

The Floating Piers

Christo and Jeanne-Claude, – Lake Iseo (BS)

June 18th – July 3rd

Web presence quality evaluation of the event

*Lorenzo Belotti
Vanessa Colombo
Giulia Curcio
Zahra Fotouhi
Giada Franchi
Karunesh Jha
Arianna Maggi
Zarish Riaz
Carolina Roberto
Clara Tagliabue*

Summary:

- Introduction
- Identity: who?
- Content: what?
- Services: why?
- Individuation: where?
- Management: when?
- Usability: how?
- Feasibility: by what means?
- Conclusion



Introduction

The Floating Piers is an event that took place in Lake Iseo in 2016. The site-specific installation created a worldwide attention, a unique experience that the area had never lived before.

The analysis of the web presence aims at studying the webpages which contributed to the communication of the event.

The study is based on the 7-loci meta-model.

Identity – Who?

- who?
- what?
- why?
- where?
- when?
- how?
- by what means?

Visit Lake Iseo

Instagram

Facebook

Youtube

The Floating Piers

Christo and Jeanne-Claude

Twitter

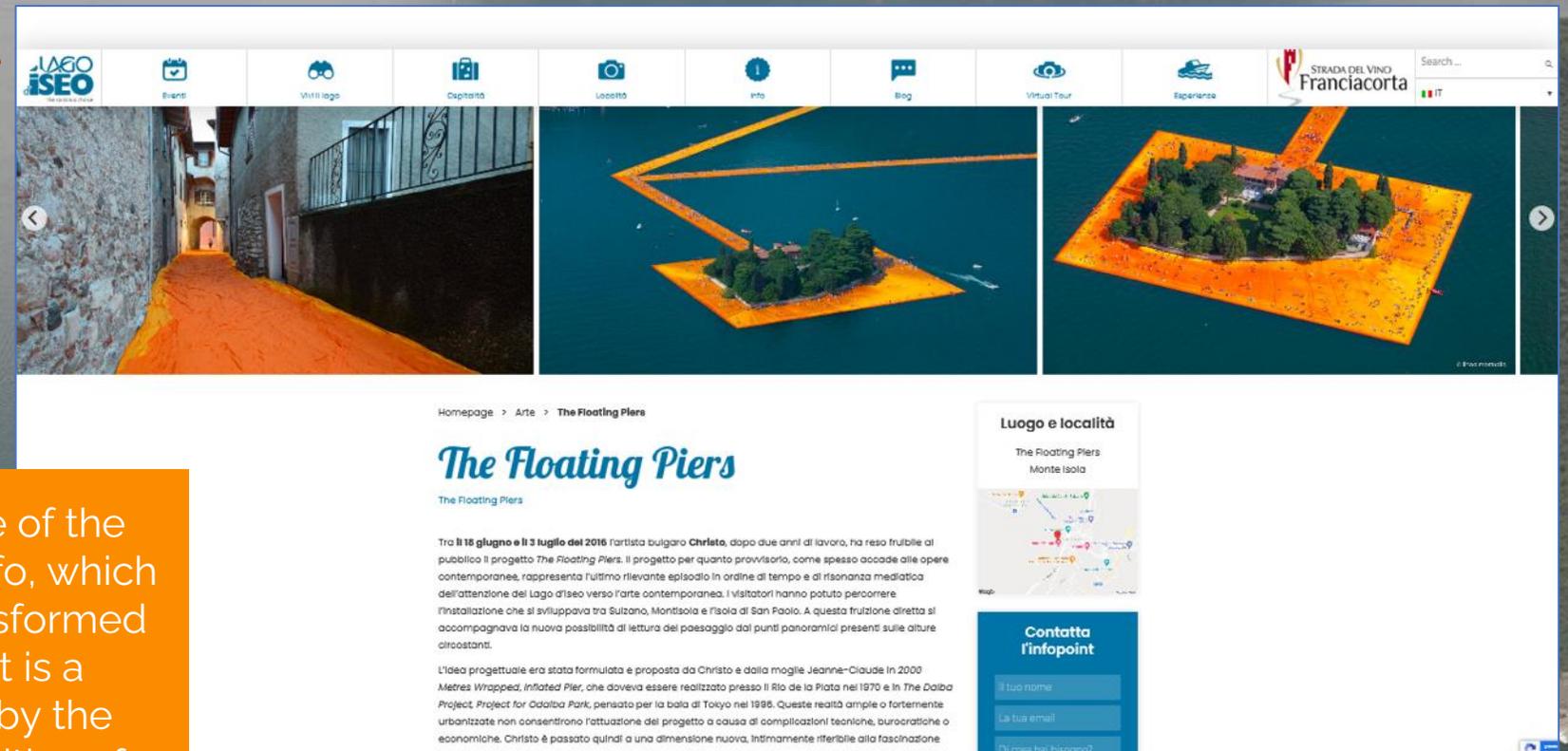
Tripadvisor

The web presence of the event is represented by this map of the official and semi-official components.

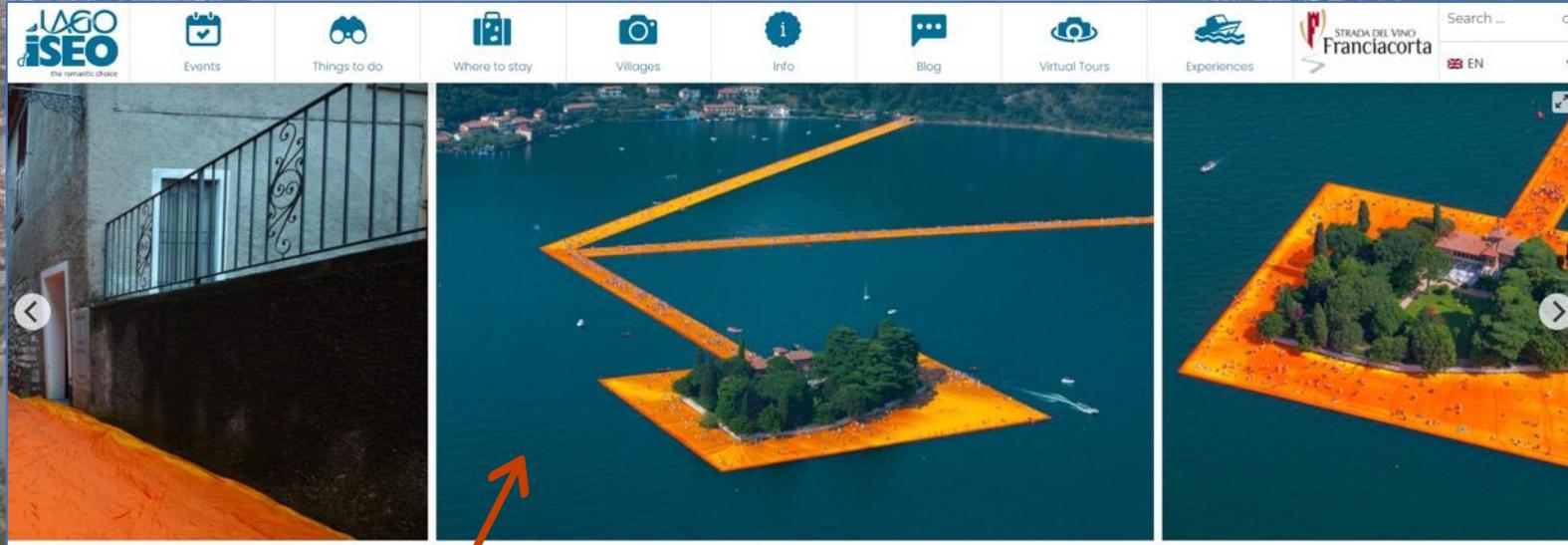


The shape of the logo and the colours well represent the territory.

In 2016 the official site of the event was iseolake.info, which in 2018 has been transformed in "VISIT LAKE ISEO". It is a legal identity formed by the G16 coastal municipalities of Lake Iseo and the provinces of Brescia and Bergamo.



Design and layout



The images and the text are the first impact the viewer gets of the web page. They give a clear idea of what the event is about.

The graphic design is easily readable, immediate and concise. The recurrence of the blue color of the lake creates a homogeneous layout among all the webpage.

The Floating Piers

The Floating Piers

After two years of work, the Bulgarian artist **Christo** opened his installation on Lake Iseo from 18 June and 3 July 2016.

