



## SPEAKERS

### ✧ Daniel Asmar – Project Manager MED GAIMS American University of Beirut

Daniel Asmar is an associate professor of mechanical engineering at the American University of Beirut. He received his PhD in Systems Design Engineering from the University of Waterloo in 2006 and his research focuses on robotics and computer vision. He is interested in visual perception, autonomous robot navigation and mapping, environment representation and recognition, augmentation techniques in archaeology and segmentation methods in Computer Vision, with more than one hundred publications in journals and conference proceedings. Since 2010, he has become increasingly interested in digital cultural heritage, using his computer knowledge to help solve problems in this field. Daniel is a member of ASME, a senior member of IEEE and was the founder of the IEEE's joint Lebanese chapter in Robotics and Automation, Instrumentation and Measurement and Control Systems. Daniel is a board member of the World Economic Forum (WEF) on artificial intelligence, robotics and virtual and augmented reality.

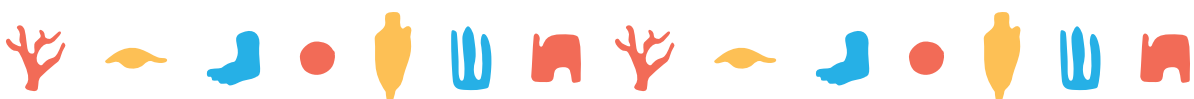
### ✧ Fabio Viola – Game Designer

University lecturer, author of essays and game designer. He founded his first start-up at the age of 22 and worked with Electronic Arts Mobile, Vivendi Games and other international game companies on iconic titles such as FIFA, The Sims, Harry Potter. He studies the impacts of gaming in everyday life and has helped introduce the logic of gamification in companies and public bodies. He is gaming area coordinator at the International School of Comics in Florence and founder of TuoMuseo, an artists' collective specialising in operations to enhance cultural heritage through video games. Among his latest productions Father and Son for the National Archaeological Museum of Naples with over 4.5 million downloads, A Life in Music for the Teatro Regio of Parma and The Medici Game for the Uffizi. He is currently a game designer for the Fondazione Alghero with a multi-year project for the playful infrastructure of the city. He has described the new logics of involvement in texts such as 'The Art of Involvement' (Hoepli 2017) and the forthcoming essay 'The Era of Interactive Culture'.

### ✧ Andrea Ligabue – Artistic Director Play Modena Festival

Andrea 'Liga' Ligabue, known as the Ludologist, is one of the leading board game experts in Italy. Artistic Director of Play - Festival del Gioco, he has been dealing with games and games in the educational field for more than 10 years. A consultant for the Erickson Study Centre, for which he wrote the volume "Didattica Ludica: competenze in gioco", he is coordinator of the GamER section (University of Modena and Reggio Emilia) of the GAME Science Research Centre, of which he is also a member of the Scientific Committee.

For several years he has held a workshop on the use of board games in schools at the Primary Education Science degree course at the University of Modena and Reggio Emilia. A member of the international jury of the International Gamers Award and of the Goblin Magnifico, for years he has been doing his best to spread ludic culture, thanks also to a weekly column in La Gazzetta di Modena and to articles and reviews for international websites and magazines. In 2021 he founded Ludo Labo, a cooperative with which he organises Play - Festival del Gioco and develops some board games such as La 24 Ore di Paperopoli (Panini), Impatto (Istituto di Oceanografia e Geofisica Sperimentale), Summit 2030 (Comune di Modena), Memorie Coloniali (Istituto Storico di Modena), Capitan Avis (Avis Toscana), Pixel (Istituto Nazionale di Astrofisica). He usually plays with adults and children and owns more than 2500 board games and role-playing games.



✧ **Elisa Ghisu – TaMaLaCà – Tutta mia la città**

Elisa Ghisu is a founding partner and administrator of 'TaMaLaCà - Tutta mia la città', a spin-off company supported by the University of Sassari. Since 2013, it has been developing innovative projects, services and tools to improve the quality of life and promote the urban rights of all inhabitants, starting with people and groups that have less, with the aim of building cities and neighbourhoods that are suitable for everyone and each, welcoming the different ways of 'functioning' of the inhabitants.

With a degree in Modern History and a second level master's degree in Cultural Mediation in Museums, Ghisu deals with games, events and stories for the playful learning of the city and territories, museum didactics and innovative tools and processes for the public participation of inhabitants, with particular reference to gamification and storytelling.

**MODERATOR**

✧ **Edoardo Colombo – Expert in innovation and digital tourism**

Author of "Turismo MegaTrend" (ed. Hoepli), a book on innovation and digital transformation in tourism. Expert in the Evaluation Commission of the "European Capitals of Smart Tourism" on the topic of digitalisation. Thematic Expert for tourism in the European Commission's Intelligent Cities Challenge initiative. At the Presidency of the Council, he was an advisor to the Digital Agenda Task Force and a member of the Board of Directors of the Agency for the Diffusion of Innovation Technologies. He was a member of the TDLab Laboratory on Digital Tourism of the Mibact and Advisor for Innovation to the Minister of Tourism and was coordinator of the national tourism portal.

He collaborates with ANCI's Cities of Motors for the development of motoring tourism. He is on the board of directors of Valica, Trentino Holidays, Destination Italia and Olidata SpA and is advisor to BTO Florence, BTM Puglia and Digitalia. He coordinates Turismo Italiae think tank dedicated to tourism born in the context of Cultura Italiae.

