CASA BATLLÓ
GAUDÍ BARCELONA

Casa Batlló
Immersive Experience

Dr. Amilcar Vargas
Responsible of World Heritage
at Casa Batlló

March 2nd 2022

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Casa Batlló World Heritage Site

Our beginnings in XR

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Casa Batlló World Heritage Site

Source: UNESCO WHC

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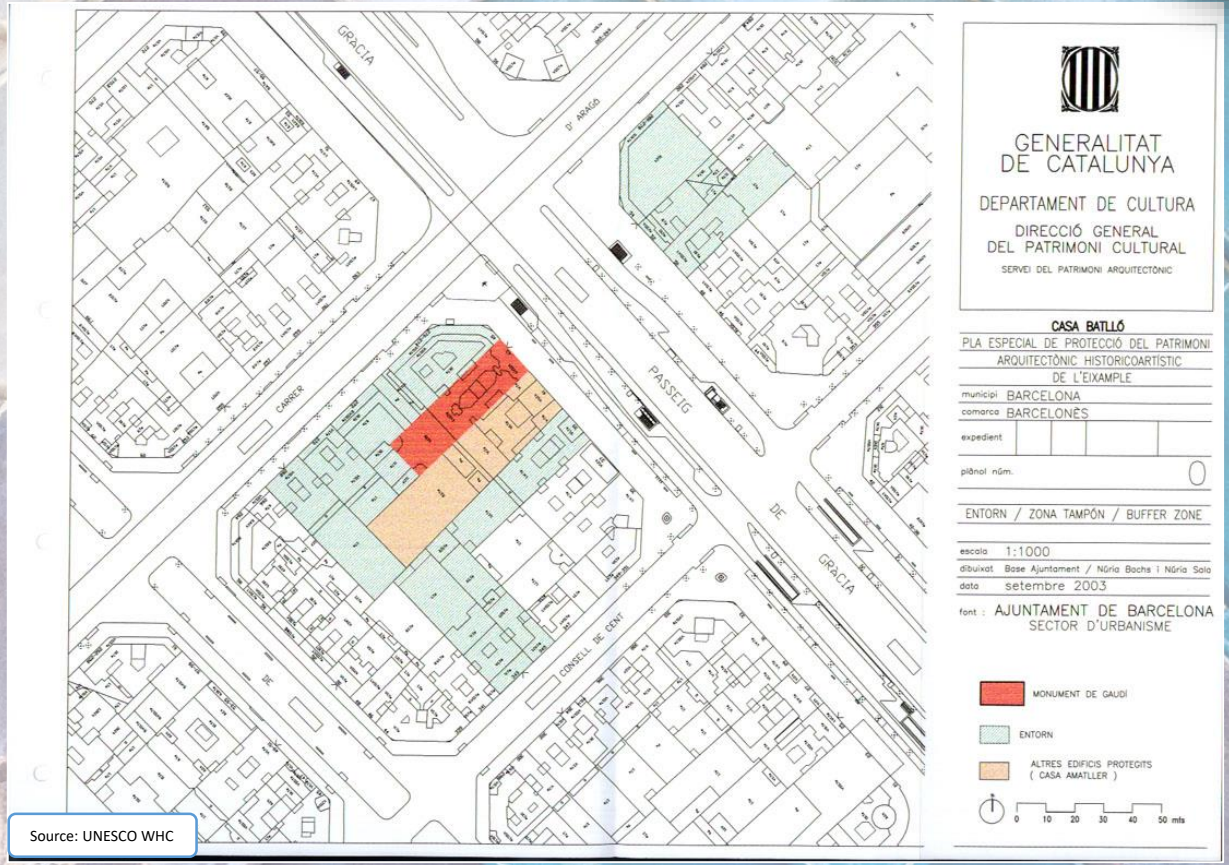

Source: UNESCO WHC

Casa Batlló World Heritage Site

- Inscribed in 2005 as a component of the Works of Antoni Gaudí
- Criteria i, ii y iv of Outstanding Universal Value
- Catalan-Modernist style house (1904-1906) by Antoni Gaudí
- Private house managed by its owners, a local family

