

INNOVEXPO: Interactive Presentation of Geomyths and their Geological Background

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The scientific analysis of myths can identify hidden references to geological events in narratives previously viewed as imaginary products of creative storytelling. Although this is the case in mythologies around the World (Vitaliano, 1973), the body of myths originally told by the ancient Greeks is of particular interest (e.g. Mariolagos, 2018). Their mythology has an extensive influence on the culture of Western civilization and is widely known to the public. Here we present our ongoing 3-year project that focuses on the geomythology of ancient Greece. The project, which is entitled INNOVEXPO, aims to the development of innovative applications, incorporating scientifically substantiated content will combine scientific research with the creative industry, to develop multiple levels of interpretation, documentation and content acquisition. As a result, we will develop a prototype methodology, in order to form a complex grid of and their original methodology of interconnection, for the enrichment and interactive presentation of exhibitions.

Myths, including geomyths, consist of narratives and stories that lack a material representation. Many previous exhibitions on mythology were designed around objects of material culture inspired by myths (e.g. depictions of heroes and mythical battles). Here we decided to apply a different approach, one that will present myths directly, while minimizing the use of objects of material culture. In order to do so we will use innovative technological applications that act as expressive and conceptual tools for the design of modern museographic practices (Figs 1 and 2). At the same time, it will be easy transportable and adaptable to the specific needs of each exhibition space. Furthermore, we experiential, cognitive, sensory and aesthetic experience.

We are currently investigating Greek myths and their potential geological background as a means to discover the references to geological phenomena. This complex project will be the basic model infrastructure for the interactive presentation of exhibitions, contributing to the promotion and dissemination of multidimensional themes of culture, tourism and other thematic areas. Results can be presented in museums, cultural centers and tourist organizations.