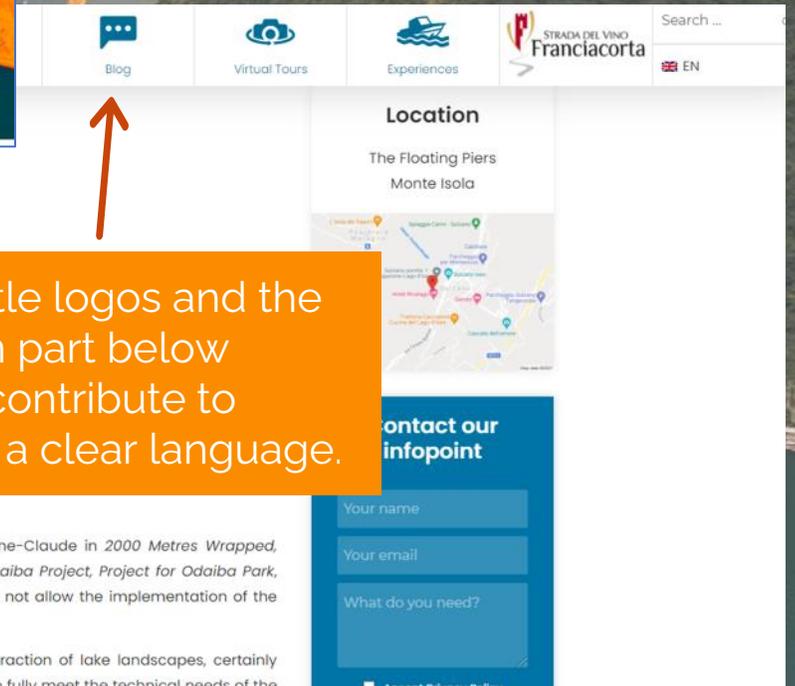
Although the project was provisional, as often happens to a temporary installation, the time and media coverage of the attention Lake Iseo pays to it were exceptional. Visitors were able to follow the installation that wound its way through the lake (St. Paul).

This direct use was accompanied by the new possibility of enjoying the surrounding hills.

The project idea was formulated and proposed by Christo and his wife Jeanne-Claude in 2000 *Metres Wrapped, Inflated Pier*, which was to be made at the Rio de la Plata in 1970, and in *The Daiba Project, Project for Odaiba Park*, designed for Tokyo Bay in 1996. These large and highly urbanised locations did not allow the implementation of the project due to technical, bureaucratic or economic complications.

Christo therefore moved on to a new dimension, intimately relating to the attraction of lake landscapes, certainly influenced by the climatic and morphological conditions of this landscape, which fully meet the technical needs of the

The little logos and the written part below them contribute to create a clear language.



Web geographical location and contacts

Location

The Floating Piers
Monte Isola



A Google Map of Monte Isola, Italy, showing the location of the Floating Piers. The map includes various landmarks such as Hotel Riva, Chiesa di San Felice, and the Floating Piers themselves. A red pin marks the location of the Floating Piers. The map is titled 'Location' and 'The Floating Piers Monte Isola'.

This map is a direct link to Google Maps, which leads to a clear geographic localisation of the event.

This box allows viewers to contact the Info Point to ask for info or explanations about the event.

Contact our infopoint

Your name

Your email

What do you need?

Accept [Privacy Policy](#)

SUBMIT

Just below there are all the references to other platforms where viewers can share their experiences.

SHARE WITH YOUR FRIENDS



A set of social sharing icons including WhatsApp, Telegram, Email, Facebook, and a generic share icon.

Christo and Jeanne-Claude

Facebook post for "The Floating Piers Christo - Lago D'iseo". The post features a large image of a yellow floating pier extending into a lake, with many people walking on it. The profile picture shows a smaller version of the same scene. The text below the image reads: "The Floating Piers Christo - Lago D'iseo", "@thefloatingpierschristo · 5 (8 recensioni) · Organizzazione viaggi", and a blue button that says "Invia messaggio". The Facebook navigation bar is visible at the top.

Instagram profile for "floatingpiers". The profile picture is a yellow circle with the text "The Floating Piers". The bio reads: "The Floating Piers was a work of art by Christo and Jeanne-Claude on display from June 18 to July 3, 2016 at Italy's Lake Iseo. Visualizza traduzione www.thefloatingpiers.com Account seguito da giuliaaacurcio, franchigiada e altre 2 persone". The statistics show 127 posts, 12,700 followers, and 76 people followed. A post is visible with the caption "L'Arc de Triomphe, Wrapped".

The semi-official presence is represented by Christojeanclaude.com, Instagram, Facebook, Twitter.

Twitter profile for "The Floating Piers" (@floating_piers). The profile picture is a yellow circle with the text "The Floating Piers". The bio reads: "The Floating Piers was a work of art by Christo and Jeanne-Claude on display from June 18 to July 3, 2016 at Italy's Lake Iseo." and includes the website "thefloatingpiers.com". The statistics show 0 following and 1,963 followers. A tweet is visible with the text: "The Floating Piers was a work of art by Christo and Jeanne-Claude on display from June 18 to July 3, 2016 at Italy's Lake Iseo." and a link to "thefloatingpiers.com".

Instagram post for "The Floating Piers". The post features a video thumbnail showing a person walking on the yellow floating pier. The navigation bar at the bottom shows icons for home, search, post, shop, and profile.

Tripadvisor and Youtube platform have been important vehicles for the online presence of the event.

A screenshot of the YouTube website showing search results for 'the floating piers'. The search bar at the top contains the text 'the floating piers'. Below the search bar, there are navigation icons for Home, Esplora, Iscrizioni, Raccolta, Cronologia, I tuoi video, and Guarda più tardi. The search results are filtered, showing two videos. The first video is titled 'Floating piers - Christo si è fermato a Iseo' by Gio Del Bianco, with 11,782 views and posted 5 years ago. The second video is titled 'These floating piers let visitors walk on water' with 106,600 views and also posted 5 years ago.

A screenshot of the TripAdvisor website for 'Lago d'Iseo'. The page header includes the TripAdvisor logo, a search bar, and navigation links for 'Scrivi una recensione', 'Viaggi', 'Avvisi', and 'Entra'. Below the header, there are tabs for 'Iseo', 'Hotel', 'Cose da fare', 'Ristoranti', 'Voli', 'Case vacanza', 'Pacchetti vacanza', 'Crociere', and 'Autonoleggio'. The main content area shows the location 'Lago d'Iseo' with a rating of 4.5 stars based on 1,789 reviews. It also lists 'N. 1 di 60 Cose da fare a Iseo' and 'Parchi e natura, Corsi e bacini d'acqua'. Under the heading 'Prenota in anticipo', there are three tour options: '7 giorni di tour dei laghi e della riviera italiana da Milano' starting at 1,936.00 €, 'Tour di 4 giorni tra i laghi italiani da Milano' starting at 989.00 €, and 'Tour privato in una cantina in Franciacorta e Bergamo da Milano con prelievo...' starting at 431.00 €. On the right side, there is a review section for 'The floating piers di Christo' with a 4.5 star rating and a review from 'ondinaRoma' dated 23 giugno 2016. The review text describes the experience of walking on the floating piers.

A screenshot of a social media post, likely from Facebook, about the floating piers. The post features a video thumbnail showing people walking on a wooden pier over water. The text of the post reads: 'Piers #inLombardia - Time Lapse (141 sec)'. Below the video, there is a caption: 'Weeks in Italy, a lake has been transformed with floating piers that allow visitors to walk on water. The'.

Content – What?

- who?
- what?
- why
- where?
- when?
- how?
- by what means?

The English version of the page contains clear information about the event and the work of art, explaining the Artist's point of view.

Other projects of the artist are also mentioned and there are some technical information about how the platform was created.

The screenshot shows the website 'LAGO ISEO' with a navigation menu including Events, Things to do, Where to stay, Villages, Info, Blog, Virtual Tours, Experiences, and Strada del Vino Franciacorta. The main content area is titled 'The Floating Piers' and includes the following text:

Homepage > Art > **The Floating Piers**

The Floating Piers

The Floating Piers

After two years of work, the Bulgarian artist **Christo** opened his *The Floating Piers* project to the general public between 18 June and 3 July 2016.

Although the project was provisional, as often happens to contemporary works, is the last major episode in order of time and media coverage of the attention Lake Iseo pays to contemporary art.

Visitors were able to follow the installation that wound its way between Sulzano, Monte Isola and the island of San Paolo (St. Paul).

This direct use was accompanied by the new possibility of viewing the landscape from the vantage points on the surrounding hills.

The project idea was formulated and proposed by Christo and his wife Jeanne-Claude in *2000 Metres Wrapped, Inflated Pier*, which was to be made at the Rio de la Plata in 1970, and in *The Daiba Project, Project for Odaiba Park*, designed for Tokyo Bay in 1996. These large and highly urbanised locations did not allow the implementation of the project due to technical, bureaucratic or economic complications.

Christo therefore moved on to a new dimension, intimately relating to the attraction of lake landscapes, certainly influenced by the climatic and morphological conditions of this landscape, which fully meet the technical needs of the project.

