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“os LUSÍADAS”

- AUGMENTED EXPERIENCE

VELHO *do* RESTELO *as a prism for*
CONTEMPORARY READING
of the PORTUGUESE EPIC NOVEL.

Contextualization

This poster presents a part of the thesis about exploring *how to enrich the presentation of masterpieces of bygone eras by introducing new technology and modern design strategies like experience design, and this way transfer their timeless values, ideas and priceless beauty into involving experiences for generations of today and tomorrow.*

The approach presented here concerns *contextualizing* the portrayal of the historical events described in the book with the help of new technology, which, at the same time, works as a trigger for interest of young society.

As a starting point we take *Velho do Restelo*, a character from a Portuguese epic novel “Os Lusíadas” by Luís Vaz de Camões, who has an opposite view of the glorified XV century expedition for discovery of India. During the years he has been associated in the Portuguese culture with pessimism and fear, but in the light of today's decolonization movements his figure takes on a different dimension.

Today many times history is being questioned, and, as a response, many statues are being taken down. In this project we propose, instead, to respond to them with the new technology, and *by the use of AR add another layer of reality* - introduce a new digital statue, that shows another perspective, another narrative to the historical events, this way revealing the fuller picture.

Objectives

Develop an AR device that places a virtual monument of the Velho do Restelo in contraposition to the Padrão dos Descobrimentos in Lisbon.

Adopt design strategies, like experience, seductive, emotion design, branding and marketing approaches, destined to offer to users meanings and values rather than mere product, handed in an aesthetic form

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together with new technology

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create a representation that:

- shows described events in the contemporary light
- positions the book as still relevant today, as a literary heritage with timeless values and full of richness to be explored
- makes people look deeper into its meaning
- presents it in a way that would seem exciting
- is immersive and encourages people to reach out for the original book



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