

Medieval building in Mestre.

#Where and what is Mestre?

Mestre is the main municipality of the City of Venice. Unlike the historic city located on the main island of the Laguna, Mestre is situated on the mainland of Venice and has a population of almost 90,000 inhabitants (whereas the whole mainland reaches a number of 180,000 inhabitants). Different from the historic center of Venice, Mestre does not attract tourists visiting the territory but only offers hotel accommodation for those who are interested in visiting the Lagoon City.

#Vision

Medieval Mestre comes to life from the choice to create a cultural, historical, commercial, touristic and food and wine tourism path in an area near the historical center of Venice where millions of people come every year.

The approach to the modern technologies linked to the AR is only one of the target of this project connected to the innovation technology.

The research of national and international partners to increase the historical topic and to set up the use of app and multimedia instruments is linked with the involvement of the local high school students and economic institutions. In order to realize the multimedia contents, it will be necessary to create at least two start-ups run by young graduates approaching the entrepreneurs' world.

Mestre medioevale is made of 8 stages starting from the Mestre's tower and finishing at the multimedia museum inside the area of the ancient Castel Vecchio. Along the way are placed 7 wifi hotspots for the download and the use of the AR contents' app.



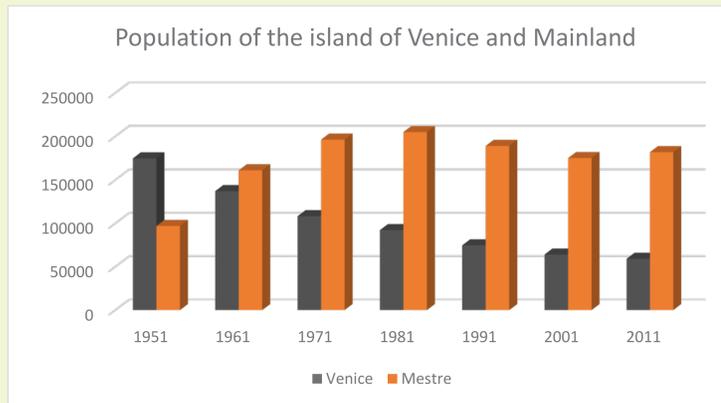
Historical Path of Mestre.

#Medieval Path

The seven stages of the medieval path pass next to the surviving building and still visible. The Civic Tower, the symbol of Mestre and today used for temporary exhibitions, is certainly the most important element. With the help of augmented reality it will be possible to find out how it was the entrance to the city, the drawbridge and the guard soldiers. Continuing on the road in the direction of the walls and the "torresino" to the door Santa Maria you will be able to relive the crafts and commercial activities typical of the medieval period. The Moza Tower, still intact but transformed into a private home, can be seen from the outside and you will see the vertical slits and archers. A final passage along the wall path will lead us to the visible foundations of Torre Vituria and the defensive moat of the castle. Most recent, but noteworthy, are the little church in Via San Girolamo and the palaces of the Municipality in Via Palazzo.

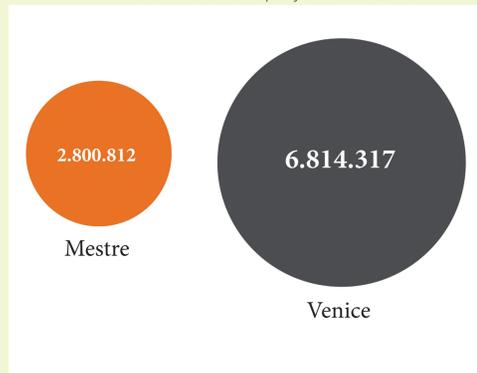
#Augmented reality

Today Mestre is certainly not a mediaeval city. Only with the help of augmented reality it will be possible to rediscover the history of the city. A history of trades and paths to get to Venice. For centuries, the lagoon territories were the only lands for Venice before the military expansions to the east and west. The idea is therefore to offer a historic path through the city's streets that is linked to the already great Venetian cultural offer.



Population trend in the Municipality of Venice. Source: Comune di Venezia.

Tourism in the Municipality of Venice 2015



Tourism in Mestre and Venice. Source: Comune di Venezia.

Types of structures	Structures	Beds
Landlord	278	2.698
Housing units	2.224	7.196
Bed & breakfast	326	1.721
Campsites and tourist villages	0	0
Hostel and living quarters	27	1.951
Country house	0	0
Guesthouses	8	713
Residence	16	257
Farmhouses	10	147
Total extraneous facilities	2.889	14.683

Category and structure types	Hotels	Beds	Rooms
5 star hotels	16	4.388	2.212
4 star hotels	74	6.944	3.495
3 star hotels	110	4.849	2.643
1-2 star hotels	70	2.032	1.145
Total hotels structures	270	18.213	9.495

Types of structures	Structures	Beds
Landlord	28	241
Housing units	178	640
Bed & breakfast	129	641
Campsites and tourist villages	5	2.758
Hostel and living quarters	8	410
Country house	2	11
Guesthouses	0	0
Residence	4	108
Farmhouses	2	27
Total extraneous facilities	356	4.836

Category and structure types	Hotels	Beds	Rooms
5 star hotels	1	22	11
4 star hotels	26	5.609	2.934
3 star hotels	50	2.647	1.574
1-2 star hotels	18	493	286
Total hotels structures	96	8.771	4.805



#The Last Step

The last stage, the eighth of our route, involves an area of the center of Mestre on which it is necessary to intervene with a strong upgrading and regeneration of the spaces. It is the land occupied until the early 2000s by the Umberto I Hospital, of which only some pavilions are standing nowadays. In the newest of these we planned to install the Medieval Mestre Museum. A fully interactive museum, featuring enhanced reality viewers, projector screens and touch screens. The building does not need special maintenance and is located near the main street and neo-gothic church. The front spaces could be used for the weekly market by making alive at least the most enjoyable part of the former Umberto I complex. To date, there is no overall intervention planned for the area, and our proposal could entice private and public institutions to invest in the ex-hospital complex by returning to the city a green but also commercial and cultural space. Finally, we remind ourselves that the Medieval Mestre project involves the now visible walls and towers of Castelnuovo di Mestre. But even more ancient, just in the place of the hospital in Mestre, Castelvecchio stood for centuries for defensive bastions and abodes of monks.

#How to get involved

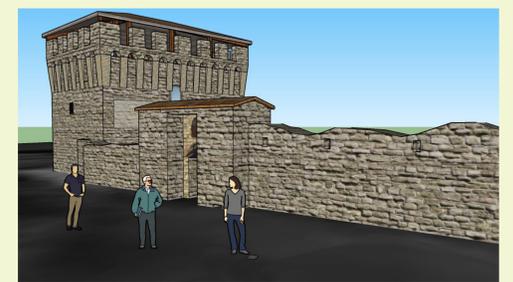
Tourists who decide to spend a few days in Venice, hardly consider to stay and visit Mestre. The same guidebooks do not mention Mestre except for the possibility of overnight stay. Thanks to Wi-Fi technology, however, it will be possible to place informative and hot-spot totems to inform tourists of the possibility of an alternative and entertaining cultural journey. You will be able to download the app on your smartphone and begin the experience in a completely free way. Only access to the museum would be charged.



Umberto I hospital Area.



Augmented Reality Effect. Fig. 1



Augmented Reality Effect. Fig. 2

