

goal: production of a concept idea

15 October: open lesson

22 October: first checks

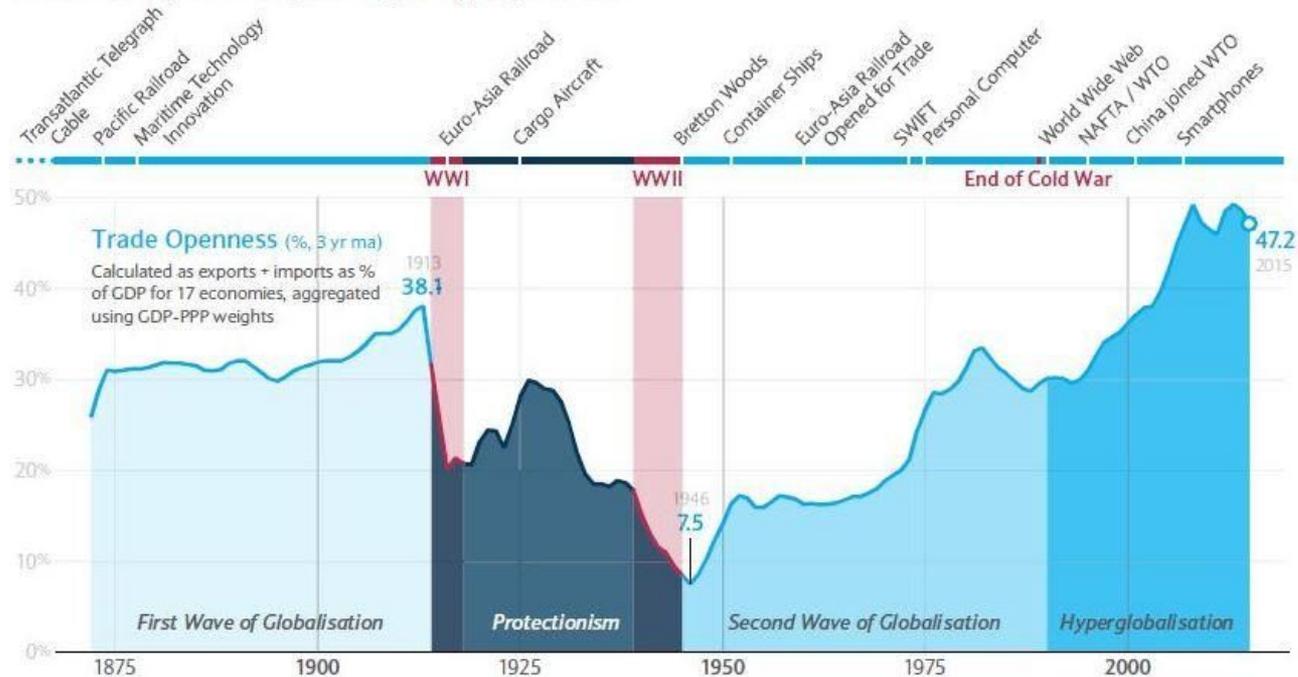
29 October: slide show presentation

5 November: last checks

12 November: final presentation (little A5 format book)

HYPER GLOBALIZATION: way of life

Globalisation cycles: from golden age to Hyperglobalisation



Source: NBER Macroeconomy Database

Globalization, which is a phenomenon that comes from afar (just look at the graph above), has not only led to economic / cultural dynamics on society, in a continuous and determined search for simplification of exchanges beyond geographical distances but has changed and shaped our way of life, especially trying to assume a profile defined above all in living our experiences, that can become "marketizable"

The culmination is perhaps the experience of social networks in which our personal life becomes a marketing product, reworked by algorithms to take on a communicative identity.

Communication precedes reality, we sell our experiences.

Today we can say that tourism represents the most important and symbolic industry of these phenomena of hyper-globalization.

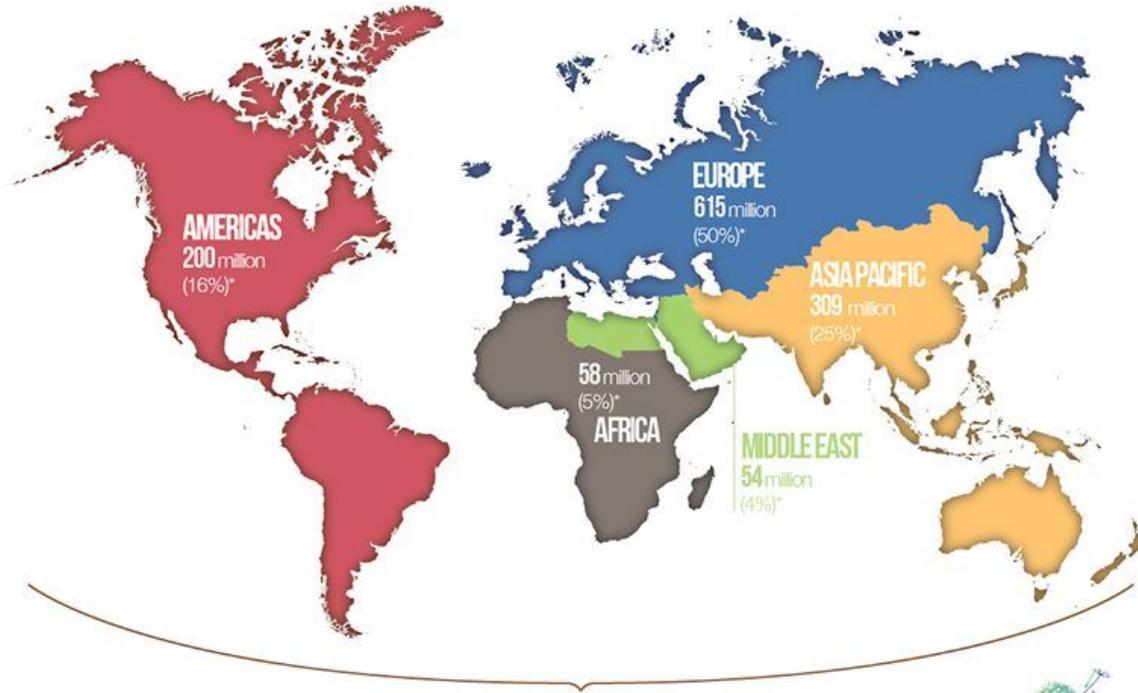
Tourism is a typical brand experience: not a real experience but a mediatic one, a way to have a idealization of the travel.

