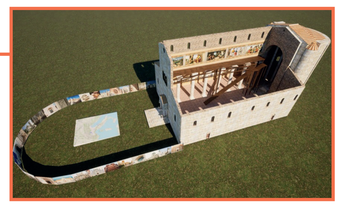
TIME TRAVEL LAB:
Maestri Comacini, the Masters of Cathedrals

AI, Tourism & Culture

Innovation Design Workshop for AI-driven Future Tourism:
The story of the builders, the Maestri Comacini, protagonists of an international meta-destination where the artisanal culture of Made in Italy has created places to inhabit beauty.

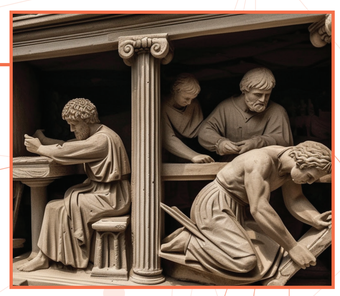
Outputs of the workshops: *Outputs of the workshops*

1 **A virtual cathedral in the metaverse**, accessible on smartphones, through the creation of one's own avatar. Within the cathedral, unseen iconographic cycles generated by artificial intelligence are visible, telling the story of the Comacini Masters with a pictorial language that evolves from the Early Middle Ages to the Renaissance. It is an original imaginary developed with generative **AI (AI RE-GENERATIVE ART)**.





2 The digitization of works by the Maestri Comacini found in the Lake Como area through recordings with **360-degree cameras and gigapixel technologies** at very high definition. This is **VR technology** accessible with a headset that enhances **the art of building, decorating, and creating beauty by the cathedral masters**.



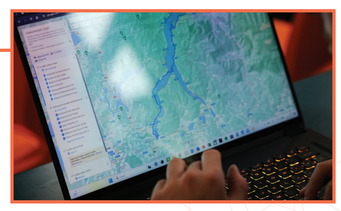


3 The creation of images made with **Generative AI** to reproduce construction sites of the Maestri Comacini with a **cinematic language and a historical approach** that enhances sources and eliminates "fantasy" and "fake" contributions.





4 The prototype of a **tourist itinerary** of the Maestri Comacini, in the form of an **immersive guide**, accessible by tourists both on-site and remotely before the trip. The tour includes a bike route, lake navigation, and walking, consisting of 20 stops with **explanatory QR codes** on self-standing panels. This is an **innovation design of homogeneous tourist products** when extended to the national (and international) territory.








WHO WE ARE

*The **IATH Academy Lake Como**, founded 10 years ago in Cernobbio by the hotel groups Villa D'Este, Meta, and LarioHotels, together with some of the most qualified entities in specialized training in the tourism sector and the Italian and international hotel entrepreneurial system, develops highly specialized ITS courses to train new professionals for the Tourism and Hospitality sector.*

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Sponsorship

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