



**Valamarecchia
in touch**



Valmarecchia

CHALLENGE



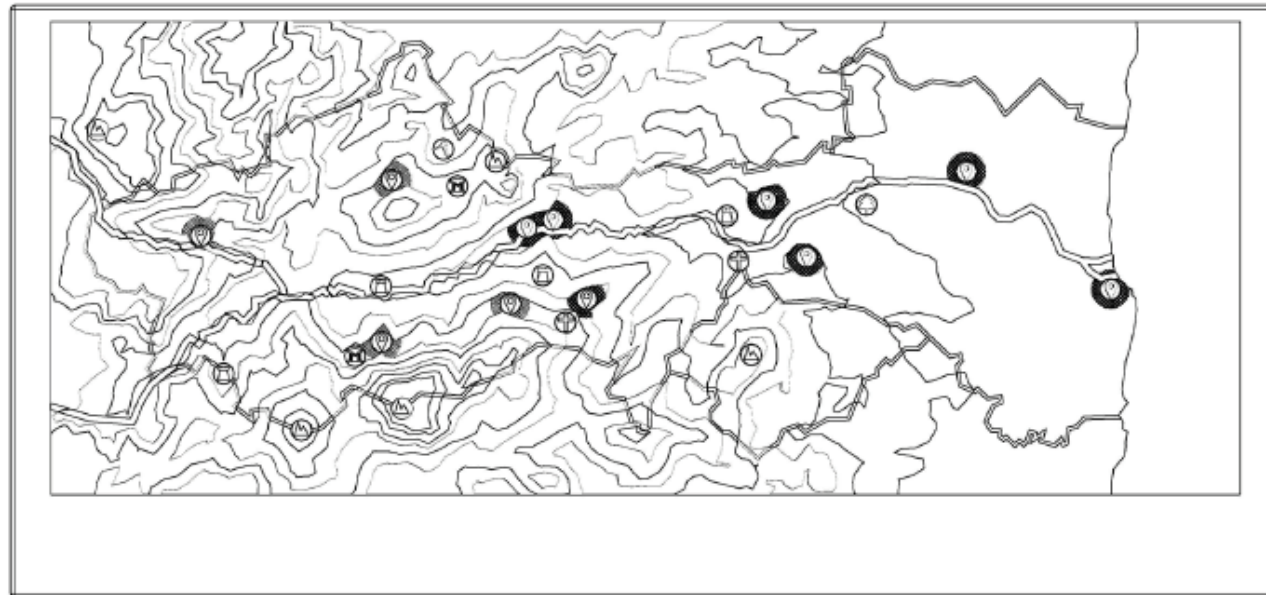
SOLUTION

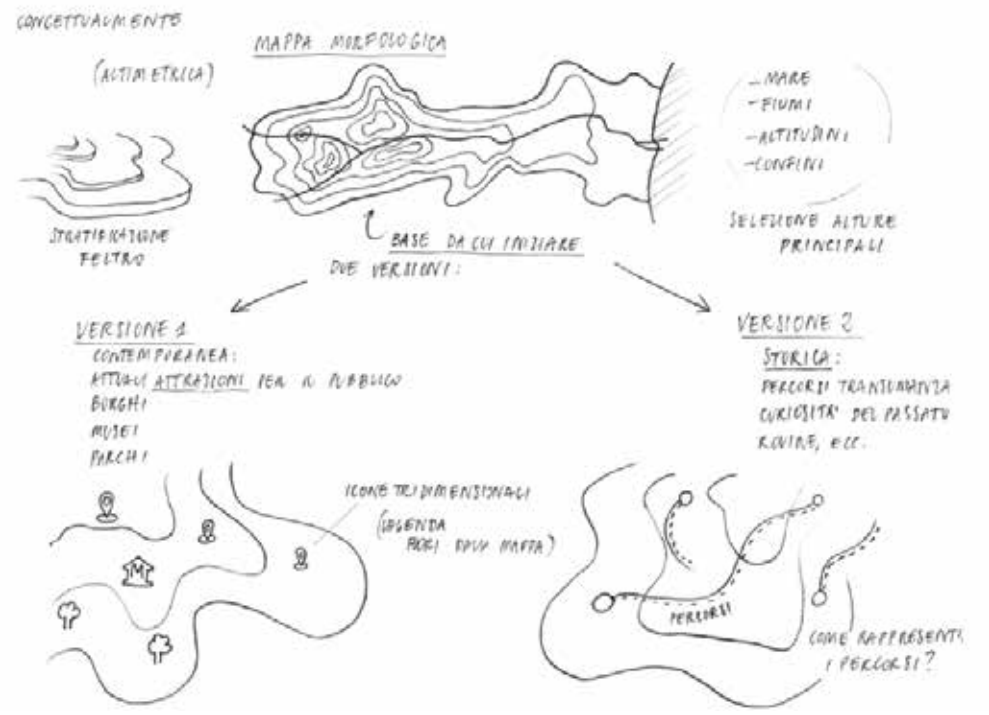
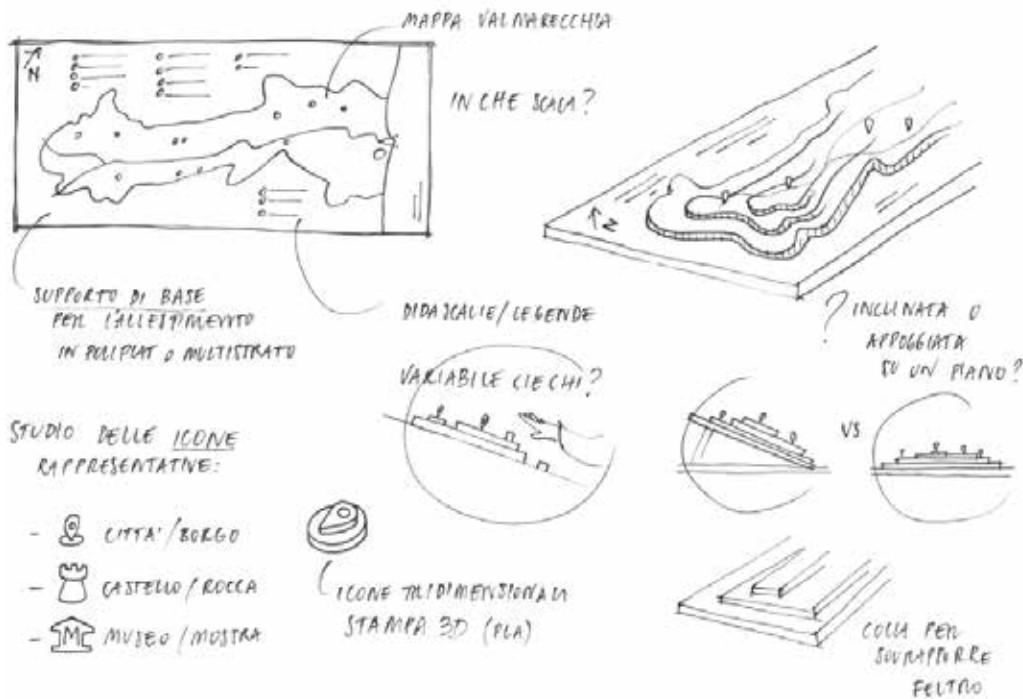
The challenge of the project commissioned by the municipality of Pennabilli (Italy), was to find an innovative and inclusive solution that would allow tourists visiting the area to thoroughly explore its various cultural and tourist destinations, using the region's most widely produced material, felt. With particular attention given to a visually impaired audience.

The solution developed over the course of four months through interviews, prototyping, and testing was the creation of a tactile map made of felt, structured by layering felt to represent the mountainous terrain of the area. This