

[FREEWHEEL]  
**A RUOTA LIBERA**  
A CROSS MEDIA PROJECT



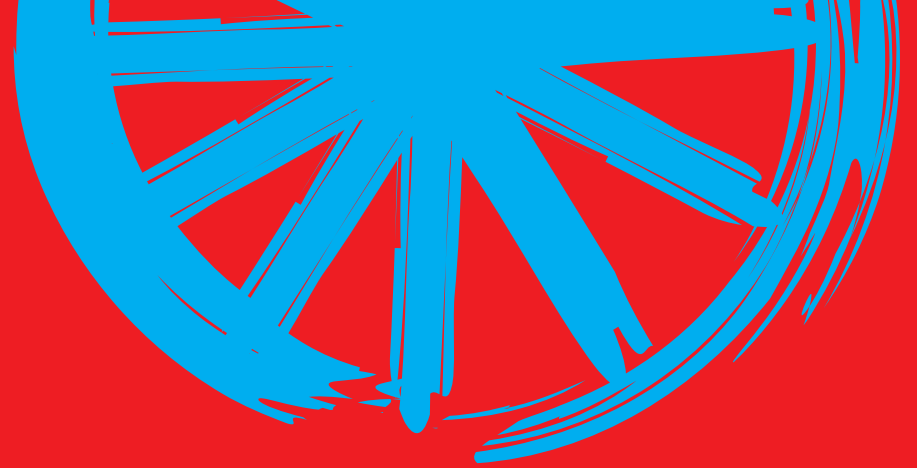
PROJECT CO-FUNDED BY THE EU



**Pietro Scidurlo**



A RUOTA LIBERA - A CROSS MEDIA PROJECT



Pietro found a new purpose: to make the Ways accessible to everybody.

**“A ruota libera”** (*Freewheel*) is about his journey along the Via Francigena, through a creative use of new media.

**“A ruota libera”** is a cross-media project. Various communication techniques contribute to its creation: from web-story telling to augmented reality.

The idea is to show - in a completely new way - the journey of a disabled person, Pietro Scidurlo, along the Via Francigena - on the Northern Lazio section.

Our project revolves around an interactive web-doc platform through which we follow Pietro’s journey along the Way.

The hypertext of the web-doc

also allows us to activate several contributions that tell the story of the territory, its culture and the people who live and cross it.

We will therefore create a real interactive communication network meant to the cultural enhancement of the Via Francigena.

**A Cross Media Project**







Proj

The core of the project is the **web-doc** interactive platform.

Exactly like the spokes of a wheel, all the contents of our work branch off and converge.

The unity of meaning in such a complex network can be found in the dialogue among three elements:

- **Pietro's path**
- **Art, history and culture of the via Francigena**
- **The territory crossed by the via Francigena**



## Our journey shares Pietro's point of view along the Way.

Pietro's journey will cross the Northern Lazio section of the via Francigena, from Acquapendente to Rome. Along with Pietro, we will discover the territory of Lazio Tuscia, its landscapes, its history, its villages and cities. The narrative of the journey will not be linear but it will be decided by the users according to how they choose to navigate the web-doc, through videos, photos and infographics that compose the framework of this project.

Together with the interactive documentary, we will edit an e-book, a travel journal based on the experience we shared with Pietro along the Way.

The e-book is connected to the web-doc through links that refer to its audiovisual contents. This way, the travel experience will be shared and enjo-

yed through two different but interactively connected languages.

Pietro's pilgrimage along the Way will also be an inner journey for him. Step by step, he will face all the difficulties and efforts the Way entails. During his journey Pietro will pursue his goal: **mapping the Via Francigena to make the way accessible to everybody.**

Based on Pietro's fieldwork, we will carry out a mapping and a geolocation of the route. By doing so, it will be possible to indicate the most challenging points along the way and to provide alternative itineraries.



Web story telling



## Pietro's encounters along the Way.

Pietro will meet artists at every step of the Way: poets, musicians, art historians, painters. Not only they will share part of his journey, but they will hold exhibitions and events in the most suggestive places between Acquapendente and Rome along the Lazio stretch of the Via Francigena.

From the web to the territory then: these artists will shape and represent their own vision of the journey.

**Moving Art**



## A journey to discover the territory.

Telling Pietro's story means revealing, step by step, the territory he crosses. Art, history, culture and landscape will be our silent travel companions.