The Floating Piers, which was created with this in mind, is therefore a *site-specific* installation, which presents, in the intentions of its creator and those of the project director Germano Celant, an unavoidable and unprecedented

Location
The Floating Piers
Monte Isola

Contact our infopoint

Your name
Your email
What do you need?
 Accept Privacy Policy
SUBMIT

The Floating Piers

The Floating Piers

After two years of work, the Bulgarian artist **Christo** opened his *The Floating Piers* project to the general public between 18 June and 3 July 2016.

Although the project was provisional, as often happens to contemporary works, is the last major episode in order of time and media coverage of the attention Lake Iseo pays to contemporary art.

Visitors were able to follow the installation that wound its way between Sulzano, Monte Isola and the island of San Paolo (St. Paul).

This direct use was accompanied by the new possibility of viewing the landscape from the vantage points on the surrounding hills.

The project idea was formulated and proposed by Christo and his wife Jeanne-Claude in *2000 Metres Wrapped, Inflated Pier*, which was to be made at the Rio de la Plata in 1970, and in *The Daiba Project, Project for Odaiba Park*, designed for Tokyo Bay in 1996. These large and highly urbanised locations did not allow the implementation of the project due to technical, bureaucratic or economic complications.

Christo therefore moved on to a new dimension, intimately relating to the attraction of lake landscapes, certainly influenced by the climatic and morphological conditions of this landscape, which fully meet the technical needs of the

Location

The Floating Piers
Monte Isola



Contact our infopoint

Your name

Your email

What do you need?

Accept [Privacy Policy](#)

Location

The Floating Piers
Monte Isola



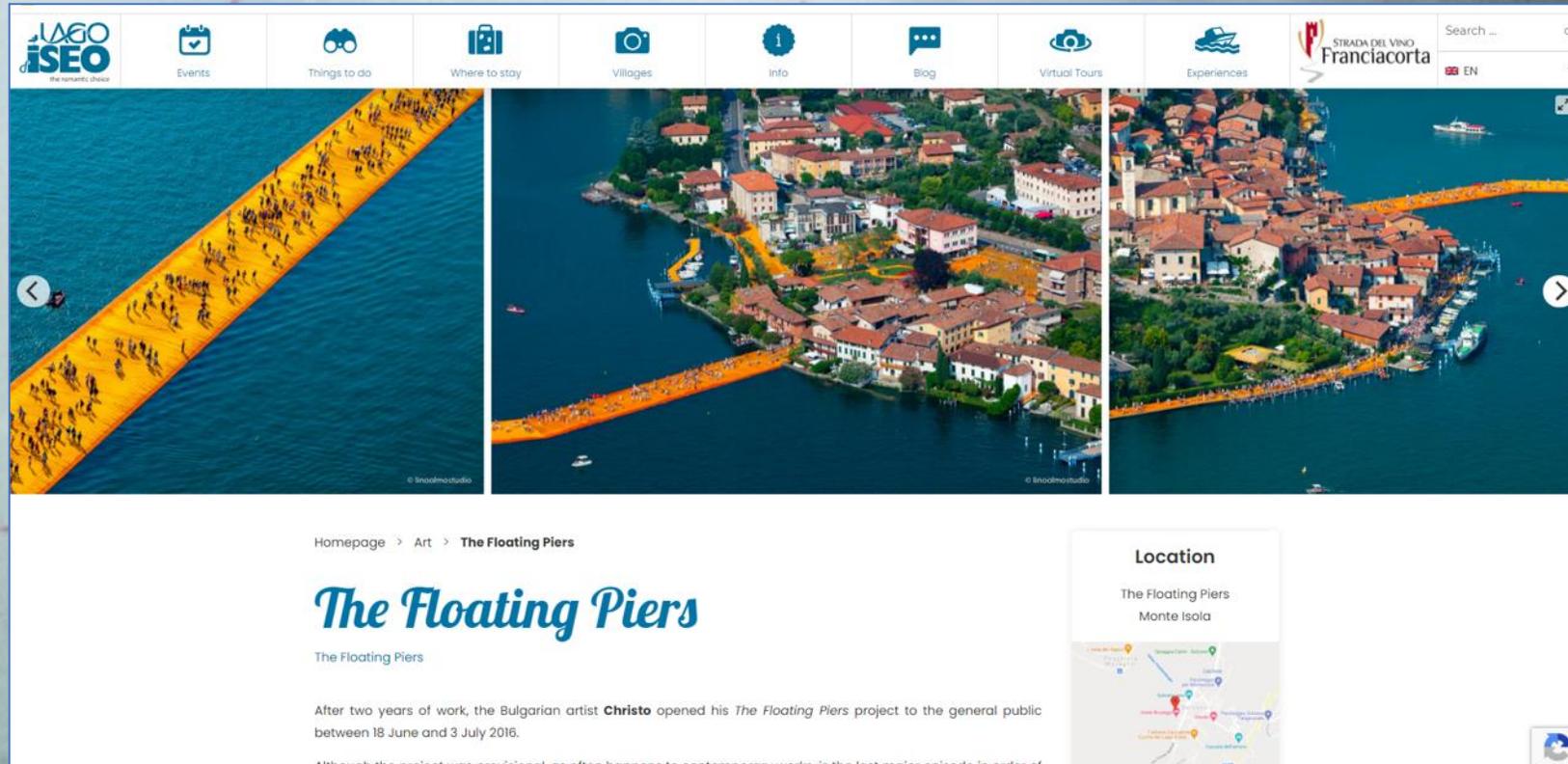
Silvia Capponi

Credits

No recognition to the provider of info, even though there's the name of the writer of this page.

On the right side of the page, there is a little section concerning the location of the event, shown on a map.

The different images catch the user's view with their bright colors and they represent the event from different points of view.



Unfortunately there are no videos and downloadable content.

Services – Why?

- who?
- what?
- where?
- when?
- why?
- how?
- by what means?

There are 4 sections worth mentioning when speaking about the services offered by VisitLakelseo website. These are:

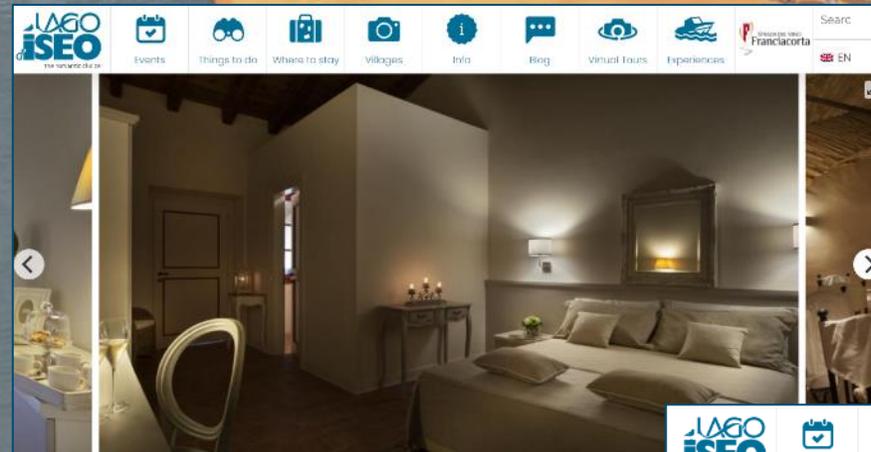
- ✓ Where to stay,
- ✓ Villages,
- ✓ Virtual tours,
- ✓ Experiences.



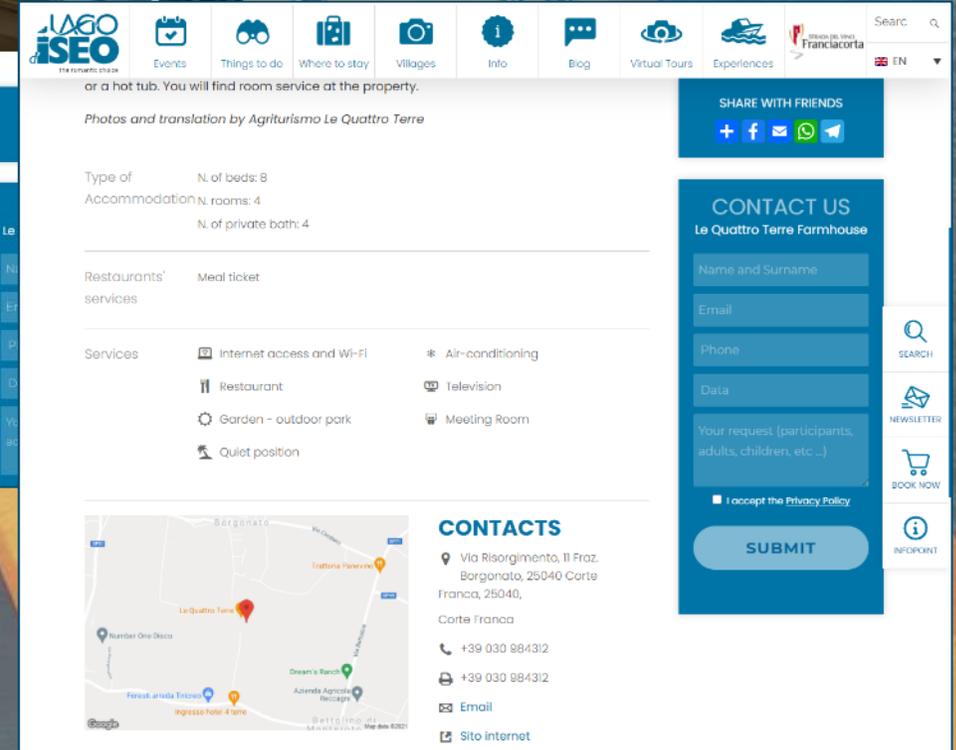
Let us examine them one by one.

