

Communication Well Alexandra Sorsino



## Communication Well *Alexandra Sonsino*

The field of exhibition interactives is growing and is particularly fertile for interaction designers interested in designing between the real and the virtual. In a two week workshop at Interaction Design Institute Ivrea, we used the Future Centre in Venice as a case study to address a range of different issues including strategy, communication, technical implementation and the design of experience.

In the beginning we went to Venice and visited the Future Centre in the heart of the city near Rialto bridge. The museum is located in a former 1,000-years-old convent and seeks to blend Venetian heritage with computer and communications technology. We explored the building, which hosts a permanent exhibition of interactive installations and an internet cafe, taking pictures and creating first sketches and scribbles of ideas. The impressions of this

Future Centre entrance

Well no 1 in the first court







