

## PHD PROGRAMME

### Architecture and Design Cultures

AA 2024-25 2 ECTS credits

# RESEARCH MEETS DESIGN

Engaging Cultural Heritage through Game Design Research Methods

**July 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup> 2025**

**Bologna, Aula Multimediale Ex-Pam Via Saragozza, 8**

The seminar invites critical reflection on the integration of video game-based experimentation within design cultures, opening up new research pathways and examining how game design can become a fertile ground for innovation in both research and design practices.

The seminar is organized in collaboration with the Playable Heritage project of the Department of Architecture, in partnership with Feevale University and the Research Center for the Cultural and Creative Industries (C.R.I.C.C.).

Curated by:

Prof. Elena Formia

Prof. Valentina Gianfrate

Prof. Michele Zannoni

Scientific coordinator:

Alberto Calleo, PhD

In collaboration with:

Prof. Elena Vai

Dott. Andr  Conti Silva

Prof. Eduardo Fernando Muller

Prof. Juan Felipe Almada

# SEMINAR PROGRAM

	<b><u>Tuesday July 15<sup>th</sup></u></b>	<b><u>Wednesday July 16<sup>th</sup></u></b>	<b><u>Thursday July 17<sup>th</sup></u></b>
	Aula Multimediale, Via Saragozza, 8 <i><a href="#">Teams streaming link</a></i>	Aula Multimediale, Via Saragozza, 8 <i><a href="#">Teams streaming link</a></i>	Aula Multimediale, Via Saragozza, 8
<b>10:00 - 10:15</b>	<b>Intro &amp; Welcome,</b> Prof. Michele Zannoni		
<b>10:15 - 10:30</b>	<b>C.R.I.C.C. Research Center,</b> Prof. Elena Vai	<b>Intro &amp; Welcome,</b> Prof. Michele Zannoni	
<b>10:30 - 11:15</b>	<b>The Italian video game industry: an overview,</b> Dott. Davide Mancini, Communication & Events Manager IIDEA	<b>Cultural Heritage in Video Games: Balancing Creativity, Ethics, and Copyright,</b> Gabriele Aroni, PhD, School of Digital Arts Manchester Metropolitan University	
<b>11:15 - 12:00</b>	<b>Italian Video Game Program,</b> Dott. Andrea Dresseno	<b>Urban Games,</b> Dott. Matteo Uguzzoni, NYU Game Center	<b>Game Jam!</b> Teams' work
<b>12:00 - 12:15</b>	Coffee break	Coffee break	
<b>12:15 - 13:00</b>	<b>Round Table</b> Chair: Alberto Calleo	<b>Round Table</b> Chair: Alberto Calleo	
<b>13:00 - 14:30</b>	Lunch break	Lunch break	Lunch break
<b>14:30 - 16:00</b>	<b>Game Jam!*</b>  Curated by Prof. Eduardo Fernando Muller  Tutor: Dott. Matteo Gambini, Dott. Nicolò Sinatra  Introduction and start-up	<b>Round Table: Games - Scientific Research and Market Development: the Brazilian Experience</b> Chair: André Conti Silva  Prof. Cristiano Max Pereira Pinheiro, PURCS, Cluster GameRS Coordinator Dott. Milena Cherutti (online), Administrative Director @ ADJogosRS Prof. Eduardo Fernando Muller, Feevale Prof. Juan Felipe Almada, Feevale  <b>Game Jam!</b> Teams' work	<b>Game Jam!</b>  Teams' work Final Presentation
<b>16:30 - 21:00</b>	<b>Let's Play! ARG Experience designed by the participant of the Game&amp;Design Workshop.</b> Riccardo Assirelli, Giulia Benegiamo, Nicola Borgognoni, Renee Ceccarelli, Francesca Cecchini, Noemi Cesari, Sebastiano Dell'Angelo, Orlando Generali, Manuel Granata, Mugurel Gabriel Imbrea, Aurora Lenzi, Giovanni Maraga, Franck Gerson Nguesop Tousse, Emanuele Pessina, Eldwin Tabayoyong, Leonardo Torriglia.		

\*To join the Game Jam, please send an email to [alberto.calleo@unibo.it](mailto:alberto.calleo@unibo.it). The Game Jam is an in-person event only. Participants to the Game Jam need to bring their own laptop with the latest Unity3D version installed: <https://unity.com/download>