

# Keynote speaker:



**Silvana Perazzo**

Innovative apps to drive local  
development





**BETTER**  
Interreg Europe



European Union  
European Regional  
Development Fund



**Play**  
**Phygital**  
enova

**GREEN & PHYGITAL**

Municipality of Genoa  
Area Technology Office  
Genova Smart City Management

**Vilnius – June 05-06, 2024**

# What is BETTER ?



€1,285,000.00

from 1 Aug 2019 to 31 Jul 2023

**TOPIC**  
Research and innovation

## BETTER

Interreg Europe



European Union  
European Regional  
Development Fund

## Partnership:



COMUNE DI GENOVA  
Comune di Genova (IT)



Comune di Tartu (EE)



Comune di Birmingham (UK)



Comune di Gävle (SE)



NYÍREGYHÁZA  
Comune di  
Nyíregyháza (HU)



# Service Design, E-Services / Digital Solutions

  
**BETTER**  
Interreg Europe



European Union  
European Regional  
Development Fund

EMPATHIZE

DEFINE

IDEATE

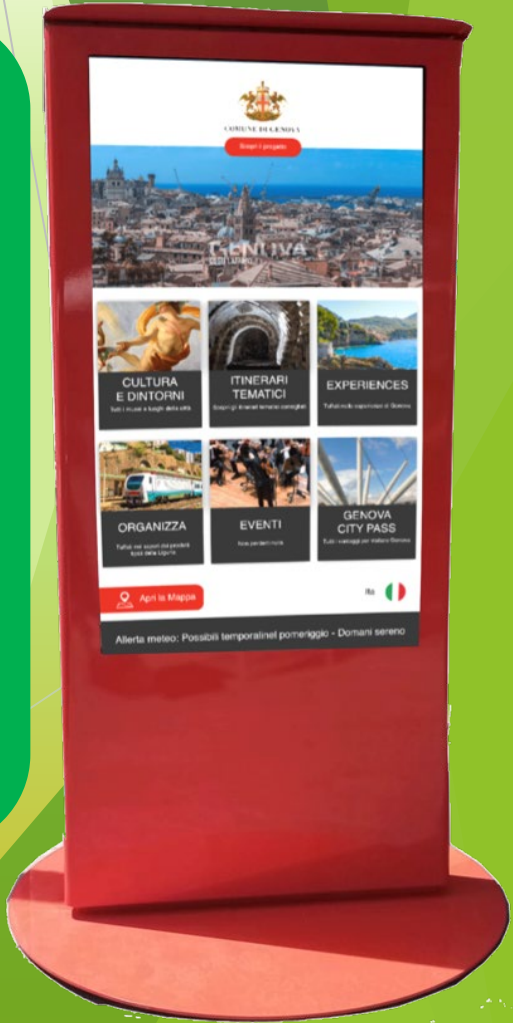
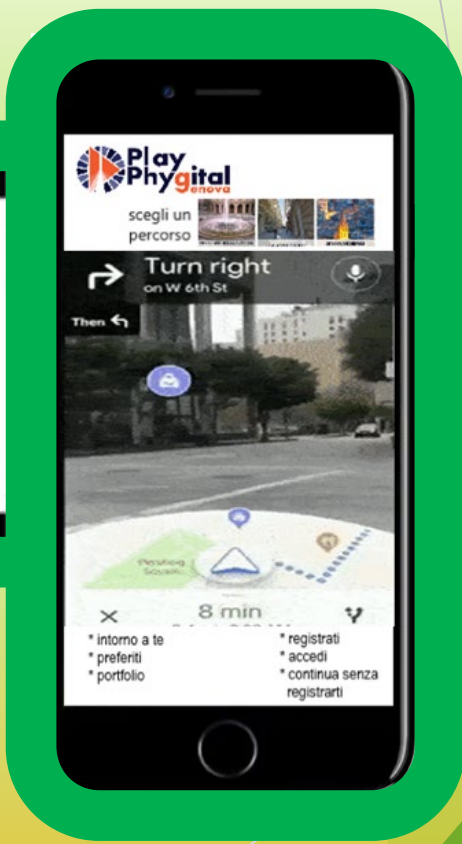
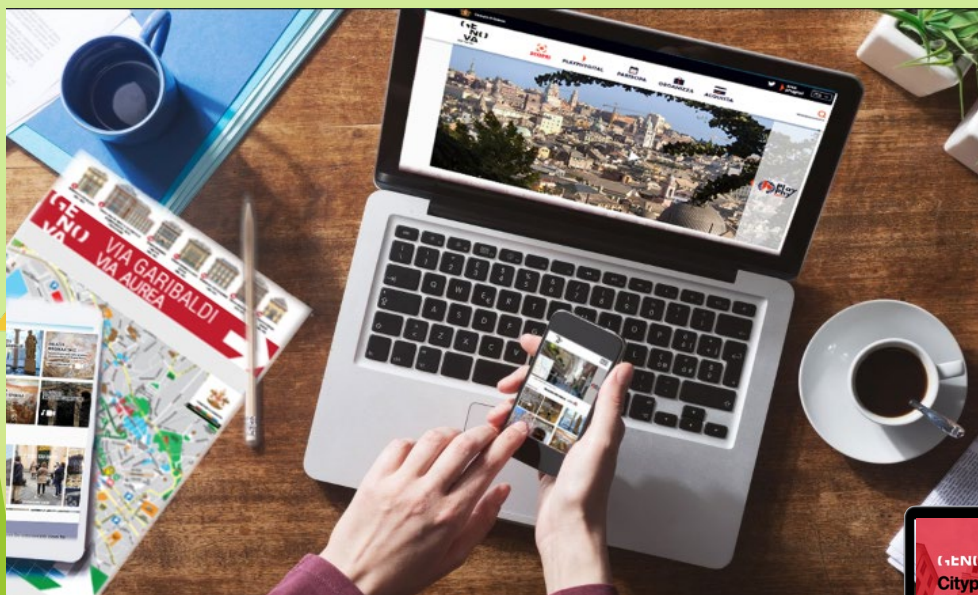
PROTOTYPE