Where to stay

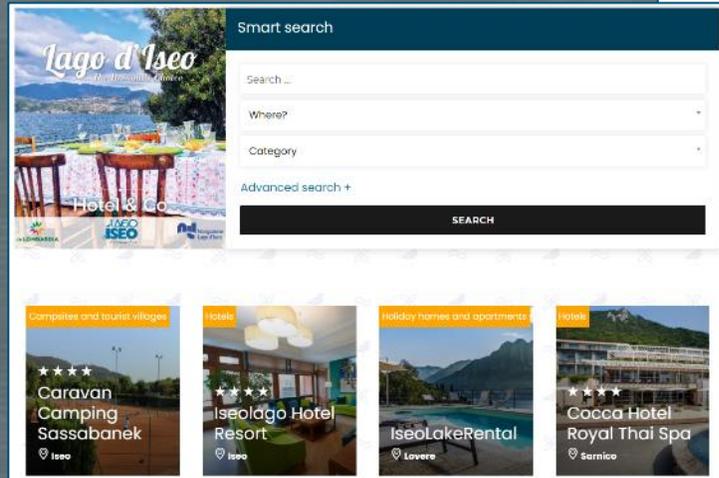
VisitLakelseo offers a search engine for accommodation, divided between structures in Franciacorta and in the lake area.



They can be contacted through a dedicated module, but no booking engine is implemented.



Info about the structure and contacts are given, however, not always are they precise.



Villages

Where to stay | Villages | Info | Blog | Virtual Tours

Monte Isola

Homepage > Location > Monte Isola

Location
Monte Isola
Localita' Sivilano, 76 - 25050
Monte Isola (BS)
25050, Monte Isola

SIGHTSEEING ATTRACTIONS
The island is all to be seen, on foot, by bicycle or with the small buses that provide a regular service. The island's outline is characterised by the **Martinengo Fortress** and the sanctuary of the **Madonna della Ceriola**. The fortress, visible halfway up the hill above **Sensole**, was built in the 14th century by the Oldofredi family; its tower is unusually placed in the centre of the castle, surrounded by a moat. Despite its warlike appearance, the building was transformed into a residence by the Martinengo family in the 15th century. On the summit stands out the white sanctuary built, in ancient times, on the remains of a pagan building. The capilla, **Silvana**, preserves medieval traces in the stone walls, the narrow alleys and the Martinengo...

CONTACTS
Tel: +39 030 982 5226
info@comune.monteisola.bs.it
Site internet

Every town is described in its features, its position is offered and also the contacts of the municipality.

Also info about transportation is provided through links. Activities related to the town are listed below.

It is possible to reach Sivilano, the capital of the island, a fortified hamlet in the Middle Ages, with tower houses and narrow streets. From there, a descent leads to Carzano, from where it is possible to see the islands of Loreto. After returning the coastal road, the route ends by returning to Peschiera Maraglio (approximately 9 km - Travel time 2h30).

Trekking to the Sanctuary - A challenging climb (path no.1) leads from the centre of Peschiera Maraglio to the ancient village of Cure, known for the artisanal production of "Salame di Monte Isola". From Cure, a cobbled road leads in twenty minutes to the Sanctuary of the Madonna della Ceriola, overlooking the mountain from above and offering a breathtaking view (4 km - 1 hour and 30 minutes).

TOUR OF THE THREE ISLANDS

A boat tour to discover the islands of S. Paolo, Monte Isola and Loreto, starting from the pier of Sulzano. Discover the characteristic hamlets of Carzano, with the villas of Novati and Soardi, where every five years the fascinating Festival of Santa Croce (next 2020) is held. Porto di Sivilano, with Villa Solitudine and Sensole, from which it is possible to see the ancient Rocca Martinengo.

HOW TO GET THERE

Ferries to/from Monte Isola - the scheduled ferry service is active every day of the year with a frequency of 15 minutes from the ports of Sulzano to Monte Isola-Peschiera Maraglio and 20 minutes from Saie Marasino to Monte Isola-Carzano. Info: Navigazione Lago d'Isèo

Boats to/from Monte Isola - the regular boat service operates annually from the ports of Isèo, Saie Marasino, Sulzano and Tavernola Bergamasca. It is possible to reach the island from all coastal locations from the end of March to October.

Info and timetables: Navigazione Lago d'Isèo

Location

Monte Isola
Localita' Sivilano, 76 - 25050
Monte Isola (BS)
25050, Monte Isola



CONTACTS

Tel: +39 030 982 5226
info@comune.monteisola.bs.it
Site internet

Contact our infopoint

Your name

Your email

What do you need?

Accept [Privacy Policy](#)

SUBMIT

Sport and nature in Monte Isola



Trekking from Peschiera Maraglio to the Ceriola Sanctuary

Monte Isola

Climbing to the Madonna della Ceriola Sanctuary in Monte Isola means reaching one of the most scenic...

READ MORE



Tour of Monte Isola on foot

Monte Isola

One of the most beautiful villages in Italy, Monte Isola is the biggest populated European lake isla...

READ MORE



Trekking from Peschiera Maraglio to the Ceriola Sanctuary via Olzano

Monte Isola

Climbing to the Madonna della Ceriola Sanctuary in Monte Isola means reaching one of the most scenic...

Villages

The screenshot displays the 'Tour of Monte Isola on foot' page. At the top, there is a navigation bar with icons for 'Where to stay', 'Villages', 'Info', 'Blog', and 'Virtual Tours'. The main heading is 'Tour of Monte Isola on foot' with the subtitle 'Monte Isola | Trekking and walking'. Below this is a topographic map of the island with a red trail line. To the right of the map is a 'DETAILS' section with the following information: Difficulty: Turistico (T), Duration: 2h 30 min, Distance: 9.4 km, Elevation gain: +80 m, Starting point: Peschiera Maraglio, Monte Isola, and Arrival point: Peschiera Maraglio, Monte Isola. A 'DOWNLOAD GPX' button is located below the details. Below the map is an elevation profile graph showing the trail's altitude changes. At the bottom, there is a 'Contact our infopoint' form with fields for 'Your name', 'Your email', and 'What do you need?', a 'SUBMIT' button, and a 'SHARE WITH YOUR FRIENDS' section with social media icons.

Sport activities, in particular, are extremely rich in services provided: the result of the collaboration with 'OutdoorActive'.



outdooractive

The screenshot displays a 3D virtual tour of Monte Isola. The top navigation bar is identical to the previous screenshot. Below the navigation bar is an elevation profile graph. The main content area features a 3D panoramic view of the island's landscape, showing green hills and a lake. To the right of the 3D view is a 'DETAILS' section with the following information: Difficulty: Turistico (T), Duration: 2h 30 min, Distance: 9.4 km, Elevation gain: +80 m, Starting point: Peschiera Maraglio, Monte Isola, and Arrival point: Peschiera Maraglio, Monte Isola. A 'DOWNLOAD GPX' button is located below the details. Below the 3D view is a 'Contact our infopoint' form with fields for 'Your name', 'Your email', and 'What do you need?', a 'SUBMIT' button, and a 'SHARE WITH YOUR FRIENDS' section with social media icons.

One of the most beautiful villages in Italy, Monte Isola is the biggest populated European lake island. It has a surface of 4.5 square km, a perimeter of 9 km and an altitude of about 600 m. On the slopes of the mountain and by the lake there are 11 towns connected by narrow roads on which just the municipal bus and motorbikes can run as all cars are forbidden except for public utility vehicles. This is thus the ideal place for walks and bike rides.

DE – Monte Isola ist eines der schönsten Dörfer Italiens und die größte bewohnte Seinsel Europas. Sie hat eine Fläche von 4,5 km², einen Umfang von 9 km und ist etwa 600 Meter hoch. Es gibt 11 bewohnte Zentren, die durch schmale Straßen verbunden sind. Autos sind verboten, daher ist Monte Isola der ideale Ort zum Wandern.