Today we consider tourist anybody who moves (and not just for leisure) tourism is not travel but a lifestyle.

Tourists as nomadic inhabitants, serial consumers, multiple identities.

INTERNATIONAL TOURIST ARRIVALS 2016

*Share (%)



WORLD: 1,235 MILLION



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Revenues from international **tourism**

1522 mld \$

World data relating only to international tourism, excluding the domestic one

84mln

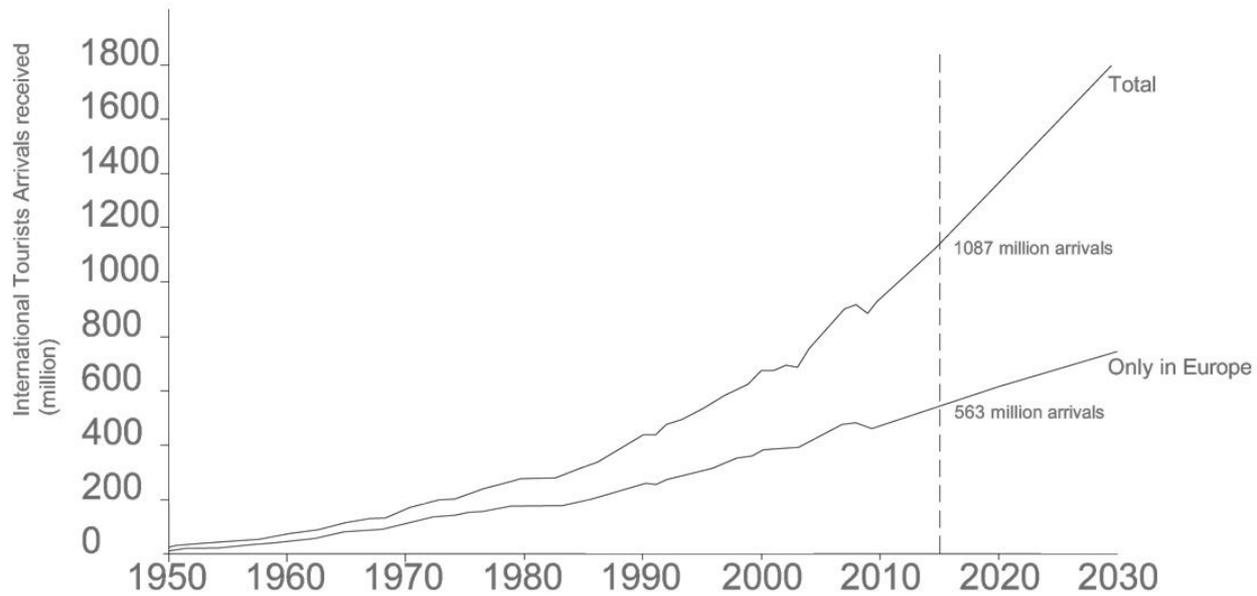
Foreign visitors to France
(the most visited country in the world by foreigners)

50mln

Foreign visitors to Italy

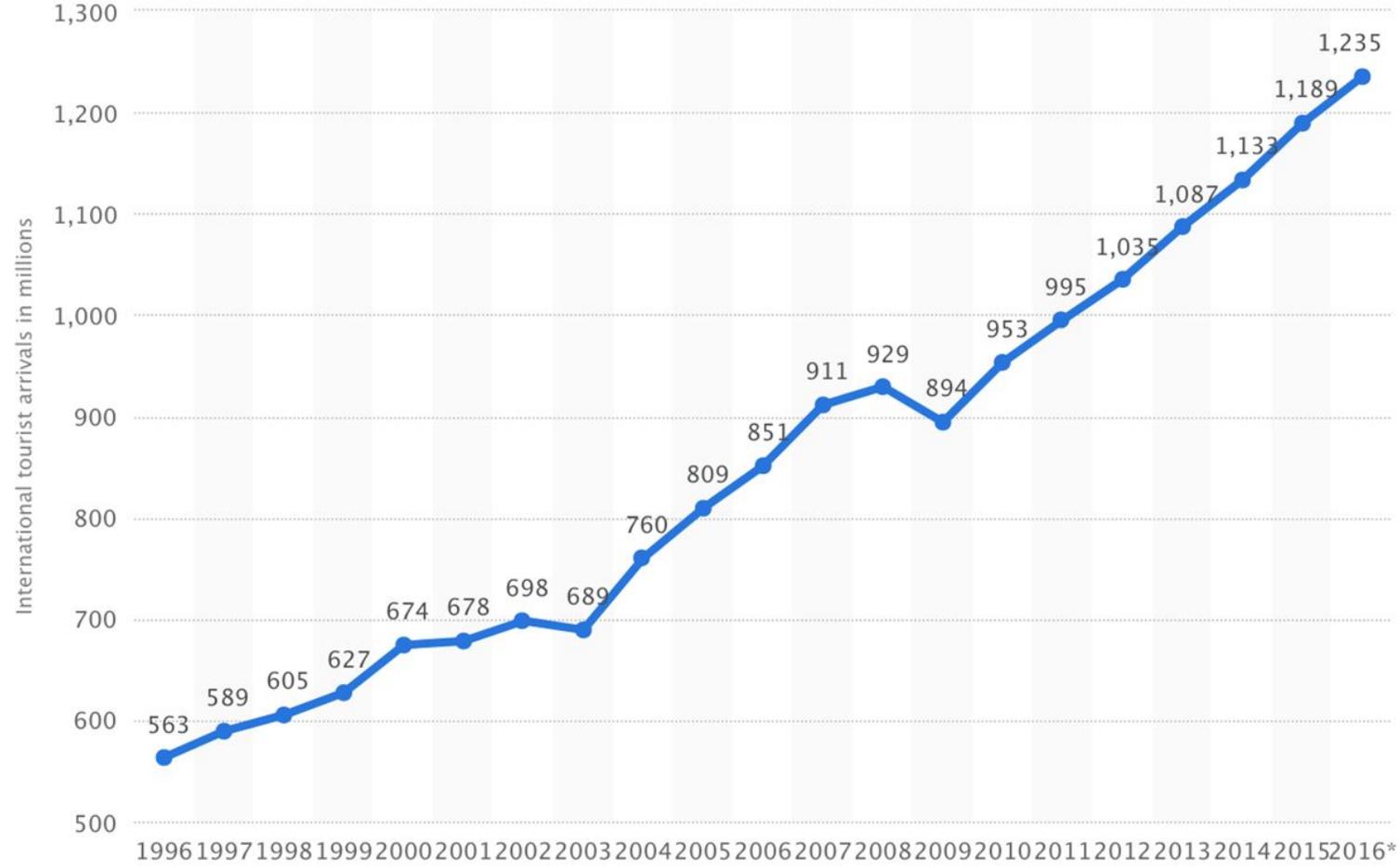
It is estimated that the total annual revenue from tourism is instead around

