

IMMERSIVE EDUCATION INITIATIVE  
**IMMERSIVE ITALY**

7th European Immersive Education Summit



**VIRTUAL REALITY AUGMENTED REALITY A.I.  
3D PRINTING LEARNING GAMES SIMULATION**

**iED**

Lucca & Pisa Italy 16-19 Nov. 2017

ImmersiveEducation.org #i2017

**"PICK 3 FOR 15"**  
**Workshop Series**

16-17 November 2017

Lucca, Italy

# IMMERSIVE ITALY + EiED 2017

*World's experts in immersion and immersive technologies to convene in Italy this November*

The **Immersive Education Initiative** has announced that Lucca has been selected as the official site for [IMMERSIVE ITALY 2017](#), which will run in parallel with the prestigious [European Immersive Education Summit](#) (EiED) this November. The academic and technical conference, which is open to the public, will feature cutting-edge technology and research from around the world along with related presentations, exhibits, tools, techniques, standards and best practices.

IMMERSIVE ITALY 2017 and EiED 2017 will address the personal, cultural and educational impact of immersive technologies such as Virtual Reality (VR), Augmented Reality (AR), virtual worlds, telepresence, simulations, learning games, 3D printing, personal robotics, immersive teaching and immersive learning systems, and fully immersive environments such as caves, domes and planetariums.

The conference will conclude with special hands-on Virtual Reality and Augmented Reality workshops and social activities at the world-famous Leaning Tower Of Pisa in nearby Pisa, Italy.



*Located in Italy's Tuscany region, and in close proximity to both Pisa and Florence, Lucca is known for the well-preserved Renaissance walls that encircle the city's historic center. Conference attendees will walk together down the historic cobblestone streets and broad tree-lined pathways that run along the tops of Lucca's massive 16th- and 17th-century ramparts as they take part in unique hands-on Virtual Reality (VR) and Augmented Reality (AR) outdoor workshops.*

# Organizers



[IMMERSIVE ITALY 2017](#) and [EiED 2017](#) are organized by the international non-profit **Immersive Education Initiative** in collaboration with **INDIRE**, the research division of the **Italian Ministry of Education**.

The [Immersive Education Initiative](#) is a non-profit international collaboration of educational institutions, research institutes, museums, consortia and companies. The Initiative was established in 2005 with the mission to define and develop standards, best practices, technology platforms, training and education programs, and communities of support for virtual worlds, virtual reality, augmented and mixed reality, simulations, game-based learning and training systems, immersive teaching and immersive learning platforms, and fully immersive environments such as caves and domes.

Thousands of faculty, researchers, staff and administrators are members of the Immersive Education Initiative, who together service millions of academic and corporate learners worldwide.

Founded in 1925, [INDIRE](#) (National Institute for Documentation, Innovation and Educational Research) is the Italian Ministry of Education's oldest and most highly regarded educational research organization and is considered the benchmark for educational research in Italy.



IMMERSIVE ITALY and EiED 2017 will take place in Lucca, Italy, from November 16-18 and conclude on November 19 with special hands-on VR and AR workshops and activities at the world-famous Leaning Tower Of Pisa in nearby Pisa, Italy. The event will be co-organized and hosted by [UIBI Foundation](#), the Italian non-profit institution dedicated to teaching and pedagogical innovation.



# iED Summits

Building on the success of the previous 11 years of Immersive Education Summits (iED Summits), IMMERSIVE ITALY 2017 and EiED 2017 will feature a unique modular format that premiered at [IMMERSION 2014](#) in Los Angeles, California, and [IMMERSION 2015](#) at the Sorbonne in Paris, France.

iED Summits are official Immersive Education Initiative conferences organized for educators, researchers, administrators, business leaders and the general public. iED Summits consist of presentations, panel discussions, break-out sessions, demos, exhibits, hands-on workshops and hands-on professional development programs that provide attendees with an in-depth understanding of immersion, the technologies that enable immersion, and immersive teaching and immersive learning techniques and best practices.