map, targeted specifically for a visually impaired audience, offered an innovative tactile and auditory experience that was both intuitive and easy to use.



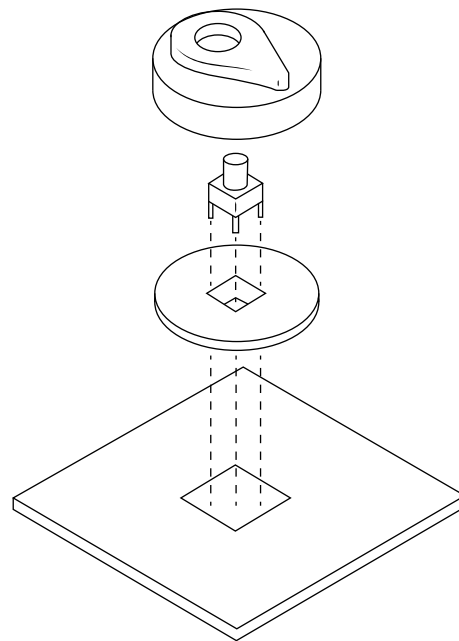
Through extensive research, the most suitable method for creating an effective experience was determined to be mapping the Valmarecchia territory and representing it through a stratification of layers that mirrored the contour lines of the landscape. This approach allowed the user to easily grasp the area's morphology through a tactile experience, enhanced by the texture of the felt. Following further exploration of the region, key points of interest, both natural and cultural, were identified. These were then made prominent within the map, both visually and tactically.







