Link. The multimediality in the documentation, in the representation and in the communication of the architecture. The examined case: Fruttuaria abbey
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This graduation dissertation starts from a study of the aspects linked to the architecture representation throught a multimedia mass media.
The perceptive characteristics and the learning and teaching modalities offered by the media have been analyzed. The results of these studies have been applied in the realization of a multimedia CD ROM whose subject is an architectonic object.

The dissertation is divided into two different parts which are strongly connected one another:

- In the first part the theoretic considerations that have been the basis of the project choices made are analyzed.
- In the second part the project and realization work of the CD – ROM are analyzed and the theoretic aspects are present together with methodological and practical considerations.

Have been studied:

- Francesco Antinucci's writings ("Summa ipermedialis") regarding communicative codes and cognitive processes;
- Vannevar Bush's article "As we may think", considered the origin of hypertext and Internet forerunner;
- Ted Nelson 's visionary Xanadu project that perhaps cannot be realized (it is the basis of every multimedia project);
- Alan Kay's researches and realization, inventor of desktop metaphor and of most of the interaction instruments used in the present PCs interfaces;
- Jakob Nielsen's thoughts and the graduation dissertation "Easy uses of Web sites" by Alessandro Maggipinto.

This work was realized following indications and methodologies used during the Workshop "To communicate the project" hold by Alfredo Ronchetta in this Faculty.
As contemporary world is dominated by image, we decided to use, sometimes not in a very conscious way, different ideas and visual suggestions such as: "Introduction to visual culture" by Nicholas Mirzoeff, "Matrix" by Wachowski brothers, "Snowcrash" by Neal Stephenson, and then MTV music videoclips.
The architectural subject of multimedia communication is Fruttuaria Abbey in San Benigno Canavese.

Picture and graphics representations of Fruttuaria abbey.

The choice of this building was motivated by several reasons.
First of all, it is a complex architectonic subject both from a functional point of view and from an historical evolution point of view and therefore it is really suitable to be studied and deeply analysed.
Then, in 1979 some remains of the previous medieval church were discovered in the eighteenth-century church and this event required very exacting works that only recently gave back the abbey to the citizens of San Benigno.
Moreover, in 2003 they will celebrate the millenary of the building of the ancient church and, on this occasion, they thought to the possibility to use non-traditional communication forms in order to underline and let people understand the historical and architectural complexities and the simplicity of communication code.

3D map of the old town centre.

Operatively, the information have been collected in different places and by different bodies such as Piedmont Environmental and Architectonic Heritage Commission, the archives of San Benigno and of the abbey, different libraries, among which Architecture Faculty library, documents provided by Mr. Luciano Viola, in situ visits with equipments such as video cameras, measuring tapes, cameras.

The following phase included indexing, cataloguing, subdivision of the texts collected according to their content and data reorganization.
In the meantime the project of the multimedia CD ROM was carried out.
Initially, seven CDs, choosen among representative multimedia CDs in the present production, were analyzed.
The analysis of interface requisites and characteristics, carried out also on cases analysed previously, on the targets to which the CD addresses and on the informatics means which would have been used (Autocad, 3D Studio, Premiere, Freehand, Photoshop, Director), their potentialities and limits, brought us to define the CD structure.
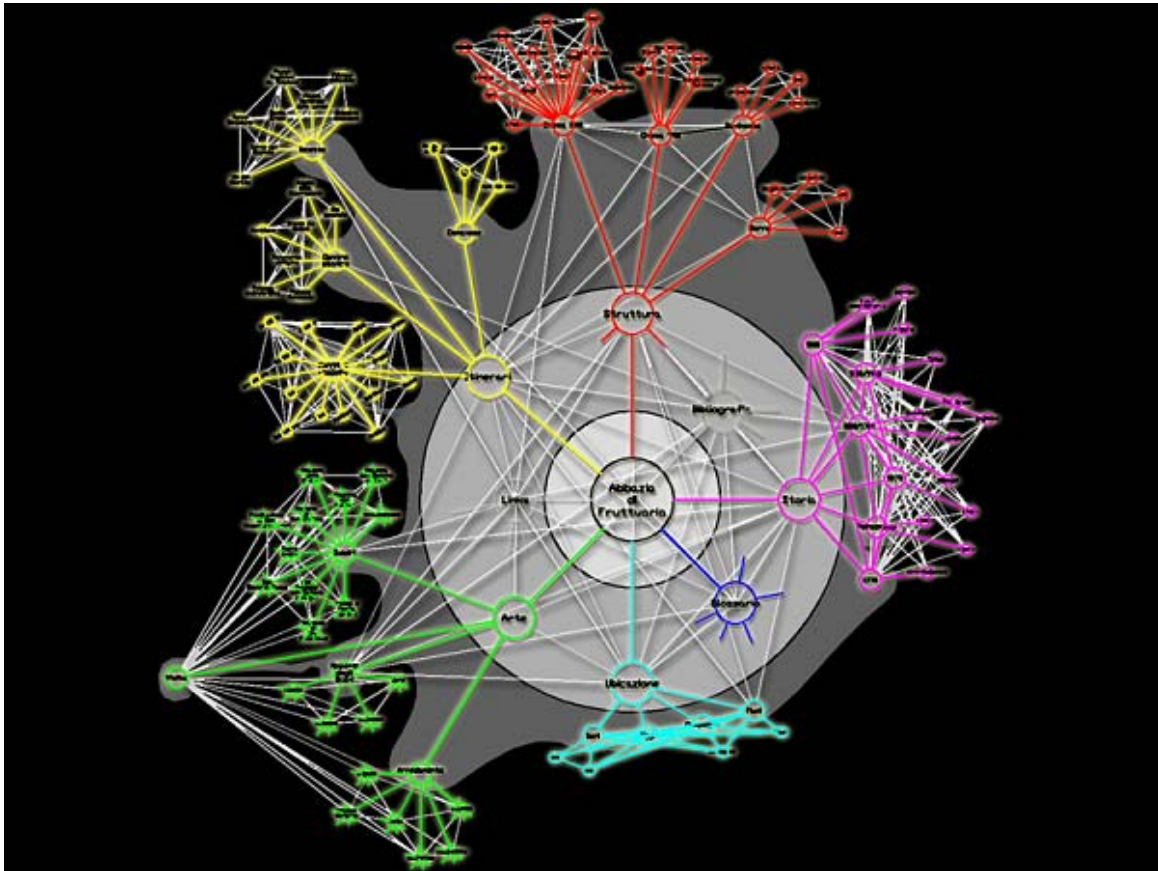
Representation of CD-Rom's topics structure.

We proceeded defining and projecting the characteristics of this application such as initial animation and surfing means.
Then we went on designing the layout for each CD section.
We ended our work pointing out and underlining cognitive and perceptive aspects of the realized multimedia CD ROM.

A test made with a real audience during a demonstration which took place in the abbey, allowed us to evaluate the results achieved and the possible improvements and integration for a future development.

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