



ACADEMIC YEAR

2019 / 2020

WHERE

EON Reality - Worklife Innovation Hub
Via del Lavoro 47, 40033 Casalecchio di Reno
(Bologna)

WHEN

November 2019 - July 2020

LECTURE AND INTERSHIP HOURS

Lectures: 360 hours | Internships: 375 hours

COURSE CREDITS

60 CFU

TUITION FEES

€ 3.000

APPLICATION DEADLINE

October the 14th 2019

www.unibo.it > Didattica > Master universitari >
2019 - 2020 > MIXR - Master in Innovation in
eXtended Reality

SELECTION DATE

9.00 AM, October the 22nd 2019
Aula Nadia Busi, Computer Science and
Engineering Department, Mura Anteo
Zamboni 7, 40126 Bologna.

ADMISSIONS

Between November the 4th and 15th 2019

FOR MORE INFORMATION

Email: master.mixr@unibo.it
Website: <https://master.unibo.it/mixr>



The course is addressed to all the candidates who will hold a first-level or above degree, by November the 15th 2019, in the humanities, architecture, scientific or medical area.

Based on a positive evaluation, the selection committee may also admit candidates who hold degrees in other areas.



1st level Master Program

MASTER IN INNOVATION IN EXTENDED REALITY

During 2019, industrial spending on augmented and virtual reality is overtaking consumer spending. The uses of such technologies are broadening and deepening as many companies are realizing their full potential: the engaging nature of such experiences has stimulated investments in new marketing and sales paradigms, in new learning processes and forms of experiential training.

Well aware of the technological revolution in place, the Master in Innovation in eXtended Reality (MIXR) brings together the University of Bologna and EON Reality, a multinational specialized in the design and development of immersive platforms. The aim of MIXR is to provide students with the knowledge required to engineer extended reality experiences, specializing such skills in four high potential domains: design, architecture, fashion and medicine.

The MIXR educational program includes a first phase, where theoretical-methodological knowledge will be acquired in lectures delivered by the University of Bologna faculty. Technological and practical know-how will be subsequently covered with the EON Academy staff. Domain dependent scenarios, related to design, architecture, fashion and medicine, will be developed in conjunction with the University of Bologna faculty and the EON Academy staff. The educational program concludes with an internship at the laboratories of EON Reality and/or other companies.

Director: Gustavo Marfia, Department for Life Quality Studies, University of Bologna.

By the end of the MIXR Master's program, the student will acquire the knowledge and the skills pertaining the use of immersive approaches in the:

- Design and implementation of narrative experiences based on high-tech presentation technologies;
- Representation of architectural and cultural projects;
- Development of industrial design products;
- Promotion, communication and marketing of fashion brands;
- Engineering of application scenarios in the medical field.

IN COLLABORATION WITH



Calendar

Classes will be held:

- Monday through Thursday, 9-13; 14-16;
- November the 5th 2019 to March the 27th 2020.

Student internships will take place between April and July 2020.

Course structure (360 hours)

- **General theory and methodology**, by Elena Formia and Gustavo Marfia;
- **Application of knowledge**, by Nils Andersson, Adam Bladowski, Marcin Kasica and David Perret;
- **Urban, Architecture and Cultural Heritage**, by Danila Longo (area chair), Matteo Cassani Simonetti, Marco Gaiani, Simone Garagnani, Jacopo Gaspari, Valentina Gianfrate, Alessandro Iannucci, Valentina Orioli and Marco Pretelli;
- **Product Design**, by Andreas Sicklinger (area chair), Fabrizio Ivan Apollonio, Valentina Gianfrate and Clara Giardina;
- **Fashion**, by Ines Tolic (area chair), Daniela Calanca, Fabiano Fabbri, Mariella Lorusso, Gustavo Marfia, Giovanni Matteucci, Roy Menarini, Federica Muzzarelli, Giampaolo Proni and Simona Maria Segre Reinach;
- **Medicine**, by Emanuela Marcelli and Claudio Marchetti (area chairs), Giovanni Badiali, Andrea Bolognesi, Laura Cercenelli, Cristiana Corsi, Stefano Diciotti, Mauro Gargiulo, Alberto Leardini, Maria Livia Rizzo, Riccardo Schiavina and Achille Tarsitano.

Student internships (375 hours)

Students will develop immersive experiences utilizing 3D technologies, CAVEs, HMDs and mobile devices, working at the laboratories of EON and/or of other companies.