



## Valletta's digital layer

**DÉRIVE VALLETTA** is an initiative by digital art student Matthew Mamo (supervised by Dr Vince Briffa) aimed at increasing the visibility of our capital city's museums and cultural institutions using augmented reality.

Augmented reality has a host of possibilities to allow people to interact with art and through this art the city itself. Inspired by the work of Israeli artist Yaacov Agam, the digital visuals featured in Dérive Valletta require the user to move around the objects being scanned in order to view the content.

Possessing its own cohesive brand and identity, this initiative is ultimately intended to contribute towards the creation of a digital cultural infrastructure within Valletta prior to 2018. Being a digital layer laid over the real world there will be no negative impact on this UNESCO World Heritage Site's unique built environment.

The brand's aesthetics were kept minimalistic to create an identity that can be incorporated into Valletta in an unobtrusive manner while endowing the initiative with a contemporary

image. Minimalism is reflected in the restrained colour scheme and use of clean sans-serif typefaces. ●

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