TEST



# DISCOVER GENOVA WITH THE BEST TOOL




## PHYGITAL @ HOME

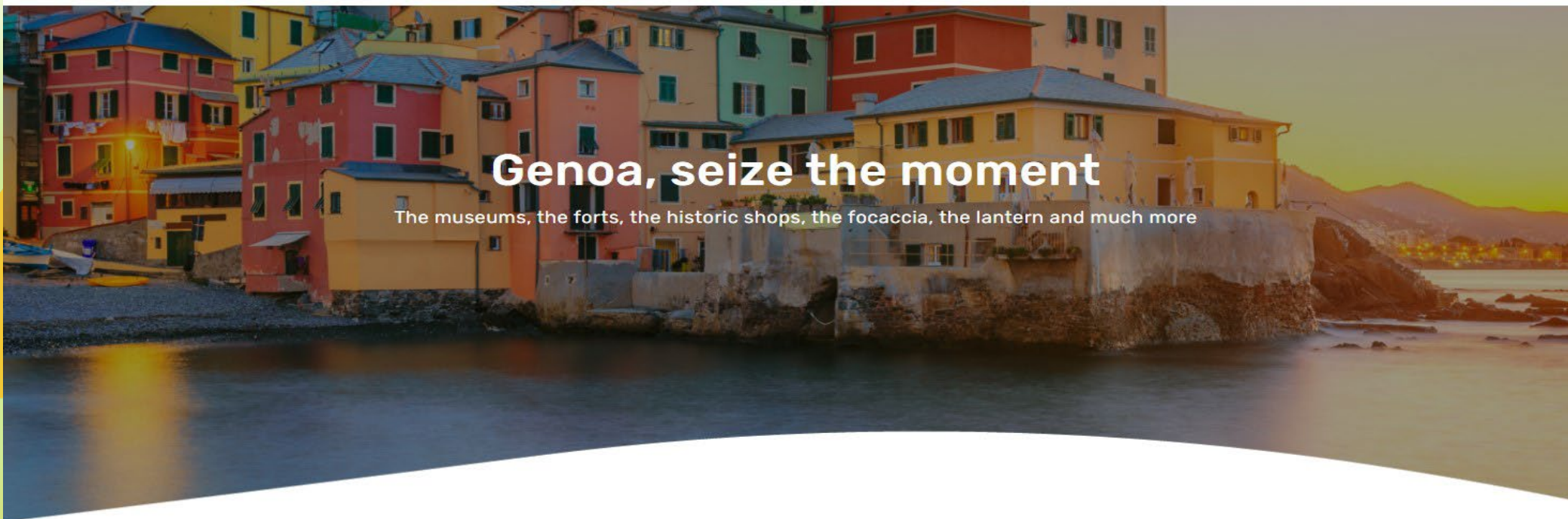


## TRAVELLING PHYGITAL(LY)



**GENOVA**  
MORE THAN THIS

ART AND CULTURE OUTDOOR EVENTS ORGANIZE BLOG NEWS STORE PLAY PHYGITAL   



# Genoa, seize the moment

The museums, the forts, the historic shops, the focaccia, the lantern and much more



The new way to discover Genoa



Select language

EN



I have read and accepted the conditions for the processing of personal data

Log In

Log In as merchant

Log In without registering

You must be registered on the portal to log in

Register on the portal



Finanziato nell'ambito della risposta dell'Unione alla pandemia di COVID-19



### 1. Virtual Tours

Visit Genoa comfortably from home thanks to our collection of virtual tours, or create your own personalized itinerary. Start moving through the streets and squares to discover the city. Thanks to the icons you will find along the way you will be able to discover palaces, churches, museums and shops. You will be accompanied by a special guide, an avatar ready to tell you what you see.

Choose a tour

Create your personalized tour



### 2. Discover the 3D market and where to shop in Genoa

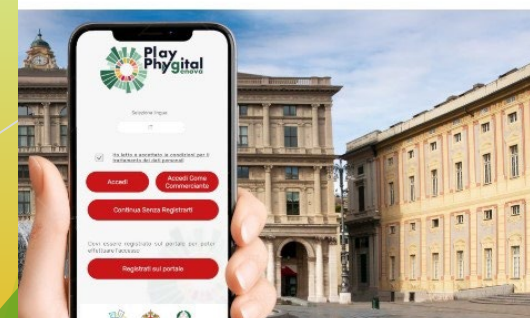
Navigate inside a typical covered market in a three-dimensional version, with stalls full of products linked to tradition. Discover recipes and shops where you can buy your favorite products.

