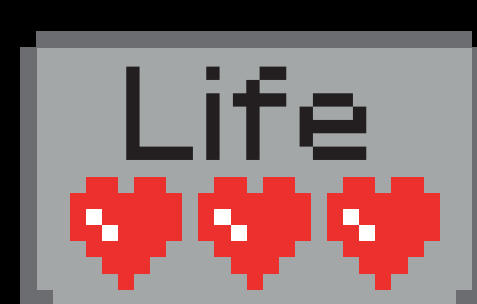


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OUR CONTEXT

PlayMarche was founded in 2014 in the heart of Marche Region, a land with a high level of specialization in **Made in Italy products** and richly endowed with **tangible and intangible cultural assets, tourism potential, craft skills, entrepreneurship and SMEs**. The spin-off company finds its first impulse in the achievement of the huge project **DCE - System Wide Cultural District for cultural heritage 2.0**, to propel the strategic matching among Cultural Heritage and other knowledge-intensive production chains.

WHO:

COMPETENCES AND CROSS-FERTILIZATION

We are the spin-off company of the University of Macerata: project-oriented and dynamic, born to stimulate the **production of innovative ICT services** for the sustainable **Tourism and Cultural Heritage valorization**. Our creativity potential is based on the cross-fertilization of **various academic expertise** (Archaeology, Cultural Heritage management, ICT, business management, local economic development, food&wine marketing and branding) with the **competences of creative SMEs** (Heritage services, architecture, design, publishing, web programming, videogames, Apps).

WHAT

In few months of activity, PlayMarche is already working in several projects:

- **Stakeholders engagement** in the starting phase of DCE project
- Digitization and valorization of a collection of **9000 ancient books**
- **3d printing services** for archaeology and traditional craft marketing
- **Augmented reality** applications
- Cross-platform **educational game** (LIM + apps) for school tourism
- **Marketing and merchandising** strategy for the University of Macerata
- Management and marketing of **University Museum**.



PLAYmARCHE srl

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DESTINATION MANAGEMENT ORGANIZATION

We operate as a **Destination Management Organization (DMO)**: the DCE project requires the involvement of many public or private stakeholders, pursuing different goals inside a common project. A DMO does not directly control its partners' activities but manages diverse expertise with a **high degree of objectivity**: the super-partes nature of the University fulfills this position more vigorously than others, playing also as **facilitator for touristic networks and as a basin of visitors**.



l'umanesimo che innova