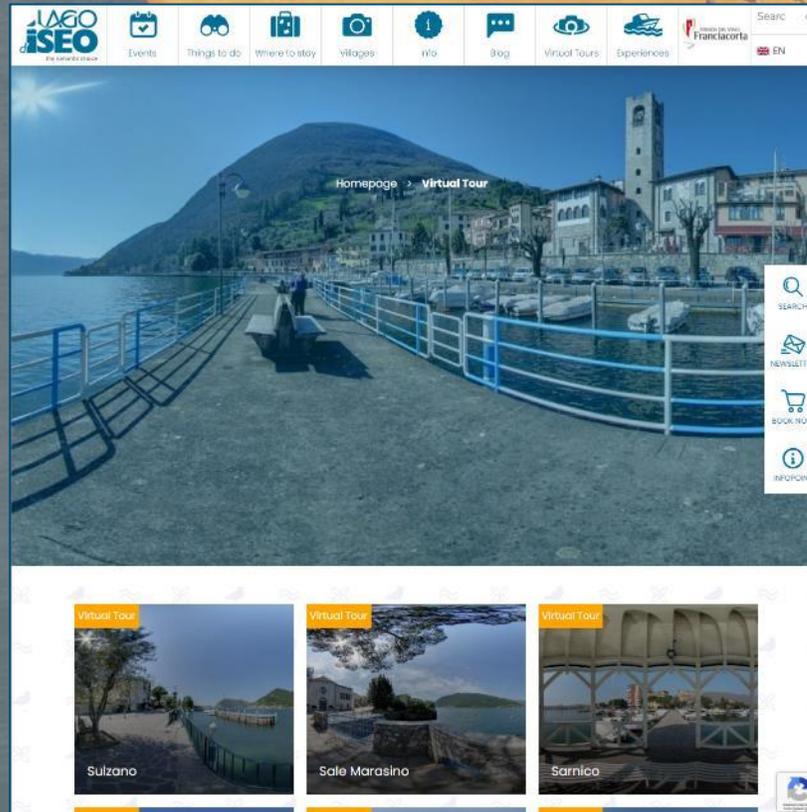
The platform provides GPS data, a downloadable GPX file and a video depicting the trail in 3D.

Virtual tours

The 'Virtual tours' section represents a huge flaw for the website.

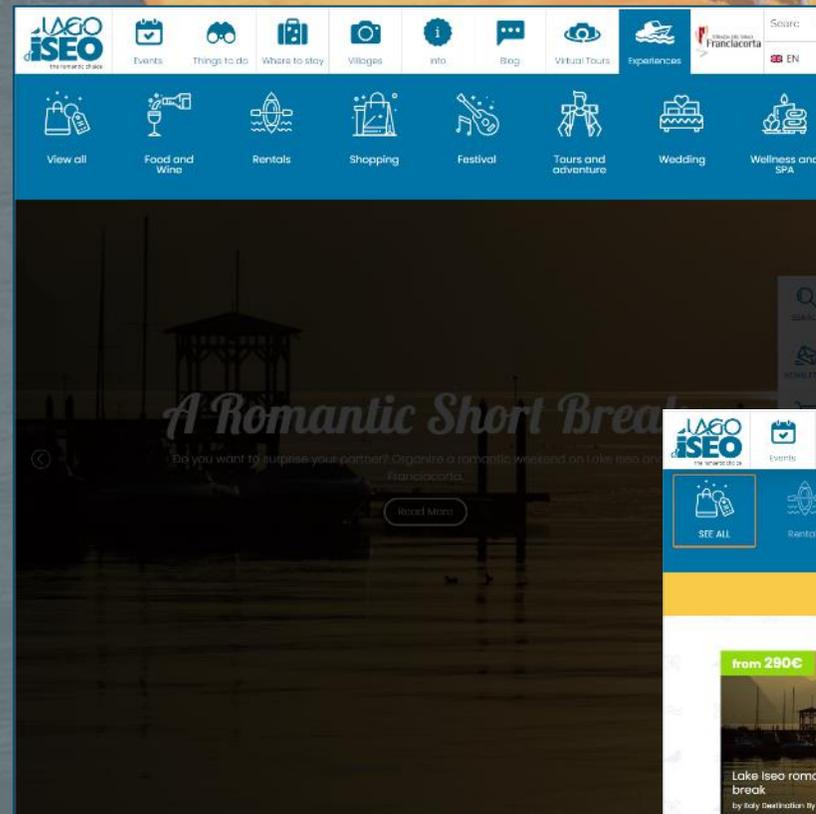
A list of possible tours is provided, but when the user tries to open one...

Everything he sees is a wheel, turning over and over again.

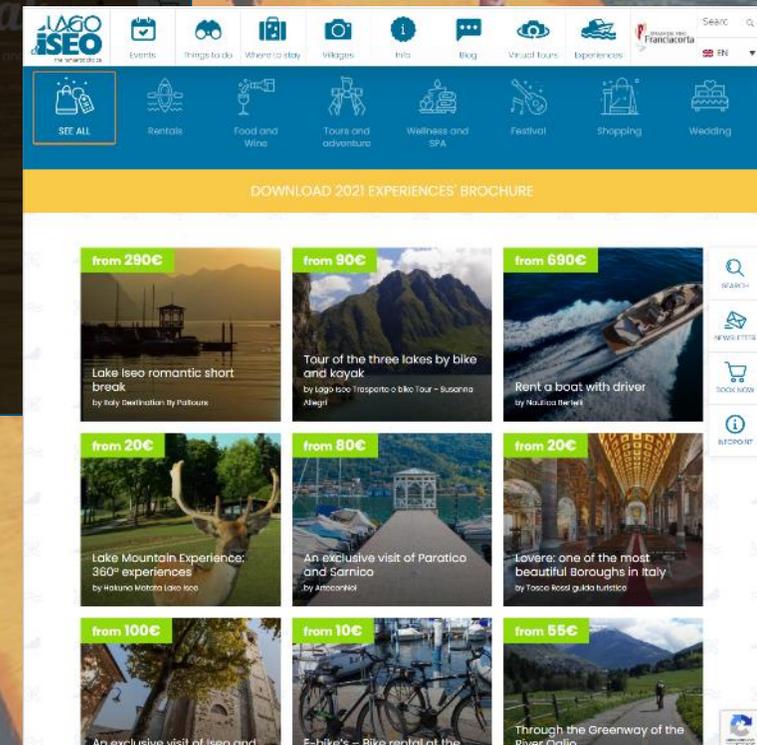


Experiences

This is the most interesting section as far as services provided are concerned, both for users and for managers. It successfully represents the aim of the DMO to create networks among different actors in the lake area.



Experiences available are divided in typologies. Thumbnails present their name, provider and price.



Experiences

Complete info about experiences is provided. All of them can be booked, some even directly from the website, thanks to a booking engine powered by **MADEEP**

The booking process begins and ends on the same page, making the purchase simple and fast.

The screenshot shows the website's navigation bar with icons for Events, Things to do, Where to stay, Villages, Info, Blog, Virtual tours, and Experiences. The main content area features a large image of a lakeside pavilion at sunset. Below the image, the text reads: 'Lake Iseo romantic short break' with a price tag 'from 290€'. It is powered by 'Italy Destination By Paltours'. A 'BOOK AND INFO' button is prominent. Below this, there is a 'SHARE WITH FRIENDS' section with social media icons and a 'CONTACT US' section. A large orange arrow labeled '1' points from the 'BOOK AND INFO' button to the right.

This screenshot shows the booking engine interface. It includes a search bar, a 'FILTER BY' dropdown, and a 'SEARCH' button. The main content area displays the 'Lake Iseo Romantic short break' for 'EUR 290.00'. It asks the user to 'Please select the date of check-in (2 persons at least)' and provides fields for 'Adults', 'Date', and 'Number of single rooms'. A 'BOOK NOW' button is visible. A large orange arrow labeled '2' points from the 'BOOK AND INFO' button in the previous screenshot to this interface.

This screenshot shows the 'Booking Confirmation' page. It lists the services: 'Paltours - Lake Iseo Romantic short break for 2 adults 2021-2021 Number of single rooms: 0' for 'EUR 580,00'. It also shows the 'TOTAL' as 'EUR 580,00', 'DEPOSIT' as 'EUR 580,00', and 'BALANCE' as 'EUR 0,00'. Below this, there are sections for 'CUSTOMER DETAILS' and 'CREDIT CARD' with various input fields for name, email, address, and payment information. A large orange arrow labeled '3' points from the 'BOOK NOW' button in the previous screenshot to this confirmation page.

Security

Google Safe Browsing

Stato dei siti segnalato dalla funzione Navigazione sicura

La tecnologia Navigazione sicura di Google esamina miliardi di URL al giorno alla ricerca di siti web non sicuri. Ogni giorno troviamo migliaia di nuovi siti non sicuri, molti dei quali sono siti web legittimi che sono stati compromessi. Quando rileviamo siti non sicuri, mostriamo avvisi nella Ricerca Google e nei browser web. Puoi eseguire ricerche per sapere se è attualmente pericoloso visitare un sito web.

