UNIVERSITÀ DEGLI STUDI FIRENZE | Dipartimento di Ingegneria Civile e Ambientale

INDICEE
International Doctorate in Civil and Environmental Engineering

Designing XR (Extended Realities) Experiences for Cultural Heritage Education and Preservation in Brazil

A seminar by Prof. Diego Ricca

October 7th 2025
11:00 am – 02:00 pm

Room TBC
Scuola di Ingegneria - Via di S. Marta 3, Firenze

Google Meet link:
meet.google.com/wpp-njbx-rpk

The seminar will be both in presence and online, and will be held in English.

Total 3 Hours – 0.5 Credits

The seminar is free and open;
to participate and for any inquiries, please write to: info@geomaticaeconservazione.it

The lecture will explore how Extended Realities (XR) — Augmented and Virtual Reality — can be used to design educational experiences that connect cultural heritage, memory, and physical space. Drawing from Brazilian case studies, Diego Ricca discusses how XR design can foster informal learning, strengthen cultural preservation, and integrate human attentional levels into immersive narratives. By exploring the intersection of Architecture, Design, and Digital Technologies, he presents strategies for linking educational information to built environments through XR. His research and practice show how design methodologies support both academic and real-world projects in museums, heritage sites, and public spaces.

Diego Ricca is a professor of Design at the Federal University of Ceará (UFC), in Brazil, where he focuses on Digital Design, Interaction, and User Experience. He holds a Master's and a PhD in Design from the Faculty of Architecture and Urbanism of the University of São Paulo (FAU USP). His doctoral research investigated how human attentional levels can be integrated into the design of Extended Reality (XR) experiences - Augmented and Virtual Reality - to enhance informal education and everyday learning.
He is the coordinator of the LEDrx research project; a researcher in Heritage preservation Through Technology within the Cultural Chief Scientist program of the Government of Ceará, Brazil, and a member of LED (Digital Experience Lab). His work combines theory and practice through interdisciplinary projects that apply XR to create innovative educational experiences while preserving Brazilian cultural heritage and memory.

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