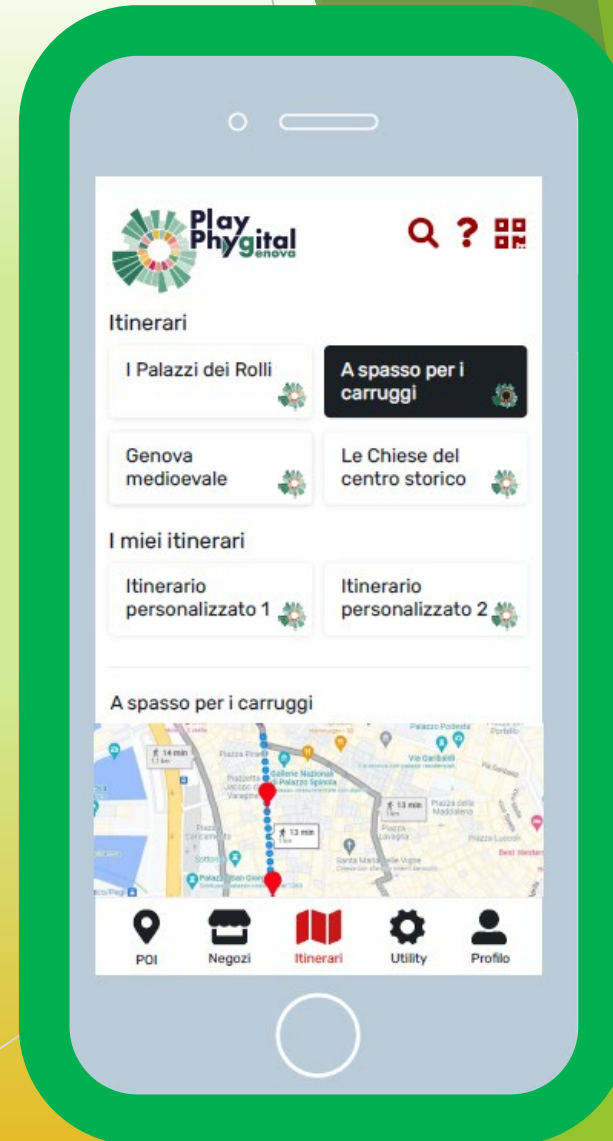
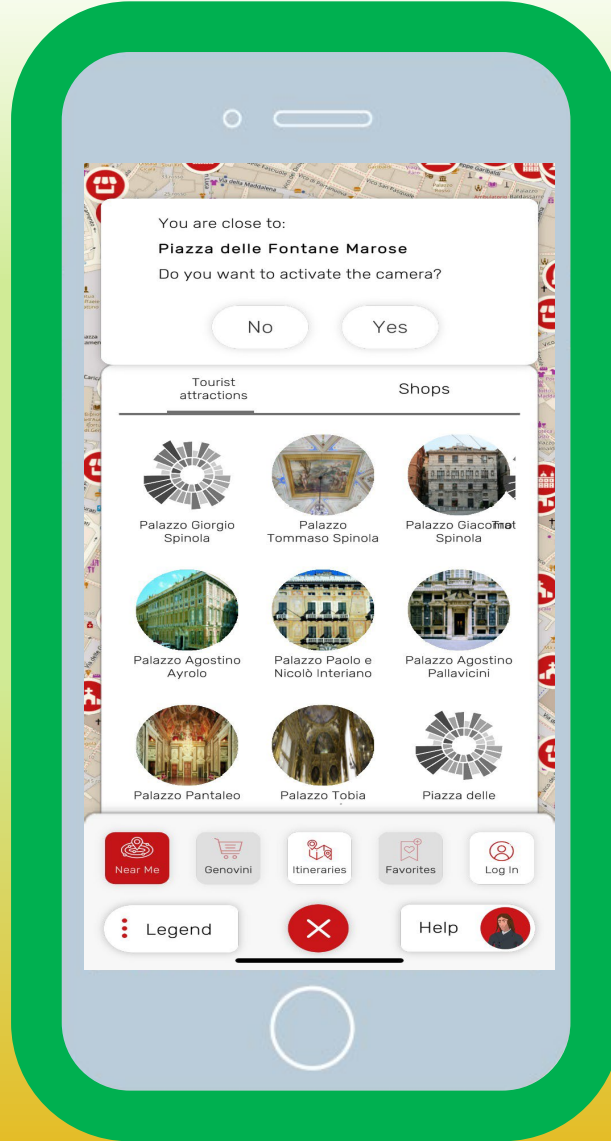