7600 mld \$

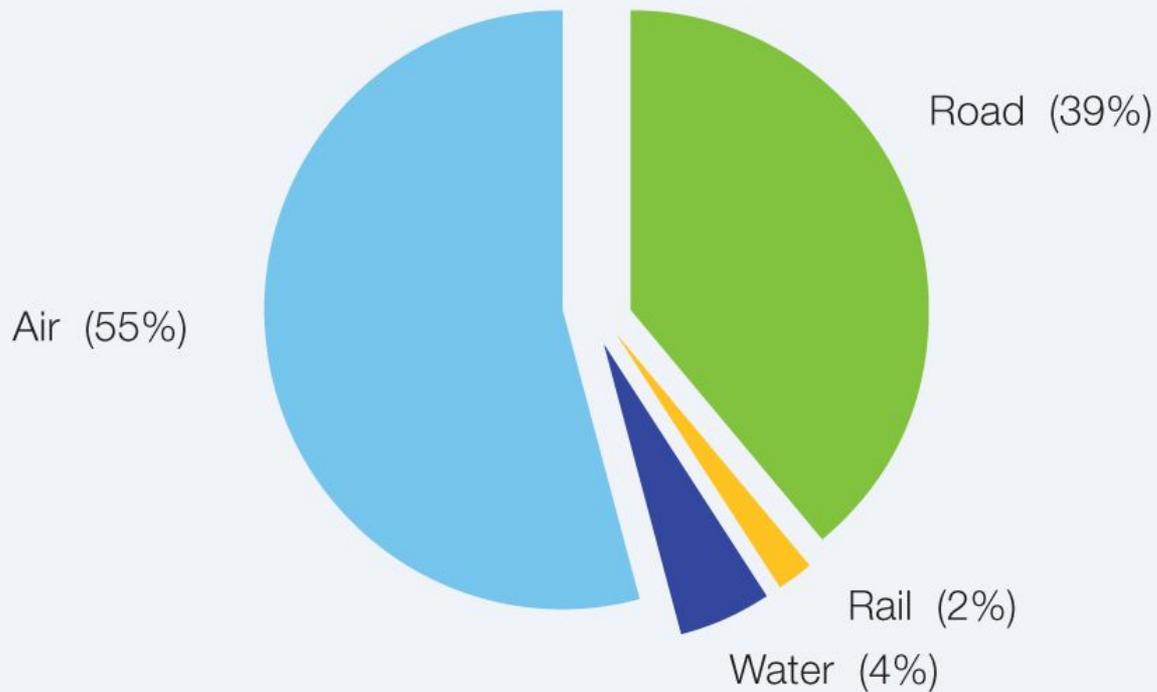


World Tourism Organization (report 2014)

**2018:
1,400**

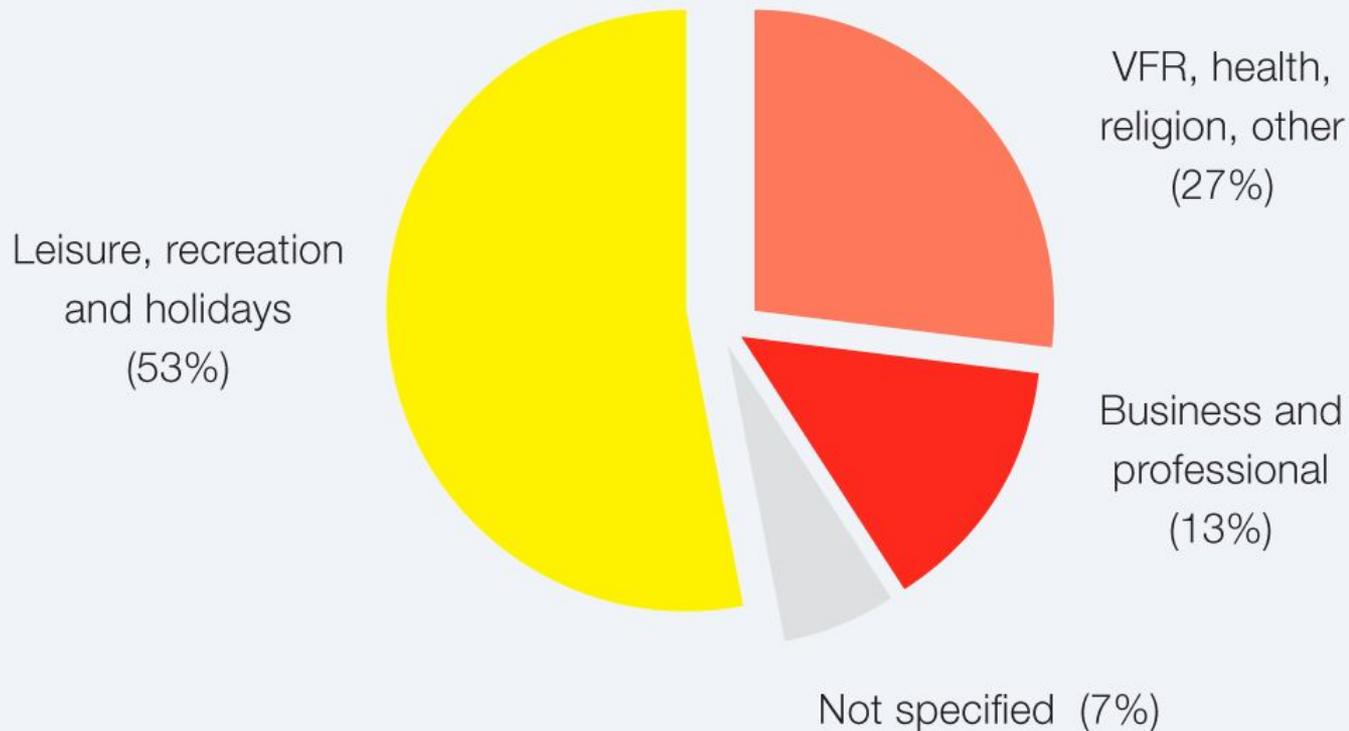


Inbound tourism by mode of transport, 2016* (share)



Source: World Tourism Organization (UNWTO) ©

Inbound tourism by purpose of visit, 2016* (share)



Source: World Tourism Organization (UNWTO) ©

ITALIA: la più bella "città" del mondo



"Italy: the most beautiful 'city' in the world." Tourist poster promoting Italy.

