



A HIGH TECH *SPACESHIP* LANDS IN MILAN

VODAFONE MEDIA LAB LAUNCHED: VODAFONE OMNITEL'S TRAVELLING MULTIMEDIA LABORATORY

COMING SOON TO BOLOGNA, NAPLES AND ROME

Milan, October 15, 2002 – A spaceship designed to diffuse applications linked to the world of digital technology and telecommunications landed today in Milan's Piazza Leonardo da Vinci.

The event marks the first stop on the Vodafone Media Lab tour, introducing the travelling multimedia laboratory conceived and created by Vodafone Omnitel.

There is a close thematic link between a laboratory exploring the digital world and the services being developed by Vodafone Omnitel.

Vodafone Media Lab is not a shop window for products but a cultural marketing project, through which Vodafone Omnitel aims to introduce the public to new multimedia applications in a simple and entertaining way.

Entry to the space is free and open to all. The Lab is equipped with PCs, audio/video software, digital cameras, video cameras, scanners, state-of-the-art mobile phones and everything one could need to explore the new forms of digital communication of both images and sound.

The laboratory has been designed to be mobile, to travel from one city to another and fit into the various urban landscapes in a non-invasive manner.

It is a pressurised structure of 12 metres in diameter; a veritable *technological greenhouse*, comprising a transparent dome that encloses the various work stations.

The Lab offers visitors the chance to try out a range of functions in accordance with their degree of familiarity, thanks to work stations providing different levels of complexity.

The presence of dedicated screens, showing what each station user is producing, allows first-timers to feel immediately involved and to get to know the Lab just as if it were an open laboratory.

Even beginners and the simply curious can orientate themselves with ease inside the laboratory, starting with the most basic functions, such as the transmission of pictures from a mobile phone or the construction of a digital photo-portrait. The aim is thus to ensure that terms such as MMS, scanning, sound and clip-art are not just the exclusive preserve of technology fans, but an integral part of the personal experience of all visitors.

A team of tutors, chosen from among the top graduates from the European Institute of Design, will introduce visitors to the technology, helping the more enterprising to create their own multimedia works.

At the end of the visit, it will be possible to take away a record of the work produced by saving it on to a Vodafone Media Lab CD, printing it as a photo or by sending it to oneself or to friends via email or mobile phone.

The most striking pictures and the best multimedia productions will be included in the Gallery at www.vodafonemedialab.it, the official Vodafone Omnitel Lab site.

A part of the project is to be entirely dedicated to lower and upper middle schools.

Each morning the students in a class will be invited to describe their worlds via a series of everyday objects.

The information will then be reworked to create a “multimedia class magazine”, to which all pupils will have contributed according to their abilities and preferences.

The process enhances the identity of the class as a group, teaching a method that can also be applied outside the Lab.

Workshops will be organised at each location. These will be afternoon sessions during which visitors to the Vodafone Media Lab will be able to meet contemporary artists (film directors, photographers, musicians, designers, etc.).

Each workshop will be divided into two parts: during the first, the artist will describe his personal development, whilst in the second, he will go on to create an actual multimedia product in collaboration with the Lab’s visitors.

The meetings will take the form of a performance. The visual and sound contributions from the various artists will be mixed at the console and broadcast via the plasma screens placed around the Lab.

During the stopover in Milan, Domenico Leggeri, a director of video clips and short films, and Carlo Antonelli, the TV director, will take part.

The Vodafone Media Lab will be in Milan until October 30.

The Lab will then move on to Bologna (November 5-20), Naples (November 26 – December 11) and Rome (January 7 – 25, 2003).

Entry to the Vodafone Media Lab is free

Opening hours for the public: *12.30 - 18.30*

Opening hours for schools: *9.30 – 12.30*

For further information contact: 3495728290 – www.vodafonemedialab.it