



Università di Pavia
**Museo della
Tecnica Elettrica**

THE GAME

Electricity and the digital revolution

An exhibition inspired by the book by Alessandro Baricco

Curated by Carlo Berizzi and Francesco Pietra

Conceived by Museo della Tecnica Elettrica and Scuola Holden

30 September 2022 – 28 February 2023

Lectio Magistralis by Alessandro Baricco

Thursday 29 September, 11:00

Teresian Hall, University of Pavia

Booking from 8 September

live streaming

Press preview

Thursday 29 September, 12:30

attended by Alessandro Baricco

Inauguration

Thursday 29 September, 18:00

Under the patronage of



COMUNE DI PAVIA
Assessorato alla Cultura



Press release 8.09.2022

From 30 September 2022 to 28 February 2023, the prestigious rooms of the Pavia Museum of Electrical Technology will hold the exhibition ***THE GAME. Electricity and the digital revolution***. Inspired by Alessandro Baricco's book and jointly conceived with Scuola Holden, the exhibition traces the fascinating course of the last 40 years of technological evolution, which have radically impacted all of our lives.

Curated by Carlo Berizzi and Francesco Pietra, the exhibition guides us through the eras of the digital revolution, identifies the protagonists, **examines the past and looks ahead to the future of technology**. Already at the museum entrance, we begin to experience first-hand Baricco's narrative of change. By playing table football, pinball and Space Invaders, we come to realise as we move from one game to the next how everything slowly becomes more abstract, artificial and lightweight, and we are enthralled by a new reality composed of screens, keyboards and codes.

The exhibition was organised by the University of Pavia's Museum of Electrical Technology and jointly conceived with Scuola Holden. It has the patronage of Region Lombardia, Province of Pavia, Municipality of Pavia, University of Pavia, Museimpresa and Assolombarda and was executed in collaboration with Pavia University Library – MiC, Amazon.it, Corriere della Sera, RCS Documentation Centre and the Ctrl+Alt Museum.

The exhibition timeline starts in the **Classical era** (1981–1997) when the digitalisation of texts, images and sounds took place, the first PC was produced and the internet was created. The IBM PC, the famous Commodore 64, digital cameras and the first e-mails are all part of this period, during which a new system of information circulation was developed. Search engines were invented to navigate this new world, and the first online sales began.

In the **Colonisation era** (1999–2007), the digital world began to affect everyone: social networks were created and smartphones were introduced, innovations that provided digital connectivity at all times. Wikipedia, YouTube, LinkedIn, MySpace and Facebook emerged, enabling us not only to share information and data but also our personal histories and everyday lives. This period from our recent past produced iconic objects such as the Kindle, the BlackBerry Quark and the first iPhone.

Finally, we arrive at the **Game era**, our present day, where everything is increasingly fast; the separation between man and machine is constantly decreasing; technology is able to solve small everyday problems; and reality offers us an 'augmented humanity'. A totally connected life where there is no longer a distinction between reality and digital worlds, and services such as Netflix, WhatsApp, Uber, iCloud and TikTok manage a sizeable part of our days, while apps, augmented reality, virtual reality and voice assistants interact, perform tasks and engage with humans, yet are only a foretaste of AI: artificial intelligence, a new horizon still waiting to be explored.

An extensive collection of **technological devices, graphics, newspaper articles, illustrations and a detailed timeline** provide insight into the major agents of this change and the crucial stages that produced it. These help us reflect on **the revolution that has taken place over the last forty years**, both in terms of everyday objects and the society that created them and made them indispensable. A video installation by the creative studio TWOSHOT brings to life three tables displaying the most iconic items from the various eras, creating an immersive central space within the exhibition by animating technological products and amplifying the connections between them. A touch screen enables visitors to navigate through a significant selection of articles and front pages from the *Corriere della Sera* newspaper archive that associate technological evolution with key events in recent history.