Disneyland

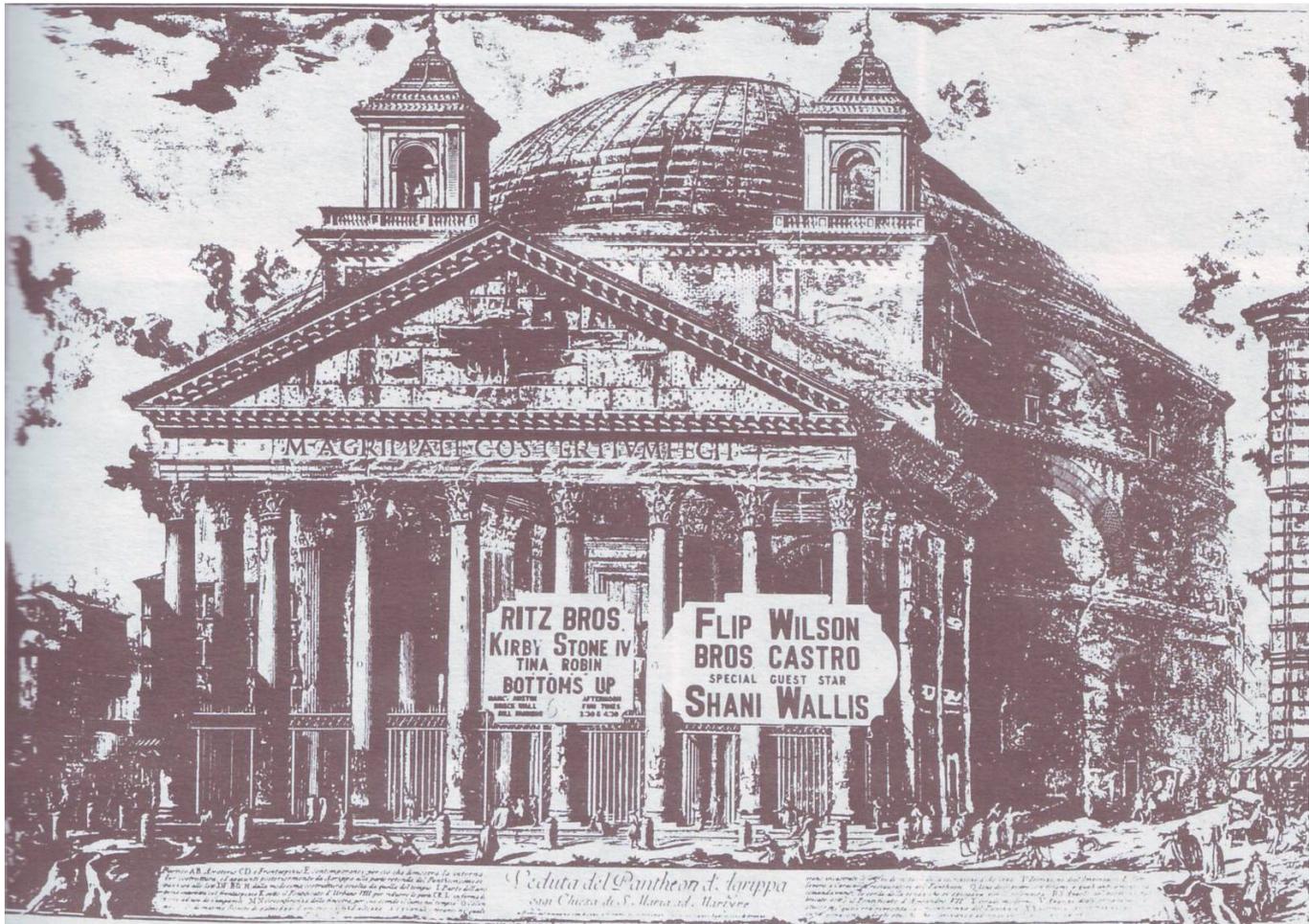




Venetian Palace,
Las Vegas, 2017



Pasquale Iaconantonio, *Roma Interrotta [a.p.o.v.]*, rielaborazione di disegni sulla base delle vedute di Piranesi, 2017