Speakers at Immersive Education events have included faculty, researchers, staff, administrators and professionals from Harvard University (Harvard Graduate School of Education, Berkman Center for Internet and Society at Harvard Law School, and Harvard Kennedy School of Government), Massachusetts Institute of Technology (MIT), MIT Media Lab, The Smithsonian Institution, UNESCO (United Nations Educational, Scientific and Cultural Organization), Federation of American Scientists (FAS), United States Department of Education, National Aeronautics and Space Administration (NASA), United States Department of the Interior (DOI) National Park Service, Walt Disney Animation Studios, Stanford University, Cornell University, Duke University, UCLA, USC, Google, Microsoft, Intel, Oracle, Halliburton Company, Turner Broadcasting, Gates Planetarium, Computerworld, Technion Israel Institute of Technology (Israel), The MOFET Institute (Israel), Keio University (Japan), Chukyo TV Broadcasting Company (Japan), Nikko Telecommunications Company (Japan), National University of Singapore (NUS), University of St Andrews (UK), University of Glasgow (UK), Coventry University (UK), European Learning Industry Group, Open University (UK), University of Oulu (Finland), Royal Institute of Technology (Sweden), École Nationale Supérieure des Arts Décoratifs (EnsAD; France), Interdisciplinary Center Herzliya (Israel), Graz University of Technology (Austria), University of West of Scotland (UK), University of Barcelona (Spain), Universidad Complutense de Madrid (Spain), Government of New South Wales (Australia), Eötvös Loránd Tudományegyetem (Hungary), Universidade Federal do Rio Grande do Sul (UFRGS; Brazil), Indian Institute of Technology, Delhi (India), and many more world-class organizations detailed online at <http://summit.ImmersiveEducation.org>

# "PICK 3 FOR 15"

## Workshop Series

16-17 November 2017

Lucca, Italy

In celebration of their collaboration the IMMERSIVE ITALY organizers have developed a special series of teacher-training (Professional Development) workshops, offered in both English and Italian, for which attendees can participate in any 3 for a total of only 15 Euro.

This unique "Pick 3 for 15" series of hands-on workshops, detailed below, enables teachers and members of the general public to learn how to create Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MXR). In addition, the workshop series includes Minecraft for education, virtual worlds for education, and 3D printing.

Please note that the "Pick 3 for 15" hands-on workshops are offered on November 16 and November 17 in Lucca, Italy. For event details and to register visit <http://summit.ImmersiveEducation.org/Italy>

**RESERVATIONS REQUIRED:** Please note that at the time of [registration](#) you must reserve your workshop seats. Because seating is limited **all attendees must reserve their seats** in order to participate in these hands-on workshops.

## CREATING MOBILE VIRTUAL REALITY (VR) EXPERIENCES

(Optional **iED** VR Headset Required to Experience in VR)

This hands-on workshop will guide you through the process of creating 360° panoramic scenes, which are ideal for virtual tours and immersive school lessons, using your iPhone or Android phone.

After you create your 360° panoramic scenes anyone with an iPhone, iPad or Android phone or tablet can experience them. Attendees with an **iED** VR Headset (available for 20 Euro at the time of conference registration) will also be able to experience their creations in Virtual Reality (VR).

## CREARE ESPERIENZE VIRTUAL REALITY PER DISPOSITIVI MOBILI

(Richiede **iED** VR Headset per fare esperienza in VR - vedi iscrizione)

Questo workshop ti guiderà nel processo di creazione di scene panoramiche a 360°, ideali per tour virtuali e lezioni immersive in classe, usando il tuo smartphone Apple o Android.

Dopo aver creato scene panoramiche 360°, chiunque abbia un iPhone, un iPad o smartphone/tablet potrà farne esperienza. I partecipanti dotati di **iED** VR Headset (disponibile per 20 Euro al momento della registrazione) potranno anche fare esperienza delle proprie creazioni in Virtual Reality (VR)

## CREATING MOBILE AUGMENTED REALITY (AR) EXPERIENCES

(Android mobile phone required)

This hands-on workshop will guide you through the process of creating media-rich Augmented Reality (AR) experiences using your Android phone.

Augmented reality is a live direct or indirect view of a physical, real-world environment whose elements are "augmented" by computer-generated or real-world sensory input such as sound, video, graphics and/or location-based GPS data.

