

**Papàgna** (pa|pà|gna; pronuncia: pa'pàgna). *n.* 1. Regional, used in central/southern Italy: violent blow, punch or slap in the face. 2. Typical medication belonging to rural culture. Obtained from poppy seeds, it was given to children in order to facilitate sleep, and to adults as painkiller.

## What is Papagna Experience: VR, storytelling, emotions.

Cities do their best to be readable. They display themselves to the travellers, inviting them to stroll about along the boulevards, visit the museums, admire the nightscape. However, cities, just like humans, are layered: they conceal secrets, exclusive stories, forgotten ghosts.

*Papagna Experience* is the **secret city** hidden within Ceglie Messapica's old town. You'll explore it equipped with two tools: one old, a mysterious guide book loaned from the local library; one contemporary: the smartphone. The explorer of *Papagna* ventures into that lovely maze that is the old town following the book, looking for the glimpses hiding the parts of the secret city. A little square brimming with trees, a shady alley, an odd play of railings are gates leading to lyric and ruthless stories, to be seen through the lenses of the newest digital technologies like virtual reality (VR), interactive audio stories, digital graphic novels.

*Papagna* is something like a serial in form of a walk, a world-book for wanderers eager for unexpected. It's a mirror reflecting an era, ours era, that is unruly as well as kissed by an unprecedented concert of humanity.

## The next tourist.

*Papagna Experience* is a new concept of tourist experience, an invite to experiment an emotional rather than educational relationship with the city. It has the vintage flavour of paper tourist guides and the futuristic magic of the state of the art of digital technologies.

It could be said that it's an open-air museum, an invisible chest of digital art you can visit walking along the old town alleys; but this definition is valid only if it is enlightened with the lights of cinema and pop culture. If *Papagna* is a museum, then it's a strange one in which entertainment and depth coexist, engaging as a game and capable of giving insights about our strange times.

*Papagna* transforms stories (VR, 3d shorts, interactive audio stories, vertical graphic novels, etc.) in heritage, just as churches, ancient ruins, castles: things that is worth travel for. They're anchored to the most exciting views of the old town, and the tourist looks for them using the guide and opens them with the smartphone, linking the pleasure of strolling around with an engaging narrative. Something very similar to the *flâneur*, the gentleman strolling around the city looking after glimpses of magic and fascinations of modernity.

Therefore, stories become tourist attractions indeed, *Papagna* can do it because contents are powerful, inspired, various, have visual and narrative talent, challenge the limits of digital languages, provoke our opinions about the world. Its characters are drag by their needs in rude conflicts. If ours is the era of total access to contents, *Papagna Experience* overturns the principle: you can't see it if you aren't there.