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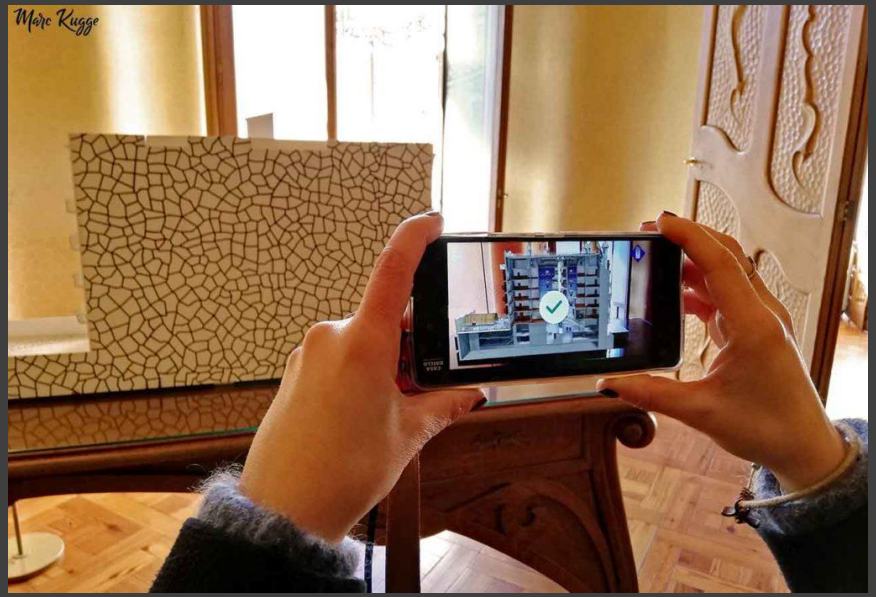
Where do we come from?