In this hands-on workshop you will learn how to create your very own Augmented Reality experiences that are rich with images and videos (digital

media). You will also learn how these digital media elements can be "triggered" to display or play when you are at specific locations in the real world.

### **CREARE ESPERIENZE AUGMENTED REALITY PER DISPOSITIVI MOBILI** **(Richiede smartphone Android)**

Questo workshop ti guiderà attraverso il processo di creazione di esperienze di Realtà Aumentata con il tuo smartphone Android.

La realtà aumentata è una visione diretta o indiretta del mondo fisico-reale i cui elementi sono "aumentati" da suoni, video, grafica e/o dati localizzati basati su GPS.

In questo workshop imparerai a creare le tue prime esperienze di Realtà Aumentata, ricche di immagini e video. Imparerai anche come questi media digitali possono essere "triggerati" per mostrare o eseguire qualcosa quando ti trovi in una location specifica del mondo reale.

### **MINECRAFT IN THE CLASSROOM :** ***RECOMMENDATIONS FOR PRIMARY SCHOOL TEACHERS***

An official Immersive Education "Creative Computing" platform, Minecraft enables new forms of learning for a new generation of learners. In the hands of a certified Immersive Education teacher, Minecraft is a powerful and compelling instructional technology that immerses learners in Science, Technology, Engineering, Art & Architecture, and Mathematics (immersive STEAM, also know as iSTEAM).

This hands-on workshop provides a gentle step-by-step introduction to best practices and "golden rules" for primary school teachers who want to introduce Minecraft in their school activities.

## MINECRAFT IN CLASSE

(Per docenti di scuola primaria)

Riconosciuta ufficialmente da Immersive Education come "Creative Computing platform", Minecraft abilita nuove forme di apprendimento per una nuova generazione di studenti.

Con la guida dei docenti Minecraft diventa una tecnologia per l'educazione potente e coinvolgente che immerge gli studenti in attività di Scienze, Tecnologia Ingegneria, Arte & Architettura e Matematica (STEAM immersivo, anche indicato come iSTEAM).

Questo workshop fornisce una introduzione a Minecraft attraverso semplici best practices e regole d'oro per gli insegnanti di scuola primaria che vogliono introdurre Minecraft nelle proprie attività scolastiche.

## FIRST STEPS IN A VIRTUAL WORLD

New to a virtual world? This workshop is for you! Starting from scratch, and assuming no prior experience, you'll be guided step-by-step through the creation of your first interactive virtual world content. Along the way you'll also learn how to design a basic virtual world "immersive lesson" for your students.

A virtual world is a computer-based simulated environment that can be inhabited by numerous users who can create a personal avatar (character), and simultaneously (and also independently) explore the virtual world, participate in its activities, and communicate with others in real time.

## PRIMI PASSI IN UN MONDO VIRTUALE

Sei mai entrato in un mondo virtuale? Se la risposta è no, questo workshop fa per te. A partire da zero, muoverai i primi passi in "edMondo", il mondo virtuale di INDIRE completamente dedicato alla didattica, e sarai guidato nella creazione dei tuoi primi contenuti virtuali interattivi.

Infine, imparerai anche come progettare delle semplici "lezioni immersive" per i tuoi studenti. Un mondo virtuale è un ambiente virtuale simulato al computer



che può essere “abitato” da numerosi utenti, i quali possono creare un avatar personale e simultaneamente (e indipendentemente) esplorare il mondo virtuale, partecipando ad attività e comunicando con gli altri in tempo reale.

### TEACHING ENGLISH IN VIRTUAL WORLDS

Experience language learning in an immersive virtual world through true-to-life activities and game-based virtual content.

A virtual world is a computer-based simulated environment that can be inhabited by numerous users who can create a personal avatar (character), and simultaneously (and also independently) explore the virtual world, participate in its activities, and communicate with others in real time.

In this hands-on workshop teachers will be guided through the process of teaching the English language in virtual worlds.

### TEACHING ENGLISH IN VIRTUAL WORLDS

(in lingua Inglese)

Apprendi una lingua in un mondo virtuale attraverso attività tipiche del mondo reale e attività ludiche basate su contenuti virtuali.