The exhibition, with the setting designed by Andrea Vaccari of A7design, will also display portraits of individuals involved in the Game, reinterpreted by artist Alessandro D'Aquila.

The Game exhibition unfolds along two routes that interweave the history of the Museum of Electrical Technology: the **Master Route**, which runs through the entire museum, retracing the

history of electricity – from Volta’s battery to the Eta Beta II nuclear fusion generator – and describing the inventions that brought us to the Game era; and the **Explorer Route**, which leads visitors directly to the Game Room and to an account of the digital revolution and offers the opportunity to explore the museum later, investigating the themes that interest them most. Alternatively, visitors can be guided by the **Connections** represented by objects from the museum collection that link the history of electricity to that of the Game. These items have been reinterpreted through the eyes of those who ‘inhabit’ the digital world: the telegraph represents the first dematerialisation of communication; the turbines indicate the availability of electricity for all; and the various telephones demonstrate the evolution of a fast, worldwide connection.

A number of **workshops** enrich the event: ‘Dismantling’ proposes the disassembly of old computers to understand their operation through play; ‘Enigma Machine’ explores the mysterious world of ciphers; and other workshops focus on the topics of electricity and Cyber Bullying.

The workshops and guided tours are organised with the collaboration of ADMaiora, Ondivaghiamo and comPViter.

The exhibition provides an opportunity to discover and learn about the fascinating **Museum of Electrical Technology** at the University of Pavia, which investigates electricity in all its forms and first opened to the public in 2007. The museum rooms recapture a recent past that has involved and changed everyone’s life. Visitors partake in an experiential journey that starts from the origins of electricity and continues to the latest discoveries in the fields of nuclear energy and robotics. One can see an electrostatic generator in action; learn about the principles of electrical technology through interactive exhibits; trace the entire history of the telegraph from its invention to the Telegraph Station; and also admire the impressive three-phase generator from the Paderno d’Adda hydroelectric power plant. Especially intriguing is the story of the Enigma Machine used by the Germans to encrypt messages during World War II. Also on display is a proton accelerator and the iconic Eta Beta II nuclear fusion generator.

In collaboration with



Exhibition Information

Title *THE GAME: Electricity and the digital revolution*. An exhibition inspired by the book by Alessandro Baricco

Curated by Carlo Berizzi and Francesco Pietra

Conceived by Museo della Tecnica Elettrica and Scuola Holden

Location Museo della Tecnica Elettrica, Via Ferrata, 6 – Pavia

Dates 30 September 2022 – 28 February 2023

Lectio Magistralis by Alessandro Baricco, Thursday 29 September, 11:00, Salone Teresiano, Università di Pavia. Booking from 8 September, live streaming

Press preview Thursday 29 September 12:30. Attended by Alessandro Baricco

Exhibition opening Thursday 29 September 18:00

Exhibition and museum opening hours

Monday–Friday, 14:00–18:00 (last admission 17:00)

Saturday and Sunday 10:00–18:00 (last admission 15:00)

Entrance to the exhibition is included with the museum ticket

Full price € 6.00

A full-price ticket includes entrance to other museums in the Athenaeum Museum System within one month of first use.

Reduced € 4.00

6–26 year olds, adults over 65, school groups accompanied by a teacher, groups of 10 or more people, employees of the University of Pavia, members of the Associazione Amici dell'Orto Botanico, teachers on private visits, members of the armed forces and law enforcement.

Free entrance

Children 0-5 years, University of Pavia students, disabled people and a companion, tour guides, tour leaders, tour interpreters with ID cards, teachers accompanying school groups, journalists with ID cards, ICOM members, members of the National Scientific Museums Association, holders of a Musei Lombardia/Valle d'Aosta subscription, holders of a 'Nati con la Cultura' card.

Ticket purchase available at the museum or online museotecnica.unipv.eu/biglietti

For general information and booking guided tours museotecnica.unipv.eu/biglietti

prenotazionimte@unipv.it

Information and booking guided tours for groups and schools

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