Robert Venturi, *Roma Interrotta*, 1978

Duane Hanson, *Tourists*, 1970





Duane Hanson, Tourist II, 1989



Ritratto di Goethe nella campagna Romana, di Tischbein, 1787



Tim Davis,
Aqueduct golf,
2008



G.P.Pannini,
Galleria di
vedute di Roma
antica, 1757

Martin Parr, Italy
Rome Piazza
Navona, 2005





Jacques-Louis
David, Il
giuramento
degli Orazi,
1784

Martin Parr,
Italy Rome,
2005



Ditlev Blunck, Danske kunstnere
på et romersk osteri,
1837

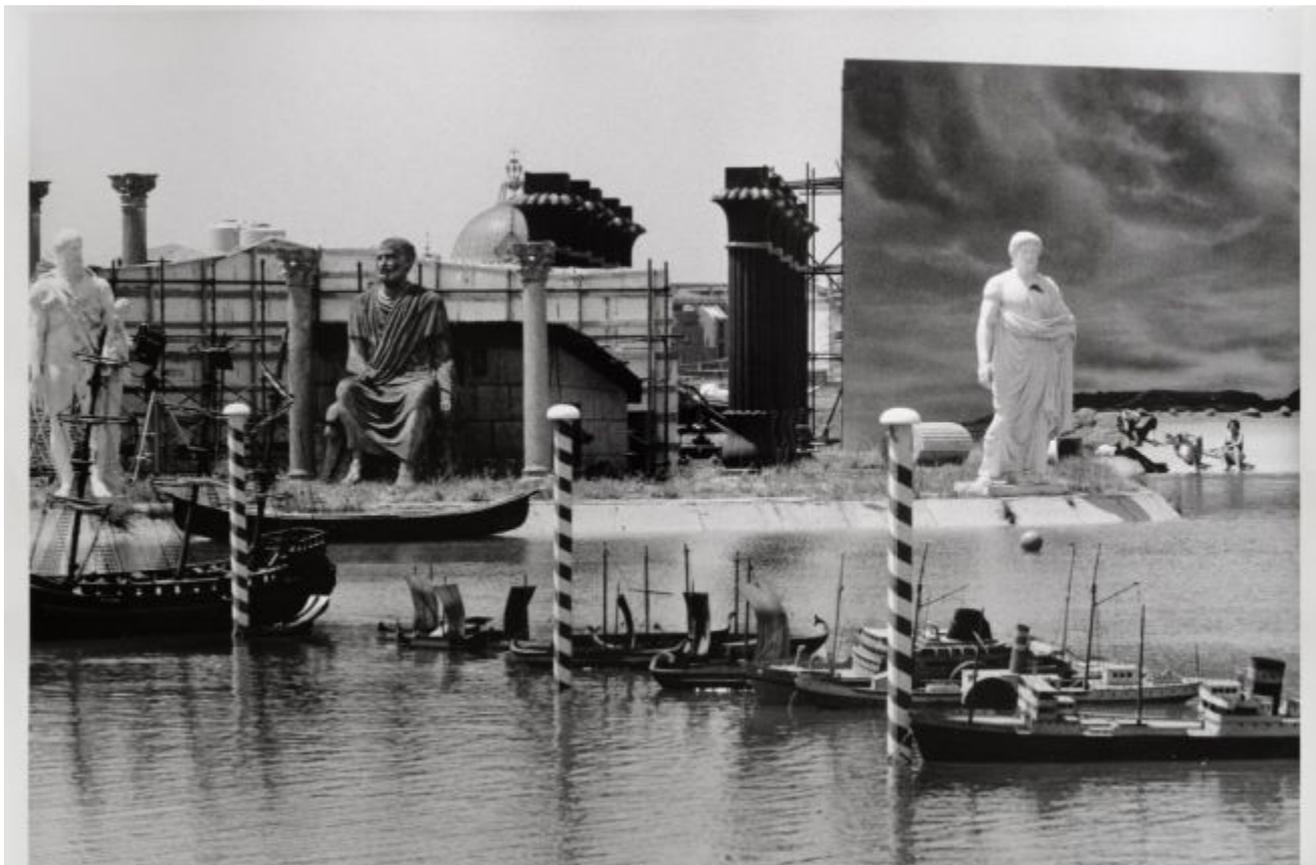


Foto di scena del
film "Roma" di
Federico Fellini,
1972





Mario Cresci,
Fontana di
Trevi being
restored, 1990



Gianni Berengo
Gardin, Cinecittà,
1986

Photo from the set of
"Totòtruffa62" by
Camillo Mastrocinque,
1962



Henri Cartier Bresson,
Rome, 1959





Photo from the set of Federico Fellini's "La dolce vita", the Anita Ekberg's fountain bath, 1960



Photo from the set of Federico Fellini's "Le tentazioni del dottor Antonio" with Anita Ekberg walking among the EUR buildings, 1960



Jep Gambardella in Parco degli Acquedotti, *The Great Beauty*, 2014

Martin Parr,
The leaning
tower f Pisa,
1990



Martin Parr





Gianni Berengo
Gardin Mostri a
Venezia, 2013

Brad Farwell
RAPTURE
(PANTHEON)
(Italy, 2010)



Brad Farwell
Untitled (2949),
2009





G.B.Piranesi
Via Appia Antica
e Via Ardeatina,
1756



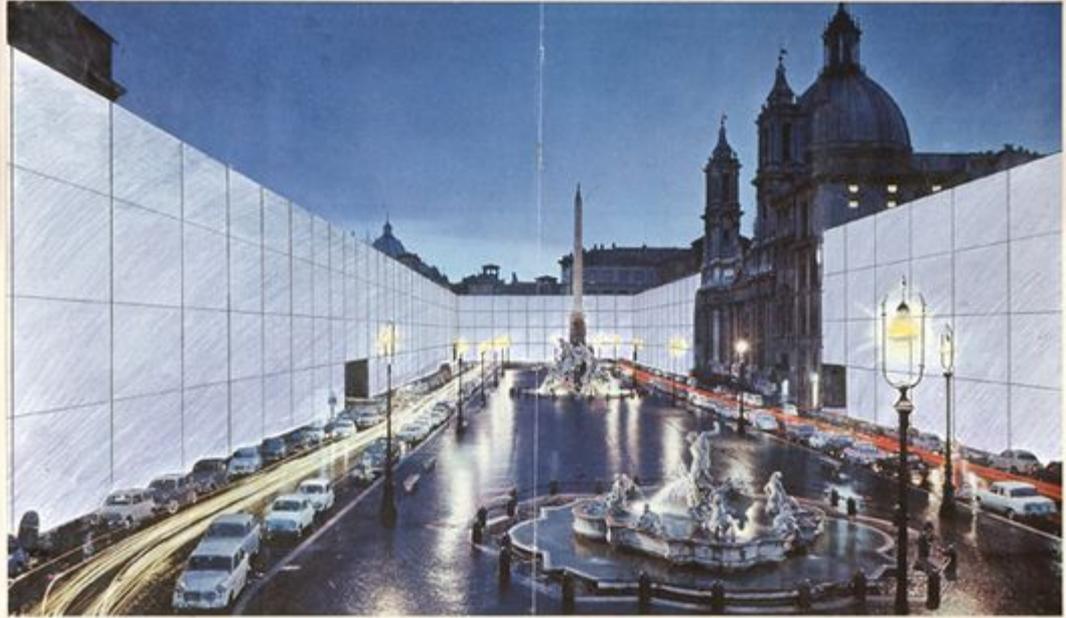
Idea delle antiche vie Appia e Ardeatina

Piranesi F.

