



The "INSULAE" project is coming to Expo Dubai 2020: an encyclopedic journey through the unique beauties of Italy, a storytelling made of Treccani contents and the audiovisual productions of Magister Art

**Four short films dedicated to Murano, Pienza, Procida and Castro to tell and
enhance abroad the wonders of Italian cultural heritage**

In Dubai the first declination of a long-term project that aims to map the new cultural
geography of the 'islands' in our Country

Two small municipalities - Castro and Pienza - and two islands - Procida and Murano, are the protagonists
and the starting point of the **Insulae** initiative: an ambitious project signed by Treccani and Magister Art,
which starts from a **multimedia format for cultural enhancement, combining contents both in analog
or physical mode and in digital mode.**

Four short films, each dedicated to one of the small Italian realities that have been selected for this first
part of the project. The films are **designed to offer an engaging augmented narration of stories, images
and unpublished music - composed for this project by Roberta di Mario - and to build an emotional
tool to tell the Italian uniqueness from a cultural, touristic and productive point of view.**

Characterized by an encyclopedic approach, the four short films combine in a harmonious, original and
exciting way, the **audiovisual productions of Magister Art**, a digital native SME that focuses on a vision
of art as a value in the social innovation of the future, with the **certified contents of the Treccani
database**, an institution that has played since its foundation the dual role of witness of Italian cultural
identity and guide to the discovery of the contemporary world, giving life to a **highly replicable
communicative code, in which the individual entries of the Treccani Encyclopedia are increased
visually and filmically.** Frame after frame, the viewer **enjoys images and infographics for a conscious
and informed vision** - with the rhythm of music - which celebrates the excellence and uniqueness of our
Country.

Insulae is an unprecedented initiative, launched on the occasion of Expo Dubai 2020, with the aim of
enhancing and disseminating abroad the Italian cultural heritage through the promotion of its
geographical islands (Murano and Procida) and 'conceptual islands' - the small municipalities -
(Castro and Pienza), as the quintessence of the identity of Italy. A deep reflection on the theme of

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insularity and loneliness through which the smallest and least known realities are reread and reconstructed thanks to digital narration, **creating a new cultural map of Italy.**

The first four films will be released in the Gallery and Study Room of the Italian Pavilion from 9 to 15 January 2022, on the occasion of the week dedicated to the theme 'travel and connections': from sustainable tourism to the digitization of heritage. Subsequently, the contents will become an integral part of the Treccani portal (www.treccani.it) and **will be re-proposed in the Pavilion itself starting from March 10th**: for this occasion Treccani and Magister Art will organize an institutional event at the Auditorium of the Pavilion.

In dialogue with the themes of Expo Dubai 2020 ("Connecting Mind, creating the future") and the Italian Pavilion ("Beauty unites people"), which gravitate around the theme of **connection**, the concept of **island aims to map and network the Italian territorial excellences, telling a story that has as interpreters the archaeological, historical, artistic and landscape heritage, but also the people, arts and crafts of our peninsula.**

About Treccani

Founded in 1925, Treccani has closely followed the history of Italy, playing the dual role of witness of Italian cultural identity and guide to the discovery of the contemporary world, documenting the most recent achievements in all fields of knowledge, including that of the web. In recent decades Treccani has adapted to the digital revolution with a portal that has quickly become an essential reference point for online cultural and linguistic research and boasts very active social profiles. Today, almost a century after its foundation, Treccani is able to tell the highest manifestations of the artistic-cultural tradition in the form of creations of different nature that set the Institute into the third millennium and into the future, with a renewed mission: to make culture closer through innovation without ever losing sight of the values that characterise Treccani as a reliable guarantor of Italian excellence in every discipline.

www.treccani.it

About Magister Art

Founded in 2017 by Renato Saporito, Magister Art is an innovative and native digital SME that operates in the cultural and creative industry sector. It focuses on a vision of art as a value in the social innovation of the future and explores the potential of technological and digital tools to co-create knowledge on a large scale and provide appropriate solutions for a wide range of social needs through participatory practices – such as the fruition of culture and art.

Magister Art operates, in the Milan and Rome offices, through three clusters aimed at offering unique and integrated products, belonging to different sectors within a single cultural ecosystem: Magister Factory, an experimental innovation hub for the creation of custom products and contents, special and site-specific projects, artistic installations, live events, concerts, publications; Magister Media, producer of audiovisual, digital and multimedia contents; Magister ArtBox, producer of exhibitions and installations with scenic and staging systems without waste and entirely manageable remotely, designed especially for international itinerant projects.

www.magister.art

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