



Team 25 *Psyland*

THE SOUND OF NAPLES
how to connect distant vibration



BACKGROUND AND OVERVIEW:



Living in Naples necessarily means breathing in music. Neapolitan song has very ancient origins, the earliest references going back to ancient Greece. In the 500s it began to consolidate its identity with the "villanella," a form of secular song with a satirical theme, and in the 600s with the "tarantella," a type of traditional dance of Southern Italy.



The repertoire from the early 19th century to the immediate post-World War II period in Italy constitutes of the classic Neapolitan song, which represents one of the highest points of Italian song and has become a symbol of Italian music in the world over the years. Songs from the period have been interpreted over time by numerous world-renowned



performers who have contributed to their popularity. The Neapolitan music scene experienced a true golden era, with songwriters such as Renato Carosone, Roberto Murolo, Peppino Di Capri, and shortly thereafter Pino Daniele, songwriters who contributed to the Neapolitan cultural expansion thanks to the migratory flow headed for America.

BACKGROUND AND OVERVIEW: THE PROBLEM



In a society where we look more and more at the immediate product, we often forget to reconnect with the past culture, throwing away opportunities for relationships among individuals, a trend that experts point out as a risk capable in the near future of leading to a decline in social participation and, consequently, toward the social poverty trap,



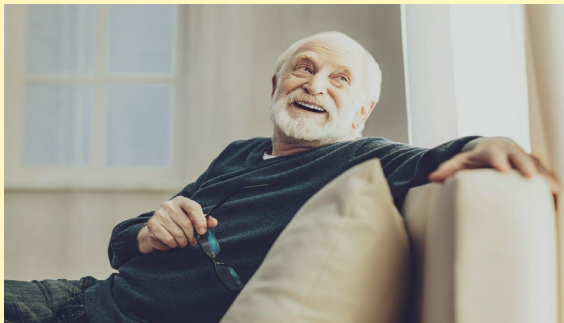
THE PURPOSE OF THE PROJECT



In this context, we would like you to create a tool that resolves the cultural distance between the elderly and the younger generation, so as to preserve the culture of their own traditions and improve the grandparent-grandchild relationship or relational scarcity, with profound repercussions with respect to the psychological and physical well-being of individuals.



PERSONAS:



PAOLO:

AGE: 70

WORK: Retired

FAMILY: Married, daughter

LOCATION: Naples

GOALS: Make Neapolitan culture known to his grandson Giulio.

FRUSTRATION: Inability to make his grandson understand Neapolitan culture.

BIO: Paolo shares the apartment with her daughter and her family. Paolo would like to speak with his grandson Giulio, as they feel distant from each other.

Paolo tries to talk about Neapolitan culture with him, but sadness comes in when Paolo hasn't got the right way to express the importance of neapolitan culture to his son.

PERSONALITY:

Introvert

Extrovert



Thinking

Feeling



Sensing

Intuition



Judging

Perceiving



PERSONAS:



GIULIO:

AGE: 16

WORK: student

FAMILY: Mother, father
and grandfather

LOCATION: Naples

FRUSTRATION: Giulio cannot stand his grandfather's tastes in music, as he believes his tastes are much better

BIO: Giulio lives with his family and his grandfather Paolo. They do not understand each other because of Paolo's strong interest in neapolitan culture as he often sings neapolitan songs. Giulio does not share Paolo's music choice.

PERSONALITY:

Introvert

Extrovert



Thinking

Feeling



Sensing

Intuition



Judging

Perceiving



Scenario ex ante:



Market to prototype:



❑ **BUDGET : $X < 200€$**



❑ **TARGET : 70+years**



Design requirements



- ❑ Digital and physical object
- ❑ Easy and intuitive
- ❑ Portable and small object
- ❑ Attention to sustainability
- ❑ Affordable
- ❑ Technical support
- ❑ Able to reproduce sounds

Facilities



- ❑ Paper and pen
- ❑ Cardboard
- ❑ Miro
- ❑ Figma
- ❑ Canva





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