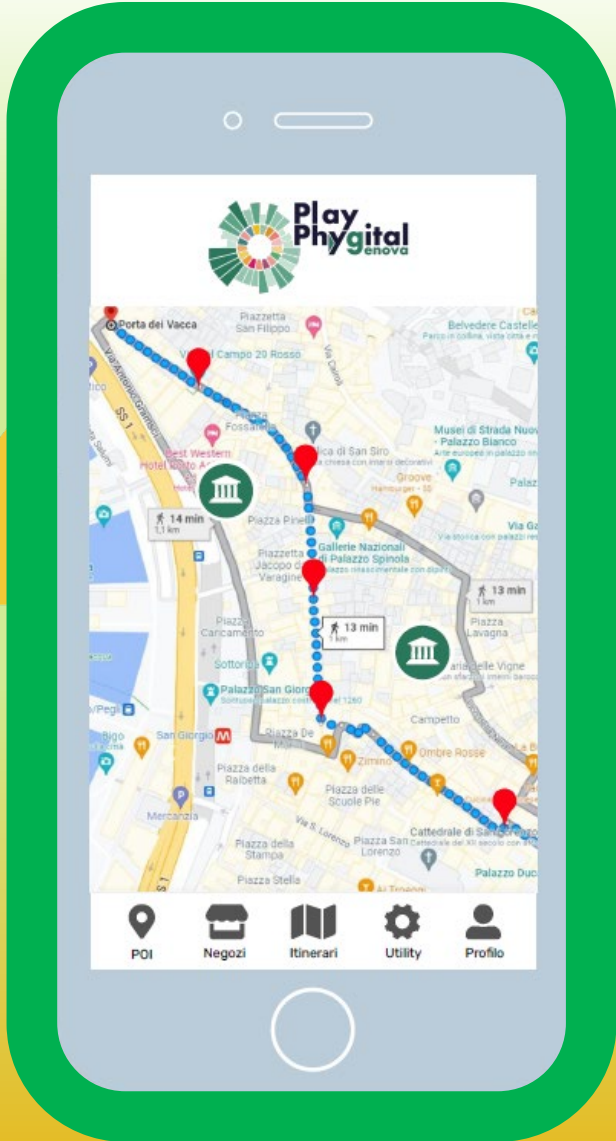
Discover the 3D Market