Giovanni Paolo Pannini,
Capriccio di rovine: rovina
romana con un profeta, 1751



Superstudio,
Continuous
monument.
View of Piazza
Navona, 1971



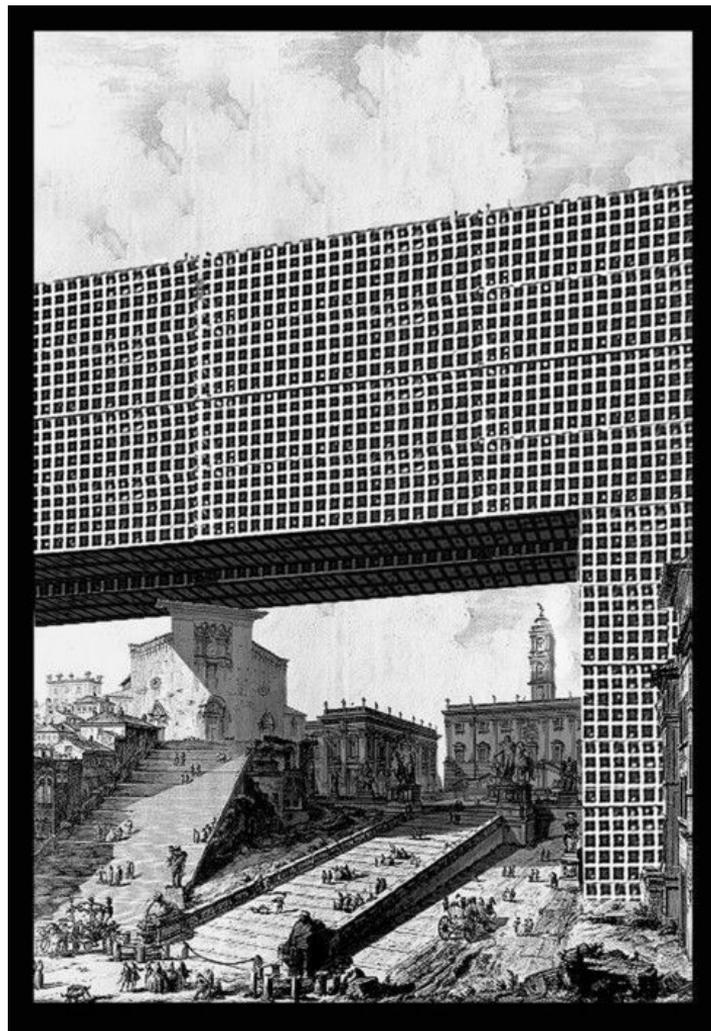
Superstudio,
Grand Hotel
Colosseo, a
drawing from
'The Continuous
Monument'
project, 1969





[Spot](#) Mulino Bianco, 1994

Lokomotiv
Absolute architecture, city vs. sprawl



Families with only one component

41,7%

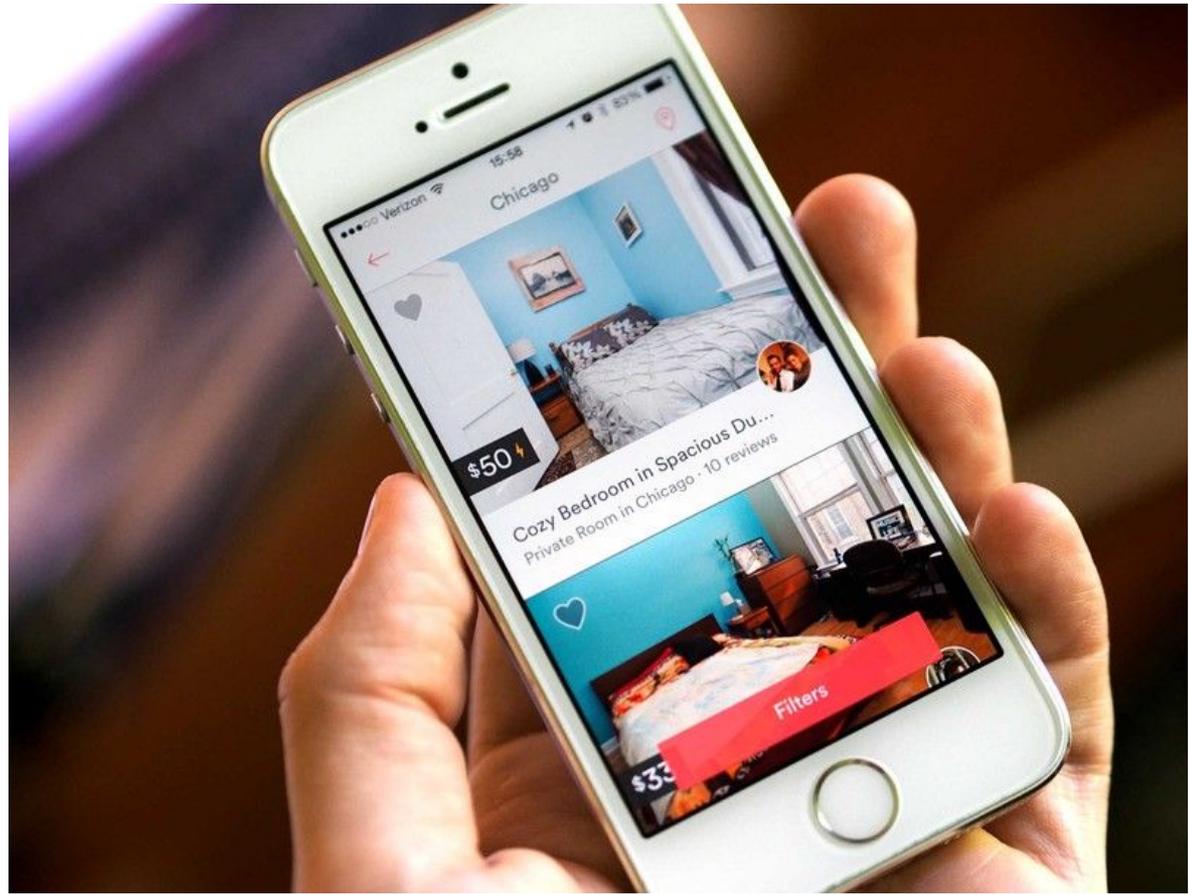
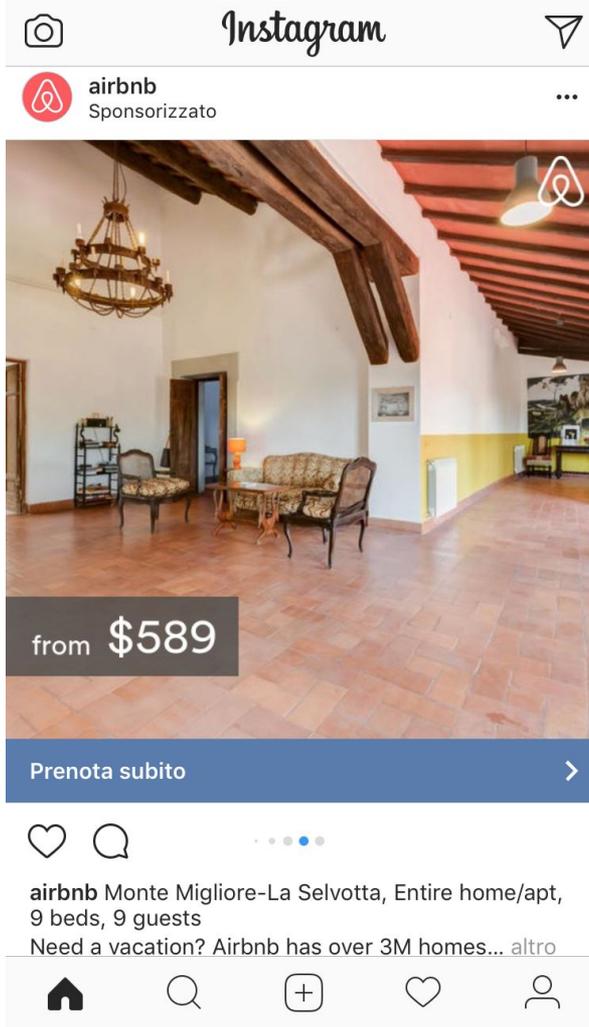
Rome

