

My name is David Antonio Riccardo Mustaro *Yes, it is quite long! I was too young to choose it myself.*

I have been living in Pisa since 1989

I graduated in Computer Science and worked
for 18 years in public companies.
In 2015, I started working at the University of Pisa.



CIDIC

I work at CIDIC, a unit created in March 2021.

CIDIC stands for
Centro per l'Innovazione e la Diffusione della Cultura.

The purpose of the Centre is to support the University in its institutional activities, promote and share culture and scientific knowledge through the organization and production of important events.

CIDIC uses modern technological tools, as well as traditional methods and general services.



CIDIC is divided into three sections

and an administrative office

01

THE EDITORIAL SECTION

Is responsible for the production and dissemination of open-access books and scientific publications from our University.

02

THE MUSICAL SECTION

Is responsible for the production and dissemination of classical music, with the University Choir and the University Orchestra

03

THE MULTIMEDIA SECTION

Aims to promote the University's multimedia experience through the production, distribution, maintenance and preservation of digital content.

04

~~THE COMMUNICATION SECTION~~

Originally, CIDIC was created with four sections, including the Communication Section. Last year, this section was removed from CIDIC and returned to the central administration of our University.

IN GENERAL

CIDIC organizes and produces important events
related to the Third Mission and Public
Engagement

I am responsible for the activities and organization
of the Multimedia Section





WHAT WE ACTUALLY DO EVERYDAY?

OUR MAIN AVCTIVITIES ARE



VIDEO

Video production and post-production, including promotional videos, reports, short documentaries and educational videos



LIVE

Live streaming of the University's most important events, such as honorary degree ceremonies, major award ceremonies and similar events



RECORDING

Video and audio recording of different University events, such as conferences, meetings and training activities.



SUPPORT

Audio and video support for specific University projects and productions, but not for hardware or general device problems.



ARCHIVE

Management of the video archive. Unfortunately, our archives are currently stored on YouTube, and the University does not have its own repository software for managing archival videos

THE REAL PROBLEM

Our main problem is staff shortage.

When we started our activities, before CIDIC was officially created, our staff included more than ten people and many external collaborators.

Now our staff consists of six people and very few external collaborators.

This means that we cannot support all the requests we receive, and we have to consider only the most important ones, generally those involving the Rector.

All the other requests are handled according to availability, depending on the activities scheduled in that specific period.





EXAMPLE OF VIDEOS

I would like to show some examples of our multimedia videos.

I will not include live streaming or general event recordings, because it is very difficult to choose the most important ones.

CONCERT *Verdi's Theatre*

This is a typical example of a live video recording, where we use a wide range of cameras, including subjective shots.

Of course, as you can imagine, audio recording is extremely important, together with audio mixing during the post-production phase



DRONES

These are images of Pisa recorded with drones. We do not have our own drones, so we worked with external collaborators.

The real problem in Pisa is not having a drone, or a licence to fly it, but obtaining flight permissions.

In Pisa, this is very difficult because there are two airports. Often, you have to pay to submit the request and then wait one or two months, only to receive a refusal.

External collaborators can sometimes have better solutions for managing drone flights.

Finally, please consider that the following images were recorded during the pandemic, when flight conditions were generally easier, also because there were fewer people in the city.



Notte europea
delle ricercatrici
e dei ricercatori
29 settembre 2023

**BRIGHT
NIGHT**

REPORTAGE *Bright night*

This is a short video report about one of the most important events held in Pisa at the end of September.

On this occasion, the main Tuscan universities dedicate a day to research and researchers. Let's watch a short excerpt. The full video is five minutes long.

FORMATIVE PILLS

This is a short educational video, which is interesting from a technical point of view.

We use a green screen, and during post-production we can replace the green background with other images.

This technology removes the green colour and allows us to use any background we prefer. When there are speakers, they should remember not to wear green clothes or anything green

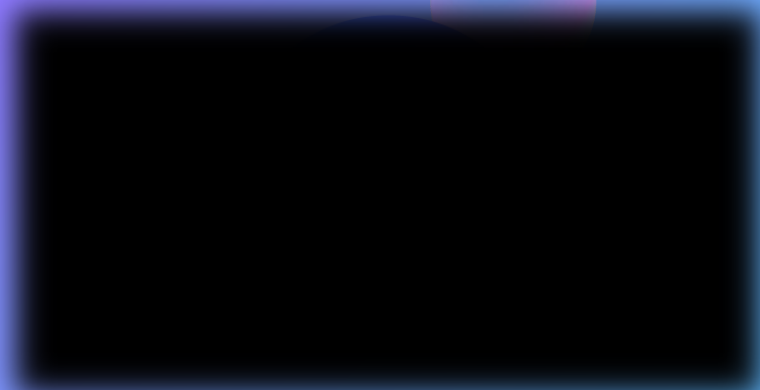


CONNECTION between PISA and our UNIVERSITY

La Fisica nel Gioco del Ponte

This is a very simple video about the connection between historical events in Pisa and the University, in particular the Department of Physics.

The Department is studying how different forces are involved during the Bridge Game





DOCUFILM

La Magia di tornare bambini

This is one of our best productions, recorded at the Natural History Museum in Calci, which is part of the University of Pisa.

It required a lot of work, both in writing the screenplay and during the recording and post-production phases.

THANKS!

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*Before we finish, I would like to ask
everyone to stand up, please*