Controlla lo stato dei siti

Stato attuale

✔ Non sono stati trovati contenuti non sicuri

Informazioni sul sito

L'ultimo aggiornamento di queste informazioni è stato eseguito il giorno 10 dic 2021.

Content security:



Security Status – Google Chrome

visitlakeiseo.info/en/experiences/lake-iseo-ro

← Sicurezza visitlakeiseo.info ×

🔒 **La connessione è sicura**
Le tue informazioni (ad esempio password o numeri di carte di credito) restano private quando vengono inviate a questo sito.
[Ulteriori informazioni](#)

📄 Il certificato è valido

'Your connection is secure. Your information (e.g. password or credit card number) will remain private when sent to this website.'

'The security certificate is valid.'

Connection security:



Cookies

The pop-up notice is shown, but it gives no possibility to opt out directly.

Different ways to carry out this procedure are explained, but they might not be easy for every user.

Notice ✕

We and selected third parties use cookies or similar technologies for technical purposes and, with your consent, for other purposes as specified in the [cookie policy](#). You can consent to the use of such technologies by using the "Accept" button, by closing this notice, by scrolling this page, by interacting with any link or button outside of this notice or by continuing to browse otherwise.

[Learn more and customize](#) [Accept](#)

[← Back](#)

How to manage preferences and provide or withdraw consent

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User's initial consent.

Other Trackers in the browser's local memory may be cleared by deleting the browsing history.

With regard to any third-party Trackers, Users can manage their preferences and withdraw their consent via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

Locating Tracker Settings

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the

[Accept](#)

[← Back](#)

Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

Google Analytics (Google LLC)

Google Analytics is a web analysis service provided by Google LLC ("Google"). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data processed: Cookies and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Facebook Ads conversion tracking (Facebook pixel) (Facebook, Inc.)

Facebook Ads conversion tracking (Facebook pixel) is an analytics service provided by Facebook, Inc. that connects data from the Facebook advertising network with actions performed on this Application. The Facebook pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Audience Network.

Personal Data processed: Cookies and Usage Data.

Place of processing: United States – Privacy Policy.

[Accept](#)

Google allows the user to opt out, while Facebook does not.

Individuation – Where?

- who?
- what?
- why?
- **where?**
- when?
- how?
- by what means?

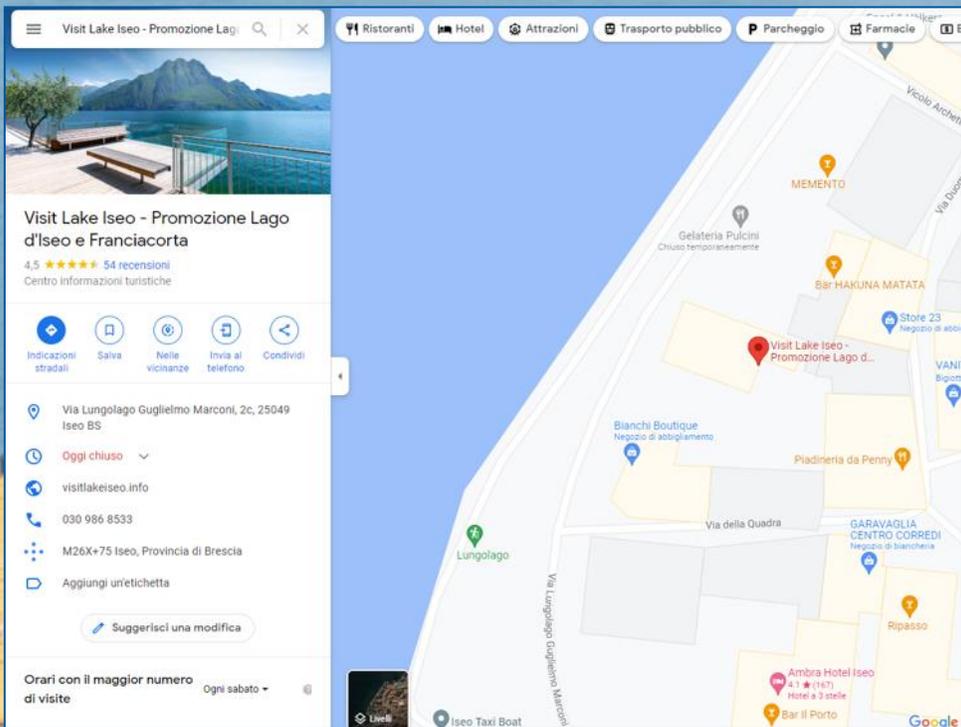
The website is extremely easy to find since it's the first result in Google search engine when typing "Lake Iseo".

In Italian...

...and in English

A screenshot of a Google search in Italian. The search bar contains "lago di iseo" and is circled in blue. Below the search bar, the results show approximately 7,670,000 results in 0.84 seconds. The first result is from "https://visitlakeiseo.info" with the title "Le 10 cose da vedere sul lago d'Iseo in tutte le stagioni". Below this, there is a list of 5 items: "1. Giro del Lago d'Iseo", "2. Le Riserve Naturali", "3. Antica Strada Valeriana", "4. Lovere, uno dei 'I Borghi più belli d'Italia'", and "5. Monte Isola, l'isola lacustre ...". At the bottom, there is a section titled "Le persone hanno chiesto anche" with three expandable items: "Dove andare sul lago Iseo?", "Dove si trova l'ago di Iseo?", and "Cosa vedere sul lago d'Iseo in un giorno?".

A screenshot of a Google search in English. The search bar contains "lake iseo" and is circled in blue. Below the search bar, the results show approximately 2,000,000 results in 0.60 seconds. The first result is from "https://visitlakeiseo.info" with the title "Visit Lake Iseo - Portale Ufficiale turismo Lago d'Iseo". Below this, there is a paragraph: "Lake Iseo Outdoor Active Community. Sei un appassionato di trekking e mountain bike o ti sei riscoperto esploratore? Aiutaci a far conoscere i sentieri, ...". Below that, it says "Hai visitato questa pagina in data 04/12/21". At the bottom, there is a section titled "Calendario completo degli eventi" with a link to "Le 10 cose da vedere sul lago ..." and a link to "Altri risultati in visitlakeiseo.info".



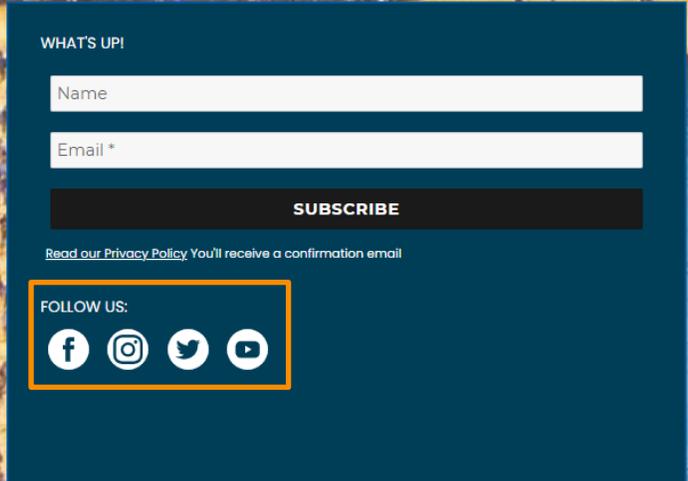
On Google Maps, the user can find the office of VisitLakelseo.

The user can find VisitLakelseo also on these social networks.

