Università IULM Sala dei 146 **IULM 6** 

## **4 ottobre 2023**

14:00 - 19:00

## Organising committee:

Annalisa Banzi Riccardo Manzotti **Giuliano** Gaia

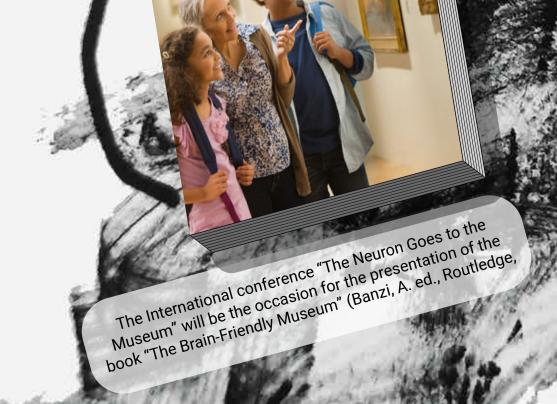
## **THE NEURON GOES TO THE** MUSEUM

International conference devoted to the application of neuroscience to the visitor experience

The conference will be held in English in blended form, in presence and online







THE BRAIN-FRIENDLY

Using Psychology and Neuroscience to

Improve the Visitor Experience

Edited by Annalisa Banzi