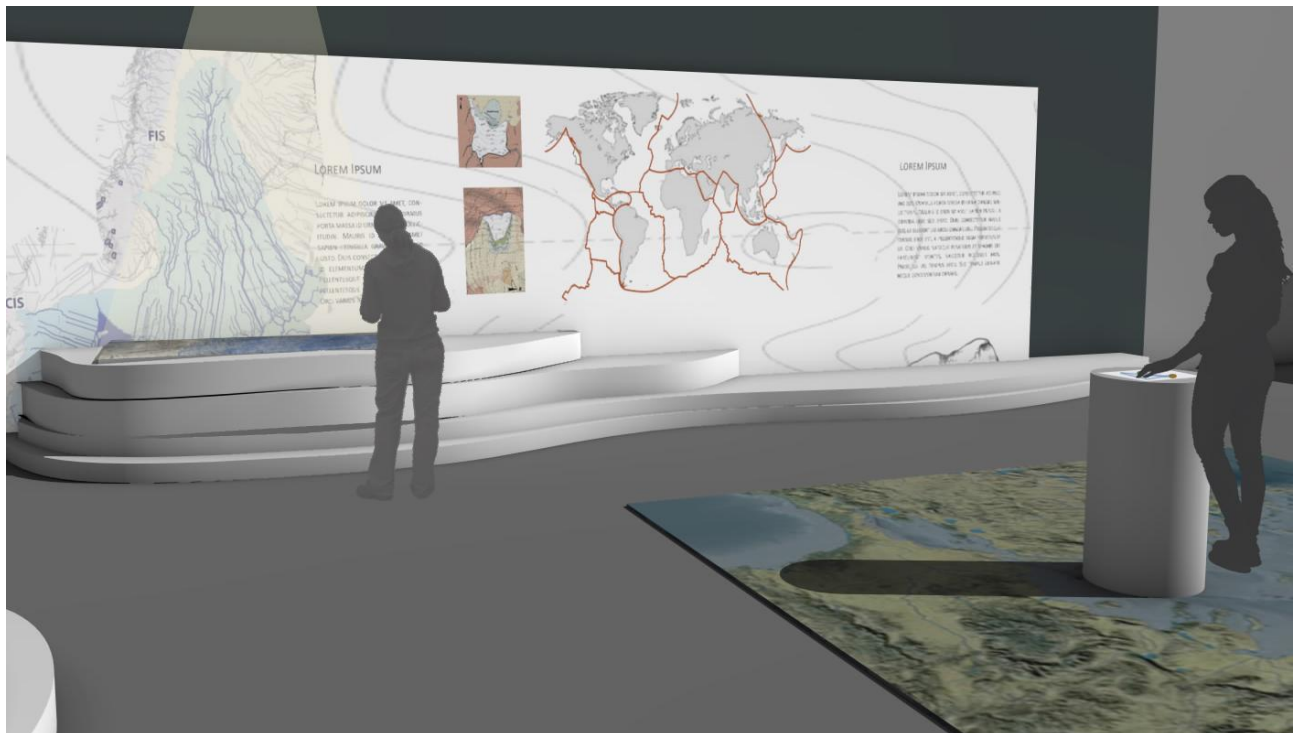


Figure 1. Conceptual design of the INNOVEXPO exhibition.

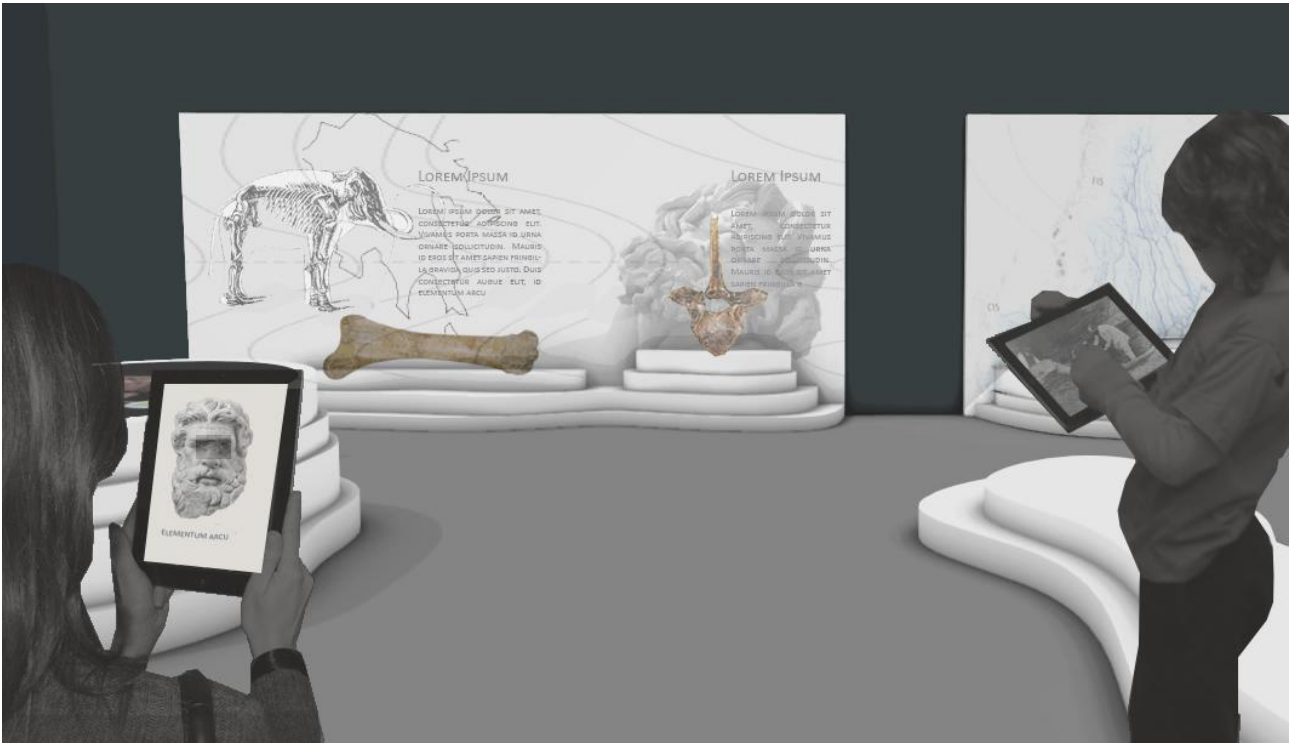


Figure 2. Conceptual design of the INNOVEXPO exhibition.

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