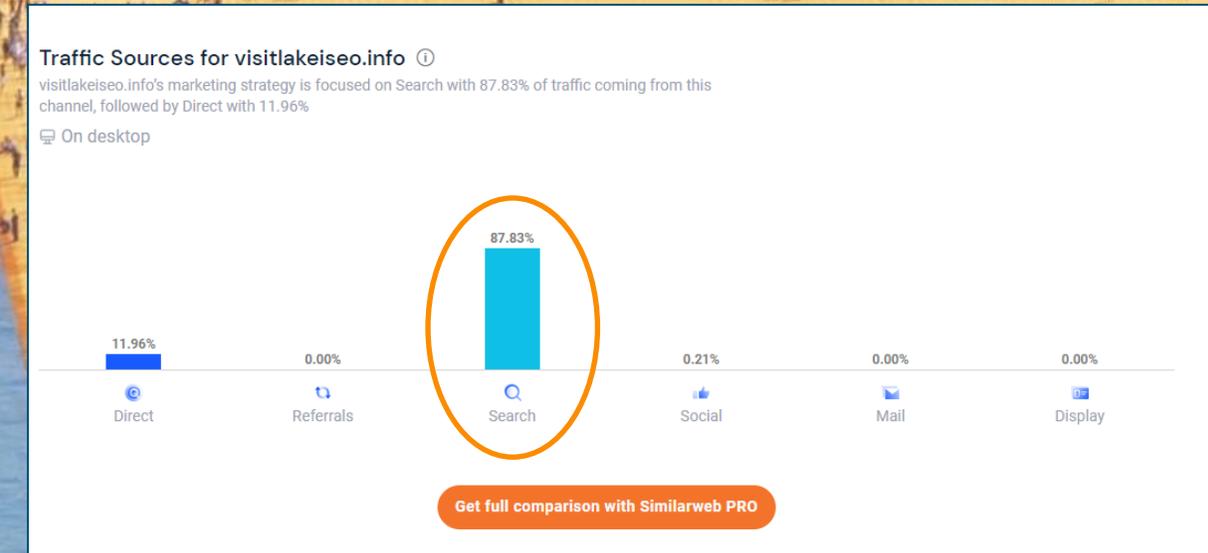
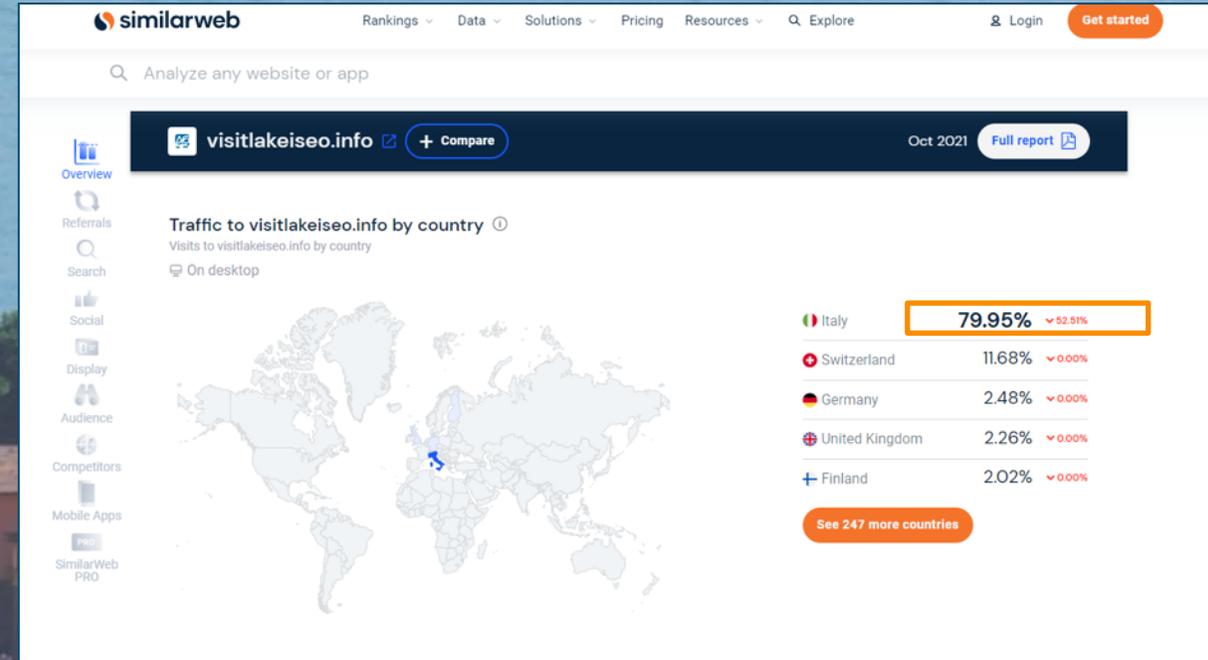
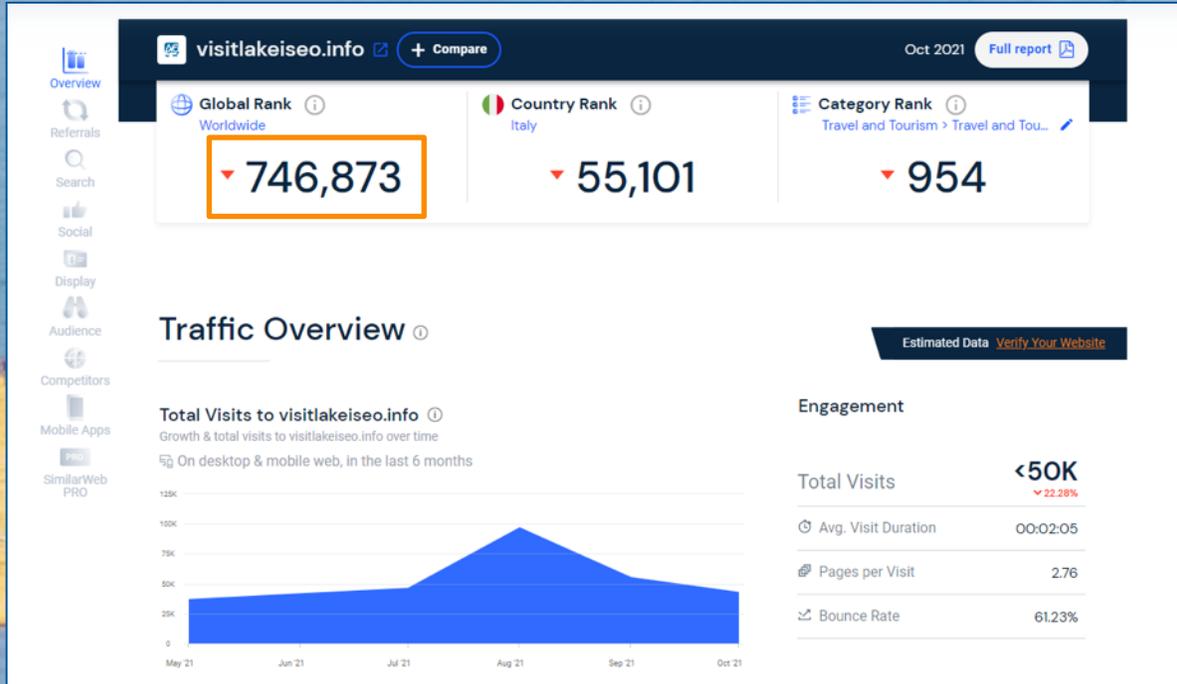


The domain is simple but effective.

Physical offices that can be contacted.



There's the opportunity to subscribe to the newsletter.



Checking www.visitlakeiseo.info on SimilarWeb:

- the ranking is high but decreasing
- the latest visiting peak refers to August 2021
- most of the visitors of the website are from Italy
- most of the traffic comes from "search"

Facebook

Visit Lake Iseo
@visitlakeiseo

Home
Gruppi
Post
Video
Foto

Mostra tutto

Mi piace Condividi ...

Visita il gruppo Invia messaggio

Post

Visit Lake Iseo si trova presso Solto Collina.
3 dicembre alle ore 00:02

#SoltoCollina (BG) è un piccolo borgo medievale alle spalle di Riva di Solto che stupisce sempre per il paesaggio che regala. Situato sulla collina che divide il lago d'Iseo dalla Val Cavallina, la vista spazia verso sud percorrendo il lago fino ad Iseo alla Franciacorta. Se vuoi conoscere tutto di questo paese scopri qui: ospitalità, ristoranti, arte e cultura, tempo libero, eventi ed esperienze.
<https://visitlakeiseo.info/territorio/solto-collina/...> Altro...

Community

Mostra tutti

Mostra tutto

Mostra tutto

Mostra tutto

Instagram

visitlakeiseo Follow

2,445 posts 75.5k followers 497 following

Lago d'Iseo
Tourist Information Center
Official Tourist Board of Lake Iseo - Northern Italy
LAKE ISEO, THE ROMANTIC CHOICE
Discover your next short break
👉👉👉
bit.ly/Romantic_Short_Break

Followed by italiait, cosa.facciamo.oggi, milanoguida +3 more

3 dicembre alle ore 00:02

31.014 persone
32.732
1.435 registrazioni

2,445 posts 75.5k followers 497 following

Very active page and with a quite high number of followers and likes.

This profile posts almost daily and has a great number of followers.

Both Facebook and Instagram have posts in Italian and in English.

Twitter

YouTube

The screenshot shows the Twitter profile for 'Visit Lake Iseo' (@visitlakeiseo). The profile picture is a circular logo with the text 'LAGO ISEO the romantic choice'. The bio reads: 'Lago d'Iseo The official tourist board account for Lake Iseo! Share your emotions & pics using #visitlakeiseo #lakeiseo #lagodiseo social@iseolake.info'. The account was created in December 2015. The follower count is 1,651 and the following count is 1,602. A red box highlights the follower and following counts.

The screenshot shows the YouTube channel page for 'Visit Lake Iseo'. The channel name is circled in blue. The navigation menu includes 'HOME', 'VIDEO', 'PLAYLIST', 'CANALI', and 'INFORMAZIONI'. The 'INFORMAZIONI' tab is selected, and the content area displays the message 'Questo canale non ha contenuti' (This channel has no content), which is also circled in blue. A red 'ISCRIVITI' button is visible in the top right corner.

