

Rethinking Culture and Creativity in the Technological Era

International Workshop

20th-21st February 2020

University of Florence

<https://www.disei.unifi.it/empro-v-p-393.html>

Special session “Laboratory on Games and digital Innovations on cultural and creativity”

February 21, 2020

14:15 – 16:15

@ First Lab – University of Florence

Andrea Mancini - LABORPLAY (Firenze), "Play Your Job: from recruiting to recruitment"

Many current psychological theories consider games as a functional tool: they allow us to experience actions and behaviours we might face in the future and to express our entire personality with no masks. Video games in particular may mediate the continuous learning process of soft skills such as initiative, problem solving, effective communication.

This turns to be important because the priority skills for companies nowadays are autonomy and proactivity, team-working skills, willingness to learn, role and timetable flexibility, and only after, the up-to-date technical skills. Working on soft skills means working on people's employability.

The utopia of gaming recruiting is now reality. Download our PlayYourJob app, complete a quick test, continue to play your favourite game and share the screenshot with the scores: you will demonstrate how many and which skills you are learning.

Nico Cerri - POLO TECNOLOGICO LUCCHESI (Lucca), "Start and Up: business? easy like a game!"

Gamification is an increasingly popular tool also in the educational field to encourage the learning thanks to game activities.

Our goal with the videogame "startandup.eu" is to make learning the main concepts and dynamics related to run a start-up company fast, simple and intuitive.

Alessandro Innocenti - UNIVERSITÀ DI SIENA (Siena), "Improving creativity with virtual reality"

Although the potential of virtual reality applications has been extensively assessed for gaming, education, and entertainment, the prospect of it being used as a tool to boost creativity has been somewhat undervalued. In this presentation I will explore the power of virtual reality to unlock the creative potential of its users. It is clear that virtual reality offers us a way to simulate reality, it also encompasses what can be done in physical reality and can break out of the bounds of reality and accomplish things that cannot be done in physical reality. Herein lies its real power in boosting creativity.

Omar Rashid - GOLD ENTERPRISE (Firenze) "VR Storytelling"

Gold is specializing in the language of storytelling through VR. We believe the VR narrative has infinite potential, applicable to many aspects of both corporate and entertainment reality. Lately, we have realized a series of projects ranging from advertising to entertainment, to the creation of a proper social confrontation. At the moment, VR presents unique characteristics that limit its use to a finite number of situations. Gold tries to increase these situations.