



E guardo il mondo da un display (TechnoVisions) (Italian Edition)

Carlo Mazzucchelli

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SAGGIO (201 pagine) - TECNOLOGIA - La sparizione del mondo reale dentro display tecnologici e virtuali

Smartphone, phablet, tablet, personal computer, lettori musicali, televisori, bancomat, chioschi e totem multimediali, maxischermi a LED, "video wall", tutti accomunati dalla presenza di un display capace di ospitare sulla sua superficie non soltanto dati, immagini e video ma in realtà il mondo intero. Il display enfatizza il ruolo della visione, il senso umano per definizione secondo Aristotele, ma virtualizza e rende trasparente il corpo, facendoci perdere la capacità di collezionare esperienze percettive capaci di cogliere il mondo nella sua interezza e materialità. Perduti e innamorati dei propri display, gli umani dell'era tecnologica postmoderna sembrano tante monadi Leibniziane, tutte in armonia tra di loro ma perse in universi differenti e alla costante ricerca di unità e di esperienze non soltanto visuali ma materiche, cinestetiche, prossemiche, sonore, linguistiche, olfattive, gustative e tattili. Esperienze che anche il display più innovativo e tecnologicamente avanzato non è ancora in grado di regalare.

Dirigente d'azienda, filosofo e tecnologo, Carlo Mazzucchelli è il fondatore del progetto editoriale SoloTablet dedicato alle nuove tecnologie e ai loro effetti sulla vita individuale, sociale e professionale delle persone. Esperto di marketing, comunicazione e management, ha operato in ruoli manageriali e dirigenziali in aziende italiane e multinazionali. Focalizzato da sempre sull'innovazione ha implementato numerosi programmi finalizzati al cambiamento, ad incrementare l'efficacia dell'attività commerciale, il valore del capitale relazionale dell'azienda e la fidelizzazione della clientela attraverso l'utilizzo di tecnologie all'avanguardia e approcci innovativi. Giornalista e writer, communication manager e storyteller, autore di e-book, formatore e oratore in meeting, seminari e convegni. È esperto di Internet, social network e ambienti collaborativi in rete e di strumenti di analisi delle reti social, abile networker, costruttore e gestore di comunità professionali e tematiche online.

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