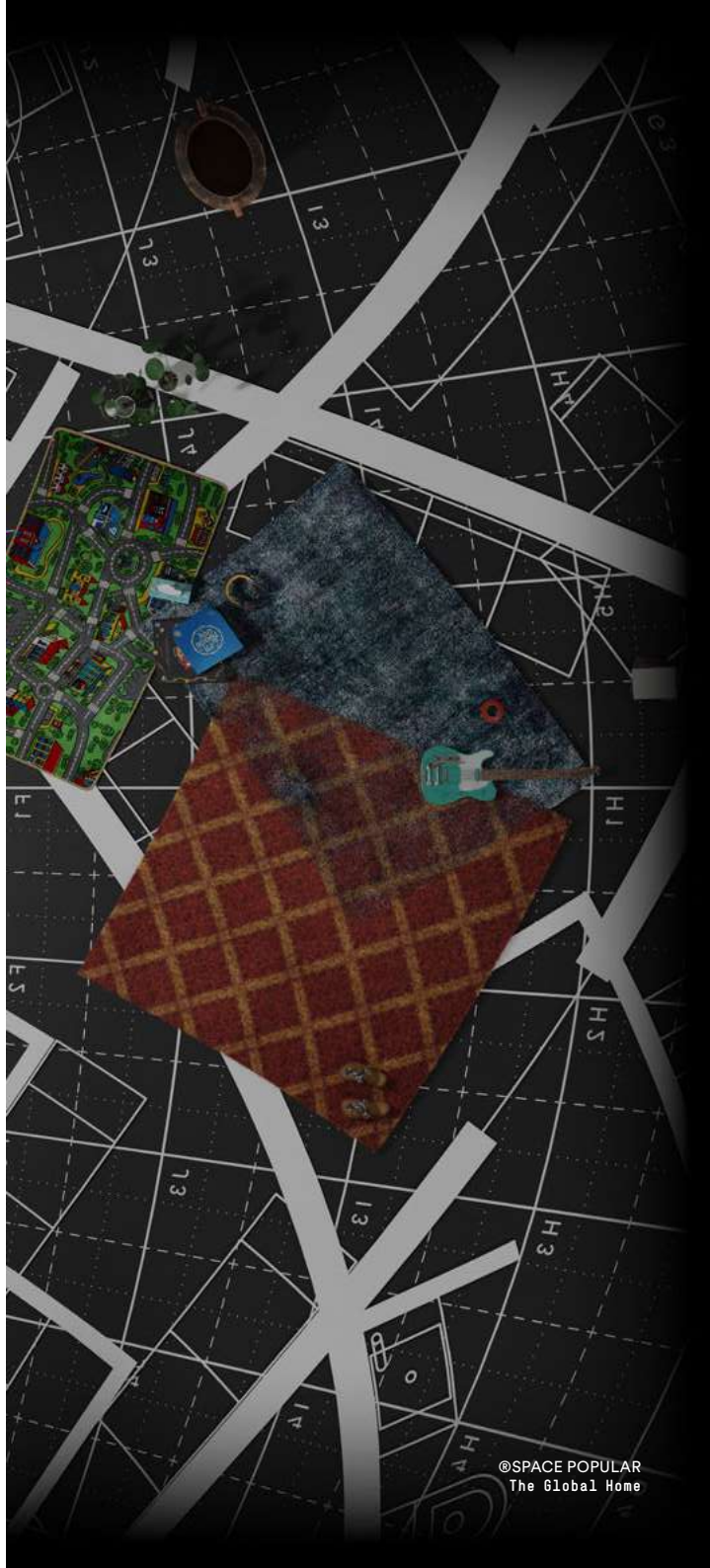
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SCIENCE • TECHNOLOGY • ARTS



MEET is official
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New European Bauhaus 



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