We will also give voice to artisans, entrepreneurs, cultural curators, museum directors who live there and every day promote and preserve the culture of their territory.

In order to promote this reality, we created an innovative format: **DOC-SPOT**.

The idea comes from the desire to use both digital technology techniques and web communication to reduce the distance between small shops, firms, cultural hotspots (museums, churches, historic buildings) and their visitors. All of this in a format

which is brief (5 minutes), immersive and with a strong visual impact. From the platform, via links, you can access the DOC-SPOT.

In addition, we will create a QR-code system and will distribute it to the places we want to promote along the entire route. This way, walkers (as well as other individuals) will be able to learn about museums, shops, hospitality facilities along the Way.





# FINANCIAL PLAN AND SPONSORSHIPS

The operational phases of the project take place over a period of 18 months with a total cost of 180,000.00 euros.

“**A ruota libera**” project was presented by Associazione temporanea di Impresa which joins Area Comunicazione and Informatica Srl, in partnership with Forma-Tec Srl and Land Comunicazioni Srl. It refers to the Regional Public Notice “L’Impresa fa cultura”, published on BUR [Region Official Gazette] N° 104 - 27th December 2018.

The project was funded by DD G15773 [Executive Decree] of 18 November 2019, granted by a regional contribution of 144.000,00 euros, co-financed by the ERDF Fund at 50%, co-financed by the State at 35% and the remaining 15% co-financed by the Lazio Region.

## Proposers

For over 20 years **Area Comunicazione e Informatica** has been assisting corporate communication by using the most functional IT solutions available on the market (infrastructure, application and management software, cross media promotional campaigns and immersive and interactive technologies). Thanks to the partnership of leading technology brands, such as Google, VMWare, Veeam, RedHat, Microsoft, Mikrotik, Area is able to offer classic business solutions (typically designed and used by large companies) even to small businesses. situations.

**Land Comunicazioni** carries out the production and distribution of documentaries and television series on Italian art, music and history, national territory and landscape. It works in collaboration with important cultural experts and cooperates with major Italian medias. Since its foundation, Land Communications has been dedicated to exploring the Italian artistic and natural heritage in a long journey through the folds of the territory, in search of the so called ecomuseum made of a variety of works and surprising discoveries.

**Forma-Tec** specializes in searching and obtaining the most functional financing solutions to meet its clients’ needs. Forma-Tec designs, manages and reports corporate integrated projects in business, territorial and supply chain fields. Strategic knowledge of the labor market and strong networking skills allow Forma-Tec to offer consulting and integrated services based on context and managed in an extremely flexible way.

## The sponsorship

Now the beneficiaries of the regional funding are looking for sponsorship propositions outside the partnership.

Specifically, we are looking for sponsorship proposals to set up and promote the scheduled events. This sponsorship activity will last no longer than 12 months and it must not exceed 36,000.00 euros (VAT excluded).

The project partners are committed to ensuring the visibility of the proposing sponsor within several communication activities related to the initiative, and regulated by a subsequent Implementation Agreement.

During the proposal evaluation, if you need any information or clarifications either of administrative nature or concerning the goals of this project, you may contact:

**Marco Neri** - [mnmarcomarco@gmail.com](mailto:mnmarcomarco@gmail.com)

**Eleonora Di Marco** – [e.dimarco@forma-tec.it](mailto:e.dimarco@forma-tec.it)

The value of this kind of project - one of the first in Italy - lies not only in its wide-ranging, but also in the possibility of expressing, through innovative forms and languages, the enhancement of a territory and the people who cross and experience it.

Francigena is a European way. **“A ruota libera”** is a project with great potential because it connects the local reality to the international background crossed by the Francigena. In a spirit of accessibility and sustainability, **“A ruota libera”** therefore places itself in a wide and articulated productive development perspective and it involves very diversified partnerships such as businesses, local authorities and institutions (both local and European).

Through new forms of digital representation, our project aims to enhance and promote sustainability and inclusivity: Pietro's path is everybody's path.

Pietro's story is the story of all of us, each one with their own differences, doubts and weaknesses. In the troubled times we are living Pietro's journey sends out a message: face the challenges that await us with courage and determination, just like Pietro faces those of a new journey along the Way.





**A RUOTA LIBERA**  
A CROSS MEDIA PROJECT

MEDIA CROSS PROJECT ON THE WAY OF THE VIA FRANCIGENA  
WRITTEN AND CREATED BY MARCO NERI

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