45%

Milan

64,6%

Municipio I

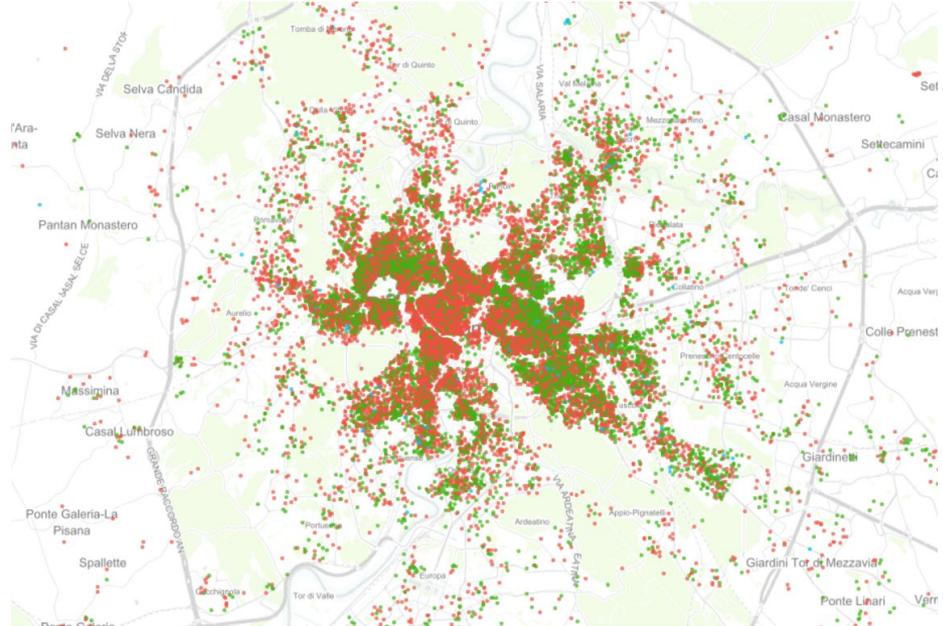


Airbnb, [data](#) about Rome

25.275 ads

60% home/apartment
39% private rooms
1% shared rooms

78 nights/year
medium price 90€/night
average monthly turnover 511€





🔍 Roma · Case

Inizia a guadagnare con Airbnb

Aiuto

Registrati

Accedi

20 nov – 30 nov

Ospiti

Tipo di stanza

150€+

Prenotazione immediata

Più filtri



PREZZO IMBATTI...



318€ ⚡ Luxury Flat - Navona Square

Intero appartamento · 4 letti

★★★★★ 22 recensioni



158€ Appartamento Orso - Piazza Navona

Intero appartamento · 2 letti

★★★★★ 30 recensioni



155€ Luxury Navona - Canova

Stanza privata · 1 letto

2 recensioni



169€ ⚡ Splendid Piazza Navona Apartm...

Intero appartamento · 3 letti

★★★★★ 55 recensioni



200€ 🏠 Antiche Residenze Romane - ...

Intero appartamento · 2 letti

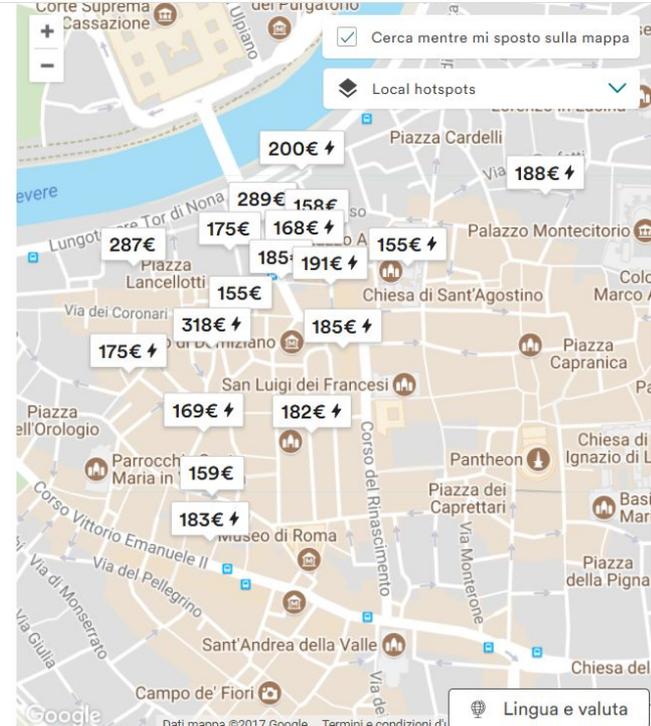
★★★★★ 70 recensioni



155€ ⚡ Amazing home near Pantheon

Intero appartamento · 4 letti

★★★★★ 13 recensioni







Where are you going?

