

TEATRO



Associazione
e-venti culturali

SAN MATERNO ASCONA

Sunday 23 April, 5 p.m.

Re-designing Cities by means of Digital Communities

Federico Blumer and The Journey of Discovery



'I want my project to be aiming at the democratisation of culture'.

How about redesigning the urban space starting from the social networks?

Taking the stage are the possibilities of evolution and rebirth of the urban space based on the strongest contemporary community, the digital community. Federico Blumer is the head of a channel of cultural dissemination and promotion focused on the city of Venice, his adoptive city. Through the recounting of his experience, the social features of the urban space, and the potential of reconstruction of a lost community by exploiting social networks as a powerful dissemination tool will take centre stage. Rethinking the city, rethinking the community.

Federico Blumer

was born in Varese in 1986. He graduated from the Università Cà Foscari in Venice, where he began to work closely with the world of cultural heritage, for the Teatro La Fenice and later for Sky Classica HD TV channels. His communicative charisma and admiration for Venice led him in 2017 to create Journey of Discovery, an informative channel on the main digital platforms entirely dedicated to the story of the city of Venice. He also recounted this experience in a TED

VIA LOSONE 3
Casella postale 833
CH 6612 ASCONA
TEL +41 (0)91 792 30 37
info@teatrosanmaterno.ch
www.teatrosanmaterno.ch

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Talk and published a book, 'Il 1° centone veneziano: cento storie per iniziare a conoscere Venezia', the first of a series still in progress, in addition to other initiatives he is going to tell us about from the stage. Today, Viaggio di Scoperta is a social channel counting more than 130 thousand followers, a company boasting institutional clients such as Ca' Foscari, Teatro Stabile del Veneto, Unicredit, Mondadori, Rai Storia.

INFORMATIONS

Reservation +41 (0)79 646 16 14

Online: www.teatrosanmaterno.ch

Tickets

Fr. 20.– (Fr. 15.– students, AVS, member of Associazione e-venti culturali, Club Rete Due and participants to the Circolo Teatri del Locarnese Girino; free entry young people until 16 years old and journalists Teatro San Materno is accessible to wheelchairs (non-electric) and people with disabilities.