I’ve been working in the field of Augmented Reality for the last 8 years, following the evolution of this technology. I carried out projects ranging from art, fashion and marketing to education, publishing and cultural heritage, all with the same objective of creating value and engagement through AR.

The last AR project I designed and developed was for the ARA PACIS museum in Rome and it was [featured in BBC](http://www.bbc.com/news/world-europe-37719897) and other [Italian news channel](http://www.arte.rai.it/articoli/lara-pacis-raccontata-con-la-realt%C3%A0-aumentata/34885/default.aspx). The project was ambitious, with over 200 GearVR HMDs and S7 smartphones used in Pass-Through Mode for a “first of its kind” Immersive AR experience.

In summer 2016 I designed and developed the [AR App](https://itunes.apple.com/it/app/focus-realta-aumentata/id1132649521?mt=8) for the Italian magazine **Focus** (published by Mondadori) as well as the [VR App](https://itunes.apple.com/it/app/focus-vr/id1092587722?mt=8) used during the ***[Panorami d’Italia](http://www.panorama.it/panorama-tv/panoramaditalia-video/panoramaditalia-genova-video/focus-inaugura-le-conferenze-in-realta-aumentata/)*** Conference Tour.

Both the Apps were downloaded and used by over 50.000 users.

In 2015 I developed the [AR App](http://www.panorama.it/mytech/tecnologia-visitare-musei/) for the three new rooms opened in the ***Gallerie dell’Accademia*** museum in Venice, thanks to a Samsung investment.

I’ve published several research papers about AR used to valorize Culturale Heritage and to create user engagement in museum experiences, as well as about design principles and UX analytics for innovative VR applications.

During the last 3 years I was invited to present my works in many AR conferences and events around the world. I was invited by universities in Italy and Switzerland (Bocconi, UniGe, U.S.I. etc.) to give lectures about AR and VR topics. I was invited to mentor the last edition of the UNESCO Doctoral School on ICT for Tourism in Heritage Sites.

In 2013 I was awarded with the **Auggie Award** for the *“Best Augmented Reality Marketing Campaign”* during the Augmented World Expo in Santa Clara (CA).