



11th International Round Table on Polychromy in Ancient Sculpture and Architecture
THE MATERIALITY OF POLYCHROMY
9-12 November 2022, Rome, Capitoline Museums and National Roman Museum

Visualize and Communicate

The theory of integrated strategy for the knowledge of polychromy

One of the most difficult and stimulating challenges in communicating polychromy is to extend the idea that color characterized the entire urban landscape. It involves unhinging a strong belief in our imagination. The message given by single actions, however scientifically accurate and spectacular from an exhibition point of view, does not achieve the pervasiveness necessary for the subject. In other words, the visualization must be augmented and accompanied by accompanying information that addresses the topic from multiple perspectives by stimulating different cognitive spheres in order to transform into a communicative message. The main aspect of the **integrated strategy** is the construction of meaning through the layered overlay of interconnected information.

Displaying colors

Videomapping focuses on the visualization of polychromy, through modern projection techniques it is possible to map entire environments or portions of them with high definition of detail. This type of tool bases its communicative power on the emotional and spectacular impact necessary to hook the user. Particularly suitable for very large objects or large surfaces, it is however also suitable for smaller objects. Usable by several people at the same time, without device filters or duration. Need darkened environments and technology needs to be reviewed on a regular basis.

Touching colors

Visualizing the original colors and sedimenting their meaning through augmented reality does not return the whole sphere related to the materiality of polychromy. The integrated strategy concludes with the inclusion of interactive tables in which to convey information about the color composition and materials used. The tables themselves, however, need to be integrated into the communication so it will also be necessary to intervene in the aesthetics and materials, that is, the tactile surface will have to resume the material of the heritage objects.

Telling colors

All the visit-supporting information that helps to understand the meaning of the colors used and more generally about the object framed is transferred to mobile devices that build a direct and private relationship between the visitor and the objects on display. In this way, each user is free to structure his or her own visit path. The two strategies, videomapping and AR, can coexist or function separately.