**25<sup>TH</sup> June 2022**

**LAUNCH EVENT: 06.00 P.M.**

**26<sup>TH</sup> June 2022**

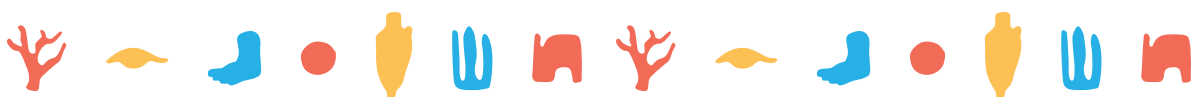
**WHEN: 10.00 a.m.-01.00 P.M.  
06.00 P.M.-09.00 P.M.**

**WHERE: PIAZZA SULIS,  
SULIS TOWER, SAN GIOVANNI TOWER  
ALGHERO OLD TOWN**

**#PLAYALGHERO -GAMES ON DISPLAY  
PLAY AND DISCOVER THE CULTURAL  
HERITAGE OF THE MEDITERRANEAN  
FREE ADMISSION**

- ✧ Experience the games developed within the MED GAIMS project
- ✧ Meet the game designers and discover the creative process behind game development
- ✧ Buy Game Kits to play whenever you want
- ✧ Take a photo and share it on @algheroturismo #PLAYALGHERO

- ✧ Your opinion matters.  
Scan QR code and answer a short questionnaire



# AVAILABLE GAMES

## PIAZZA SULIS

### GAMES FROM LEBANON

#### ✖ Mseilha Game

Mseilha Game is a board game set in Mseilha Castle, a fortification located north of the village of Hamat, Lebanon. Players will have to solve the mysterious case of the murder of the Lebanese governor during the night: who is the murderer, where did the crime take place and what weapon was used?

#### ✖ Sidon Board Game

Sidon the Board Game is an analog game which uses the layout of the actual Saida Sea Castle as its board. A competitive area control board game between two players who are fighting against each other to take control of the Sidon castle in a Crusader-era historic setting with game mechanics combining the popular Risk board game with chess-like strategies.

### GAMES FROM JORDAN

#### ✖ Gadara Spinner

The Gadara Spinner game is an innovative board game based on local history and heritage, which aims to drive tourists to less-known sites in Jordan. Entirely based on luck, the game sheds light on the hidden treasures of the ancient cradle of civilizations in a playful and educative way.

## SULIS TOWER

### GAMES FROM SPAIN

#### ✖ Agency of secrets

“Agency of Secrets” is an app platform that works as a container of the whole MED GAIMS experience in the city of Vilanova i la Geltrú. Under a storytelling umbrella centered around hidden secrets in the town, the users become agents of a secret agency.

#### ✖ Underground. Run through the tunnels

The secret Library of the Agency has been discovered and it's in danger. Travel through the Vilanova i la Geltrú's tunnels moving the last objects to the new placement, but beware of being followed. A case in Virtual Reality for visiting the old tunnels of the city.

#### ✖ Escape book. The secret library

The secret library of the Agency was moved through the tunnels of Vilanova to a secret location to avoid falling into the enemies' hands. No one knows where it is. All the clues to find the location is held in a book: "The book of Secrets". Look at the pictures and solve the enigmas to discover where it is hidden.

#### ✖ Souls. An unfinished story

There's a lost soul that cannot rest until the accomplishment of his mission. A long time ago wrote a letter that never arrived at its destination. Discover who was the recipient and help the soul. A supernatural case in Virtual Reality.



## GAMES FROM ITALY

### ✧ Angelica and the King of the Algiroids

Video game based on a point-and-click graphic adventure with fantasy overtones and an augmented reality treasure hunt revolving around the character of young Angelica.

### ✧ Murder in Alguer

What happened to Sophia? An augmented reality digital game in which users will play the role of a detective and have to retrace the places she has been to discover what happened behind her mysterious disappearance.

### ✧ CollezioneAlghero

Special physical and digital augmented reality sticker album dedicated to collectors of all ages, to travel through time and get to know the protagonists of Alghero history.

### ✧ Alghero Quest Box

Physical game of urban exploration dedicated to single travellers, families and groups of explorers, to get to know the territory by taking on small challenges and solving mysteries.

### ✧ Alghero Expert

Two board books to explore the city museums MACOR Coral Museum, MŪSA Archeological Museum: between puzzles and riddles, become an expert in archaeology and the history of the city.

### ✧ S.Myth – the Missing Sketchbook

Playable touristic guide of the city of Alghero based on the notes left by Commander Smyth and the mystery behind them.

## 🏰 SAN GIOVANNI TOWER

### ✧ Digital Canvas

An immersive and interactive digital environment particularly appealing to young children, which evolves and changes according to the images created by the players.

## 🏰 ALGHERO OLD TOWN

### ✧ Playful itinerary

A playful itinerary of urban installations through which to discover the main cultural sites of Alghero and its territory, a hub of fun and entertainment for citizens and tourists alike.



where: SAN GIOVANNI TOWER

PROJECT BY THE ASSOCIATION  
IL VAGABONDO IN COLLAB. WITH  
LA NUOVA PICCOLA COMPAGNIA