Un mondo virtuale è un ambiente virtuale simulato al computer che può essere “abitato” da numerosi utenti, i quali possono creare un avatar personale ed simultaneamente (e indipendentemente) esplorare il mondo virtuale, partecipando ad attività e comunicando con gli altri in tempo reale.

In questo workshop gli insegnanti faranno esperienze didattiche in prima persona che costituiranno una ispirazione per attività di language learning immersivo da proporre ai propri studenti in classe.

## CREATING AUGMENTED REALITY (AR) CONTENT WITH APPLE SWIFT

Swift is a Apple's powerful and intuitive new programming language for creating mobile apps for iPhones and iPads, applications for desktop and laptop computers, and even television apps for Apple TV.

Creating Augmented Reality (AR) apps is just one of many exciting things children can do with Swift. In this workshop teachers (even those who don't know how to code!) will be guided step-by-step through the process of creating AR content with Swift.

## CREARE CONTENUTI DI AUGMENTED REALITY CON APPLE SWIFT

Swift è il nuovo linguaggio di programmazione “educativo” di Apple. Potente ed intuitivo, è pensato per creare applicazioni mobili per iPhone e iPad, applicazioni desktop e anche applicazioni tv per Apple TV.

Creare app di Realtà Aumentata (AR) è una delle molte cose che i bambini possono fare con Swift (anche quelli che ancora non praticano il coding).

I partecipanti saranno guidati step-by-step nella creazione di contenuti AR con Swift.

## 3D MODELING AND 3D PRINTING IN PRIMARY SCHOOLS

3D printing, dubbed "[The Inversion of Immersion](#)", refers to various processes used to turn virtual objects into physical real-world objects.

In this workshop teachers will learn about 3D printing by using [SugarCAD](#) (INDIRE's 3D modeling web app tailored to children) and [In3Dire](#) (INDIRE's affordable server for 3D printing through local WiFi networks) to create 3D shapes and models and then print them in the form of physical objects that can be held in your hands!

## MODELLAZIONE E STAMPA 3D NELLA SCUOLA PRIMARIA

(Richiede smartphone Android)

La stampa 3D, che può essere considerata "[l'Inversione dell'Immersione](#)", consiste di vari processi usati per trasformare oggetti virtuali in oggetti del mondo reale.

In questo workshop i docenti familiarizzeranno con la stampa 3D usando [SugarCAD](#) (l'applicazione di modellazione 3D di INDIRE pensata per i bambini) e [In3Dire](#) (il server piccolo ed economico di INDIRE per stampare 3D in rete locale) per creare e modellare forme tridimensionali e quindi stamparle nella forma di oggetti fisici.

## VIRTUAL REALITY IN THE CLASSROOM

Formerly "CREATING CONTENT FOR MIXED REALITY (MR)"

Mixed reality (MR) blends real-world and virtual content into hybrid environments where physical and digital objects coexist and interact. In this hands-on workshop you'll learn how to create highly immersive Mixed Reality experiences for a broad range of Windows 10 devices, the world's first self-contained holographic computer and head-mounted display.

## LA REALTÀ VIRTUALE IN CLASSE

Precedentemente "CREARE CONTENUTI PER LA MIXED REALITY (MR)"

Una esperienza immersiva costruita per coinvolgere i partecipanti in una interazione transmediale. Progettata come un contesto di apprendimento, sarà l'occasione per sperimentare una dinamica collettiva di conoscenza attraverso il VR. Il workshop si concluderà con la strutturazione di una unità di apprendimento spendibile all'interno della programmazione scolastica.

## CREATING 360° INTERACTIVE VIDEO LESSONS

Learn how to create an immersive guessing game of world cities, where the cities can be explored in the form of 360° interactive video.

## CREARE LEZIONI INTERATTIVE CON VIDEO 360°

(Richiede smartphone Android)

Impara a creare un gioco immersivo con cui esplorare varie città del mondo nella forma di video interattivi 360°.