2002- Cultural visit with audioguide/ 6 languages

Smartguide: a technological asset

2013- Device with Augmented Reality/ 11 languages



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Gaudi Dôme

New Tablet

New Tablet

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CATALÀ

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6

6

6

6

Available in 15 languages

Contactless Technology

Contactless Technology

UV STERILIZER

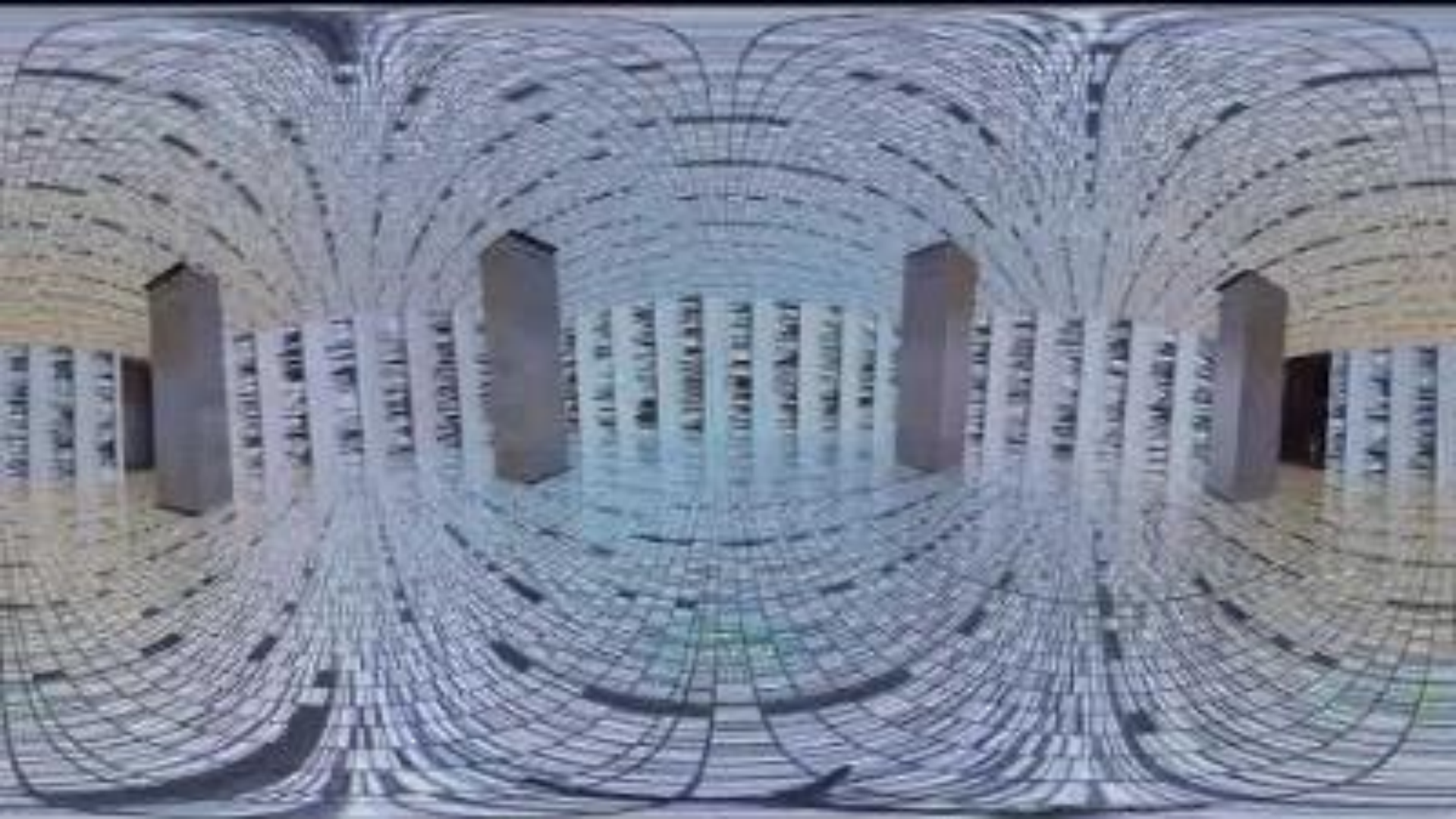
Ultraviolet LED
Eliminates microorganisms
99.9% effective

La primera vez que visité Casa Batlló fue alucinante.

Magic frames

Gaudi Cube

through the data, step by step.



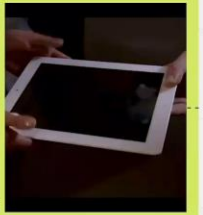
CUSTOMER JOURNEY MAP

VISITANTE INDIVIDUAL

PAREJAS

0% | 1,4% | 3,6% | 5,6% | 7,8%

Viaje visual



Tiempos clave

- 1:20 min — Compra billete
- 00:35 min — Validación ticket
- 2:00 min — Visita "ORIGEN"
- 00:20 min — Entrega AG
- 00: — Entrega

Cronómetro

00:00 min → (1:30 min) → 01:30 min → (1:20 min) → 02:50 min → (1:12 min) → 04:02 min → (2:13 min) → 06:15 min → (2:25 min) → 08:40 min → 09:00 → (4:41 min) →

ANTES - CAPTACIÓN Y TICKETING

Momentos

1	2	3	4	5	6	7	8
	00 LLEGADA A CASA BATLLO	05 TICKETING	01 ZONA DE ACOGIDA / ENTRADA	01 ACCESO A PLANTA CARBONERAS	02 VISITA ORIGEN	03 ENTREGA DE AG	05 ENTREGA DE AR
			SE DIRIGE	AVANZA POR LA COLA	EL USUARIO	ES SALUDADO POR	

Former Casa Batlló 10D Experience

Hearing

Sight

Taste

Smell

Touch and movement

Casa Batlló Immersive Experience

Lobby

Gaudí Dôme

Special Interventions

Magic frameworks

Kengo Kuma Staircase

Gaudí Cube

Chesneys Staircase

Simbolic Store

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Thank you

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