



HYBRID

Projects funded by Veneto Region

Project	Hybrid Sustainable Worlds
Acronym	HYBRID
Website	http://www.vegbc.org/hybrid-sustainable-worlds/
Call	'bando per il sostegno a progetti di Ricerca e Sviluppo realizzati dalle Reti Innovative Regionali e dai Distretti Industriali - ASSE 1 "RICERCA, SVILUPPO TECNOLOGICO E INNOVAZIONE" - OBIETTIVO SPECIFICO "Incremento dell'attività di innovazione delle imprese" - AZIONE 1.1.4 "Sostegno alle attività collaborative di R&S per lo sviluppo di nuove tecnologie sostenibili, di nuovi prodotti e servizi" - DGR n. 822 del 23 giugno 2020'
Duration	28 months - from 10/09/2020 to 30/12/2022
Scientific Coordinator	Giorgio Stefano Bertinetti
Research team	Giorgio Stefano Bertinetti, Gloria Gardenal, Licia Ferranna, Laurence Jones
VSM role	Project partner
Budget (total)	€ 2.998.736,75
Budget assigned to Ca' Foscari	€ 63.013,13
Contract number	ID 10290827
Abstract	Hybrid systems combine the dimension of the physical spaces we live in with the experience of the virtual and 'cyberspace'. They offer the opportunity to harness the power of 3D, networks and intelligent systems without giving up the physical dimension of encounter, proximity and dialogue, supporting and building new opportunities for coexistence and social interaction. Hybrid environments are products of technical ingenuity and creativity, and in turn enable the multiplication of human creativity and

intellect by supporting new ways of interacting, creating, designing, producing. The hybrid world that awaits us is made up of a single reality in which we seamlessly intersect the dimension of physical reality, robust and static, with that of the virtual, flexible and dynamic. We can exploit these dimensions and the synergies that can result from them. We can ensure more sustainable development, better safeguards for the environment, better places to live, new ways of living together and interacting socially. We can also use these resources and opportunities to better tackle the current pandemic. It follows from all this that this project identifies the specialisations of Sustainable Living (mainly) and Creative Industries as technical and cultural frameworks for its activities. The project's enabling technologies will address four complex situations that are particularly threatened, economically speaking, by the current pandemic situation. The potential of virtual-real hybrid systems in terms of efficiency, effectiveness, flexibility and resilience will be experimentally demonstrated in various application contexts and, in particular, in four areas of crucial importance for the regional economy: Construction, Trade, Culture and Artistic Manufacturing, research and development areas addressed by the five RIRs participating in the proposal, pooling resources and expertise in sharing the general objectives of the project.