Discover the shops

3. Download the APP for free

When you are in Genoa, use the Play Phygital APP to guide you through the alleys and streets of the city. In your personal area you will find, in addition to our collections, also the tours you have created and stored. Activate notifications to let you report augmented reality elements near you and listen to the avatar's explanations. Continue to collect genovini also with the APP!





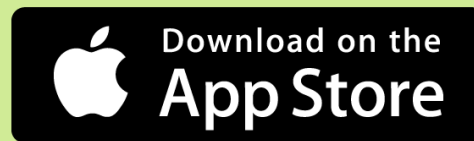
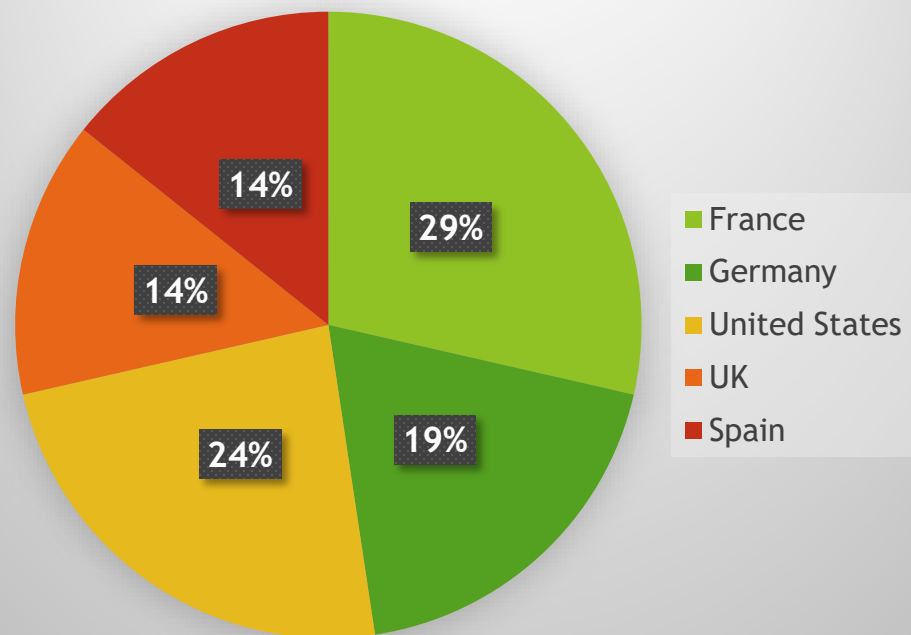






# Play Phygital enova

## DOWNLOAD





**BETTER**  
Interreg Europe



European Union  
European Regional  
Development Fund

**Thanks for your attention!**  
*Mrs Silvana Perazzo*

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Director "Smart City – Reengineering and Digitization Process"