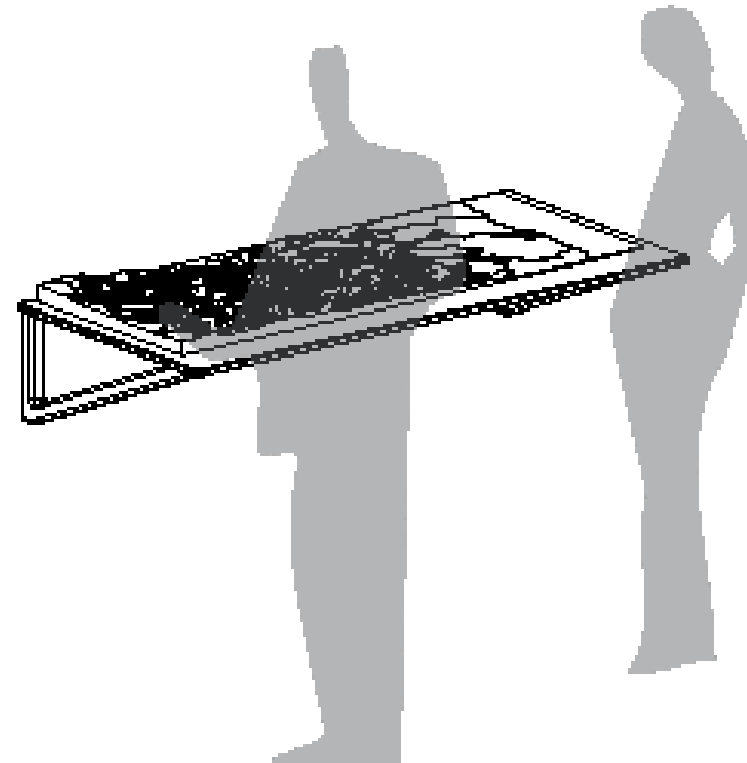
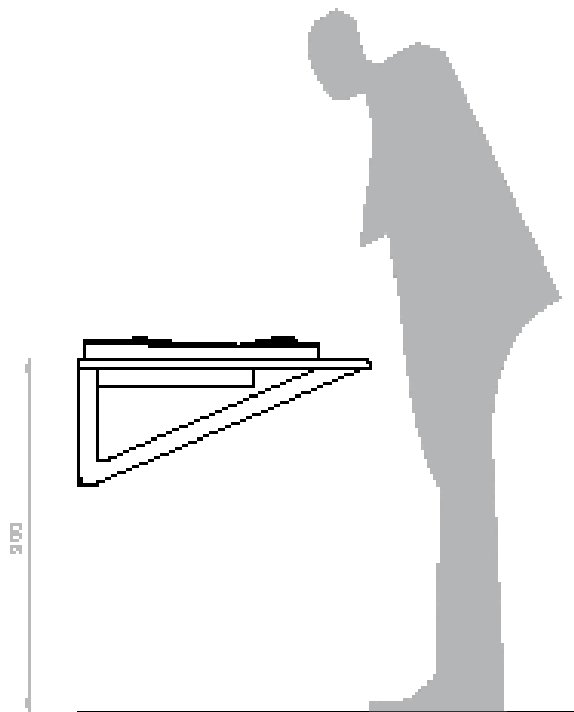
The map has been implemented with an audio system that allows users to listen to information about specific technical details or curiosities related to particular tourist or natural sites in the area. This is achieved through specific buttons that have been carefully designed to provide an intuitive and effective experience for visually impaired individuals. By pressing these buttons, one of the pre-recorded audio messages will be activated, directly engaging the audience.



IDEATION



PROTOTYPE



IDEATION



PROTOTYPE