# SCHEDULE

## November 16

- Nov 16 English 1-3pm (13:00/15:00): CREATING MOBILE AUGMENTED REALITY (AR) EXPERIENCES
- Nov 16 English 1-3pm (13:00/15:00): CREATING MOBILE VIRTUAL REALITY (VR) EXPERIENCES
- Nov 16 English 1-3pm (13:00/15:00): VIRTUAL REALITY IN THE CLASSROOM
- Nov 16 Italiano 1-3pm (13:00/15:00): CREARE LEZIONI INTERATTIVE CON I VIDEO 360°
- Nov 16 Italiano 1-3pm (13:00/15:00): MODELLAZIONE E STAMPA 3D NELLA SCUOLA PRIMARIA
- Nov 16 Italiano 1-3pm (13:00/15:00): PRIMI PASSI IN UN MONDO VIRTUALE
  
- Nov 16 English 3-5pm (15:00/17:00): TEACHING ENGLISH IN VIRTUAL WORLDS
- Nov 16 English 3-5pm (15:00/17:00): CREATING AUGMENTED REALITY (AR) CONTENT WITH APPLE SWIFT
- Nov 16 English 3-5pm (15:00/17:00): MINECRAFT IN THE CLASSROOM
- Nov 16 Italiano 3-5pm (15:00/17:00): CREARE ESPERIENZE DI REALTA VIRTUALE (VR) PER DISPOSITIVI MOBILI
- Nov 16 Italiano 3-5pm (15:00/17:00): LA REALTÀ VIRTUALE IN CLASSE
- Nov 16 Italiano 3-5pm (15:00/17:00): CREARE LEZIONI INTERATTIVE CON I VIDEO 360°

## November 17

- Nov 17 English 9:30-11:30am (9:30/11:30): CREATING MOBILE AUGMENTED REALITY (AR) EXPERIENCES
- Nov 17 English 9:30-11:30am (9:30/11:30): CREATING 360° INTERACTIVE VIDEO LESSONS
- Nov 17 English 9:30-11:30am (9:30/11:30): VIRTUAL REALITY IN THE CLASSROOM
- Nov 17 Italian 9:30-11:30am (9:30/11:30): CREARE ESPERIENZE IN REALTA VIRTUALE PER DISPOSITIVI MOBILI
- Nov 17 Italian 9:30-11:30am (9:30/11:30): MODELLAZIONE E STAMPA 3D NELLA SCUOLA PRIMARIA
- Nov 17 Italian 9:30-11:30am (9:30/11:30): MINECRAFT IN CLASSE
  
- Nov 17 English 2:30-4:30pm (14:30/16:30): CREATING MOBILE VIRTUAL REALITY (VR) EXPERIENCES
- Nov 17 English 2:30-4:30pm (14:30/16:30): FIRST STEPS IN A VIRTUAL WORLD



Nov 17 **Italian** 2:30-4:30pm (14:30/16:30): CREARE ESPERIENZE IN REALTA AUMENTATA PER DISPOSITIVI MOBILI  
Nov 17 **Italian** 2:30-4:30pm (14:30/16:30): CREATING CONTENUTI IN REALTA AUMENTATA (AR) CON APPLE SWIFT  
Nov 17 **Italian** 2:30-4:30pm (14:30/16:30): LA REALTÀ VIRTUALE IN CLASSE  
Nov 17 **Italian** 2:30-4:30pm (14:30/16:30): CREARE LEZIONI INTERATTIVE CON I VIDEO 360°

Nov 17 **English** 4:30-6:30pm (16:30/18:30): TEACHING ENGLISH IN VIRTUAL WORLDS  
Nov 17 **English** 4:30-6:30pm (16:30/18:30): 3D MODELING AND 3D PRINTING IN PRIMARY SCHOOLS  
Nov 17 **English** 4:30-6:30pm (16:30/18:30): MINECRAFT IN THE CLASSROOM

## MORE TO COME!

For complete IMMERSIVE ITALY and EiED 2017 details visit:

<http://summit.ImmersiveEducation.org/Italy>

Note that **many new** exhibits, hands-on workshops and demos will be added in the weeks leading up to IMMERSIVE ITALY and EiED 2017.

Sign up to receive official conference announcements and updates directly in your **email** inbox at:



<http://ImmersiveEducation.org/signup>

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<https://facebook.com/ImmersiveEducation>



<https://twitter.com/Immersive>



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