Browse

Help

List Your Space



Meet With Locals

[See all \(9\) >](#)



**Meet, Greet & Mingle:
Delicious Bernal Brunch &
Exquisite Art Tour**



**Coffee Meet & Greet
with a Local in the Mission**



**Start-Up SF: Meet and
Eat**



[link](#)



+

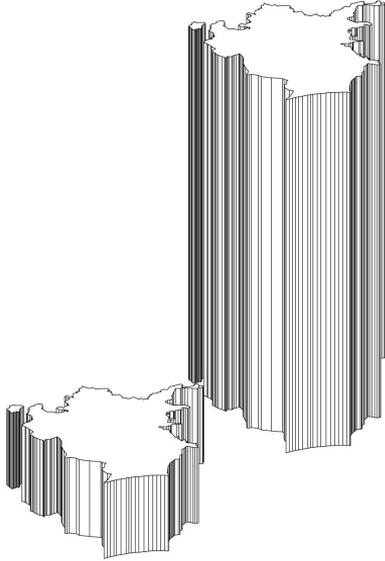




A night at IKEA with AIRBNB, Tempe, Sidney

ROME

**2014 population
2,9 million**



**2014 touristes
13,3 million**

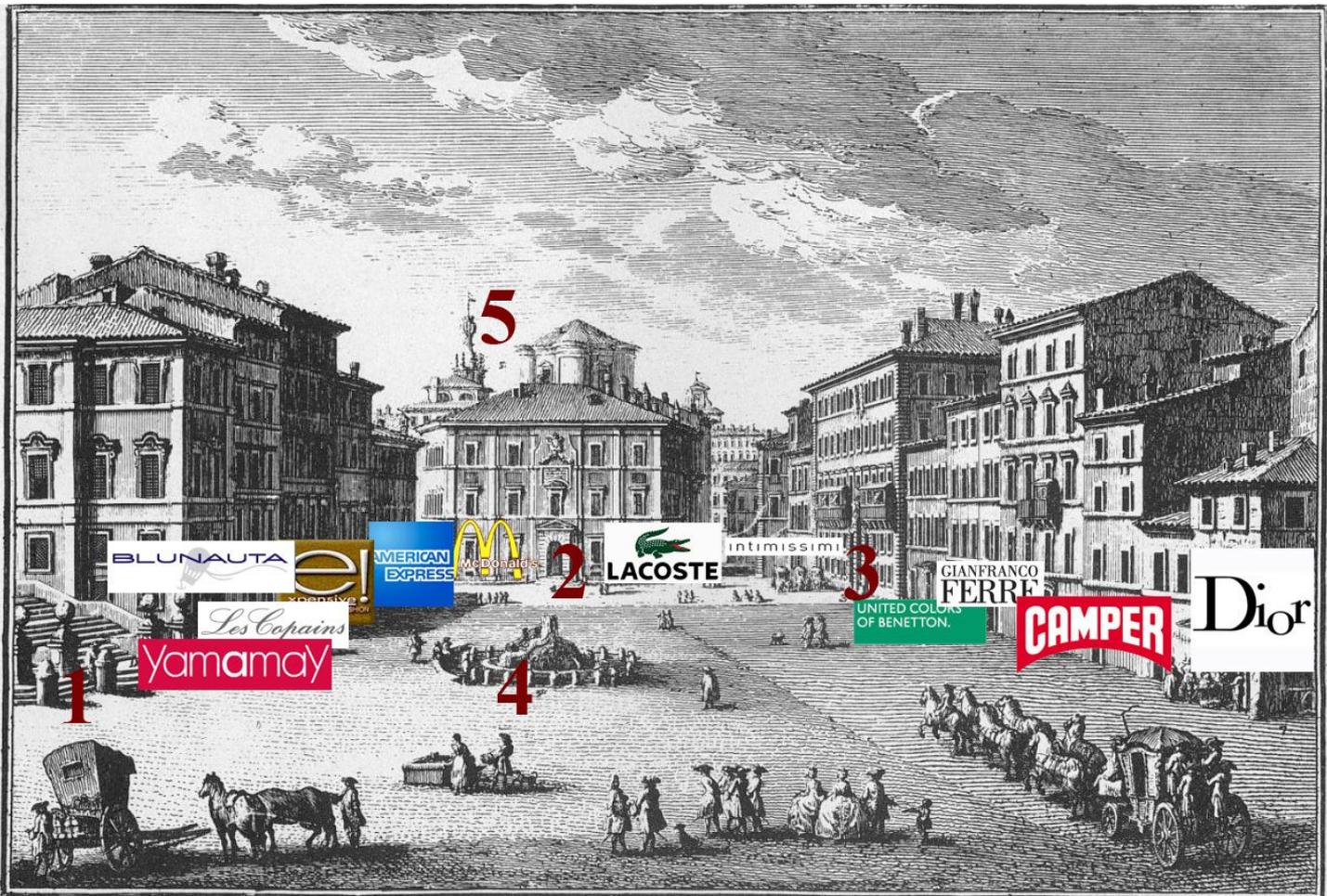
average duration of tourist stay in Rome

A city for 2,5 days

24 ikea



the commercial area of Rome is equivalent to 24 ikea



G. Vasi del. sc.
1. Scalinata della Chiesa della SS. Trinità 2. Collegio di Propaganda Fide 3. Palazzo di Spagna 4. Fontana detta la Barcaccia 5. Campanile di S. Andrea. 40

I would like that you use techniques such as photos, photocollage, diagrams, short texts, to prepare your concept book on the topic of the thesis: the experience of ice cream, or rather of choco-ice cream in relation of the italian way of life.

At the same way of the tourist experience, enter in a global market (as Venchi is doing) means designing an experience to put on the market.
Which experience can be better for Venchi to sell the ice cream experience?



Silvano Venchi.

Silvano Venchi
From 1878

2000
First Venchi Store

2007
Birth of the Venchi choco ice cream







Bernardo Buontalenti
Artista e architetto, 1531-1608



Audrey Hepburn
Roman holidays



Barack Obama



Kim Kardashian



chiaraFerragni • [Segui](#)
Caffè Ciampini



chiaraFerragni Nella vita imprenditrice gelataia 🍦 Can you believe I made this pistachio gelato? Roma sei stupenda ❤️

1 g



trash_italiano Nella vita, imprenditrice gelataia.



1 g Piace a 2041 persone
Rispondi

— Visualizza le risposte (18)



marinadiguardo ❤️



1 g Piace a 171 persone
Rispondi



Chiara Ferragni
(Instagram profile)