



IDEATED BY **PACO LANCIANO**



WELCOME **TO** ROME

STEP INTO HISTORY, **FEEL THE EMOTION**

OFFER FOR SCHOOLS

EXPLORE AND DISCOVER ROME
THROUGH ART AND HISTORY

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WELCOME TO ROME

Welcome To Rome is the new multimedia installation created in Rome by Paco Lanciano, dedicated to the history of the city. It is a unique installation where cartographic projections and images of Rome's monuments seamlessly blend together through an original and surprising projection system, with the ultimate goal of providing everyone with a spatio-temporal map to navigate this splendid yet complex city. It represents a new educational space that significantly expands Rome's cultural offerings.

Located in a **central and strategic position** relative to the main monuments of the capital, this new multimedia space offers a key to understanding the city, ensuring students an evocative and spectacular experience, making their visit to Rome even more enjoyable and captivating. A fascinating place dedicated to welcoming both Roman students and visitors, allowing them to relive the history of the city in an innovative and exciting way.





PROJECT OBJECTIVES

- To offer students an educational, innovative, and effective experience that helps them integrate key moments in the history and evolution of Rome into a synthetic framework.
- To assist tourists of all nationalities in building a mental map that will help them start or conclude their stay in Rome.
- To restore to the city a central space, the former Augustus Cinema, which has been closed for years, as a place dedicated to education and culture.
- To create an effective tool for promoting the city, allowing everyone to build their own mental map that helps them situate information in time and space, thereby making the understanding of context more effective and, consequently, enhancing the experience of visiting the city to be more enjoyable and moving.



IMMERSIVE CINEMA

A spectacular stage of the journey, where one witnesses a multi-projection (on the walls and ceiling) dedicated to the history of Rome, while on the ground, a large model illuminates to show the evolution of the city through the centuries: from the ancient Rome of the seven mythical kings, through the republican and imperial periods, to the Rome of the Popes.

It begins with the birth of the territory, providing a brief overview of its geological formation, literally seeing the seven hills on which Rome is

founded emerge, and continuing the vision of the growth and development of the entire city.

The models and projections activated by visitors ensure a cultural and emotional experience that allows everyone to build a reference map for reading, knowing, understanding, and better appreciating this unique city in the world.



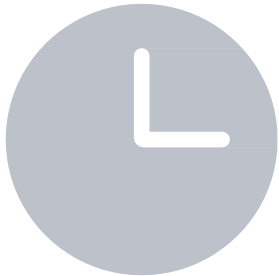


PUBLIC ACCESS FORMAT

Tickets	Price	Duration
Entrance <i>Welcome To Rome</i>	€ 8,50	1h

Opening Days	Hours
Open every day with continuous hours	
Monday / Sunday	09:00 – 19:00*

- A **minimum of 15 participants** is required to benefit from the school offer.
- **1 free entry** for teachers for every 10 students.
- *Last entry one hour before closing time.
- It is advisable to book in advance to ensure availability by writing to us at convenzioni@welcometo-rome.it





Location: Corso Vittorio Emanuele II, 203 – 00186 Rome

By public transport: accessible by bus with the lines: 46 - 62 - 64 - 916 - Stop Corso Vittorio Emanuele / Navona.

By private vehicles: *Welcome To Rome* is located within the ZTL (Limited Traffic Zone) of the Historic Center. It is recommended to arrive by car or coach at Lungotevere dei Fiorentini / Piazza Pasquale Paoli and walk to Corso Vittorio Emanuele II (approximately an 8-minute walk).