Not very active, very few interactions with other accounts and only posts in Italian.

This page has no content and consequently very few followers.

Engagement among users during the event

From a research made by the DMO of Lombardy Region concerning the analysis of online content from April to July 2016, there are a few results worth considering.

- Instagram was the main social network that visitors used to share contents: 67.388 posts, mainly in English.
- On Facebook there were 1300 posts and 5500 likes.
- The main hashtags used on Twitter were
- More than 300 reviews on. -
- TripAdvisor showed a positive sentiment from visitors reaching 77%.



Management – When?

- who?
- what?
- why?
- where?
- when?
- how?
- by what means?

The official webpage of the event is constantly updated on a content level, informing the reader about new events in the nearby area.

This tool, in the upper part of the web page, allows the reader to keep up with the page's new contents.

LAGO ISEO the romantic choice

Events Things to do Where to stay Villages Info Blog Virtual Tours Experiences

Events calendar

Search by date

December 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

SEARCH

Sarnico Magic Christmas – La musica del Natale
da 1 Dec 2021 a 15 Jan 2022
Centro Storico e Piazze – Sarnico

Taste and Vote Lake Iseo's Best Panettone
18 December h. 20:00:00
Chiesa Parrocchiale di San Martino – Marone

Visita guidata al Borgo antico di Lovere
6 February h. 15:00:00
Piazza Tredici Martiri – Lovere

What's Up!
Don't miss the events of Lake Iseo

Name Email* **SUBSCRIBE**

[Read our Privacy Policy](#) You'll receive a confirmation email

Search by date



By choosing a date, the web page shows different events taking place on that day.



The front animated image keeps on changing, showing main events of the current period.



The website works well and it is fast in connections with Google Chrome and Safari.

Eventi del giorno 08 December 2021



Christmas Market in Conche

8 December
h. 10:00:00
Località Conche - Sale Marasino



Concert "Christmas at the Opera"

8 December
h. 16:00:00
Cinema Teatro Pax - Provaglio d'Iseo



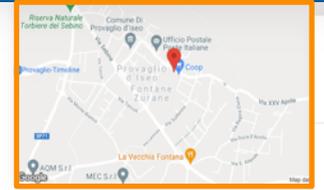
The website doesn't have a COVID-19 section, but it provides updates related to it if you click on any event.

Concert "Christmas at the Opera"

Wednesday 8 December 2021 - h. 16:00:00



From August 6th, 2021 it is mandatory to present the Covid-19 Green Pass in order to access the events.



SEARCH



NEWSLETTER



BOOK NOW

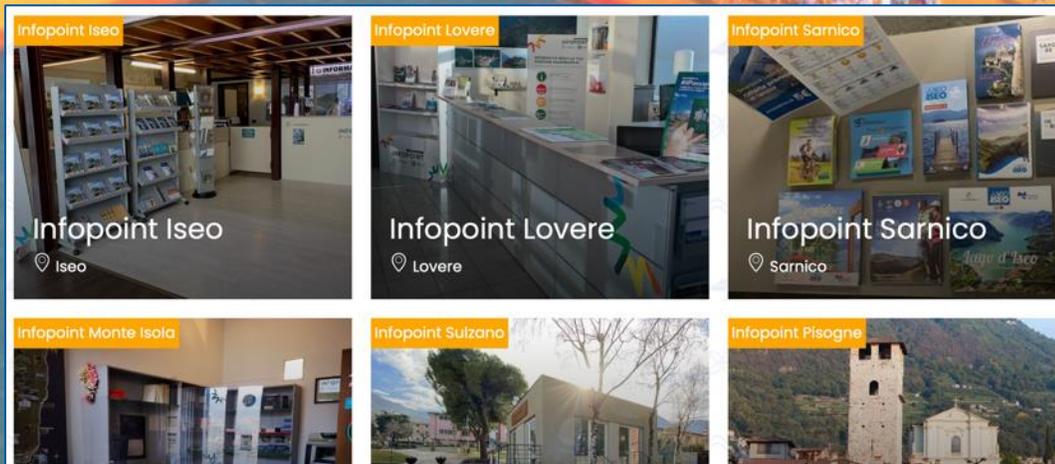


INFOPOINT

CONTACTS

Add to Calendar

Contact our infopoint



The 'Infopoint' section allows the reader to see all touristic offices in the area to get in touch with them.

Using 'brokenlinkcheck.com' we discovered only 9 broken links, by processing 894 different links.

Find broken links now!

To see the location of the link in your HTML source click [src](#) below

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	https://www.comune.iseo.bs.it/	Sito internet	url src	timeout
2	http://www.monteisola.gov.it/pagine/autobus/	LEGGI TUTTO	url src	500
3	http://www.alleanzawifi.it/	http://www.alleanzawifi.it/	url src	bad host
4	http://www.marone.gov.it/App_Functions/DB_File.aspx?Id=359293&InBrowser=true	seguire le istruzioni per registrarsi e acce	url src	500
5	http://www.sulzano.gov.it/pages/News/News.asp?Id=188339	http://www.sulzano.gov.it/pages/News/Ne	url src	500
6	https://www.gardauno.it/mobilit%C3%A0/tariffe-e-attivazione	(maggiori informazioni)	url src	404
7	https://www.facebook.com/ProLocoSarnico/?fref=ts	Facebook	url src	404
8	http://www.prolocosulzano.it/	www.prolocosulzano.it	url src	bad host
9	https://www.facebook.com/ortobotanicodelleconiferediome/	Facebook	url src	404

Disable page auto-scrolling

Status

 Processed 708 web-pages and 894 links



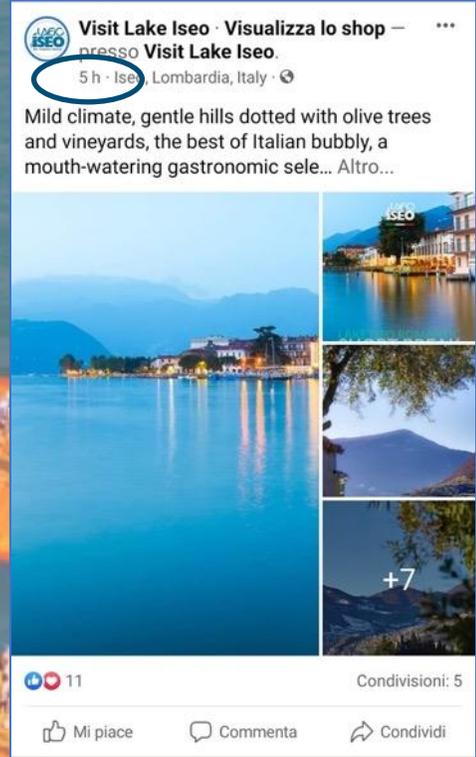
Page where found	Server response
url src	timeout
url src	500
url src	bad host
url src	500
url src	500
url src	404
url src	404
url src	bad host
url src	404

Instagram

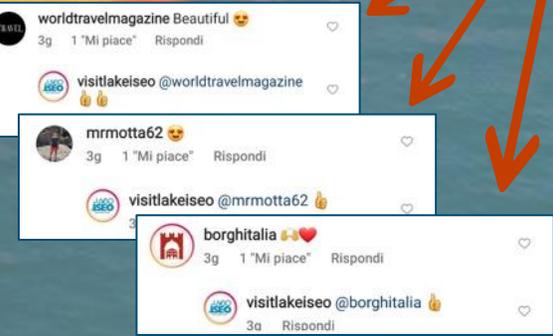
Facebook



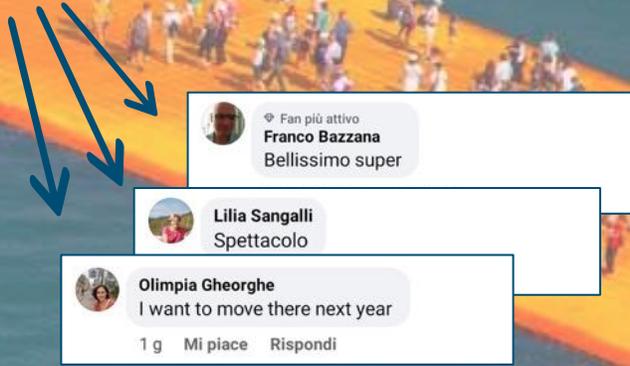
The official accounts on main social medias are constantly updated, showing the same contents both in Instagram and Facebook.



The webpage managers try also to respond to any new comment, showing a high activity.



While Twitter has only few interactions and not recent posts.



On the other hand, the semi-official accounts of the event on main social medias (Facebook, Instagram, Twitter) are not constantly updated.

14 Giu 2019 · 🌐

20 Maggio 2019

17 Mag 19



The Floating Piers
Christo and Jeanne-Claude: The Floating Piers
Artista
Segui
Invia messaggio
Ciao! Facci sapere in che modo possiam...



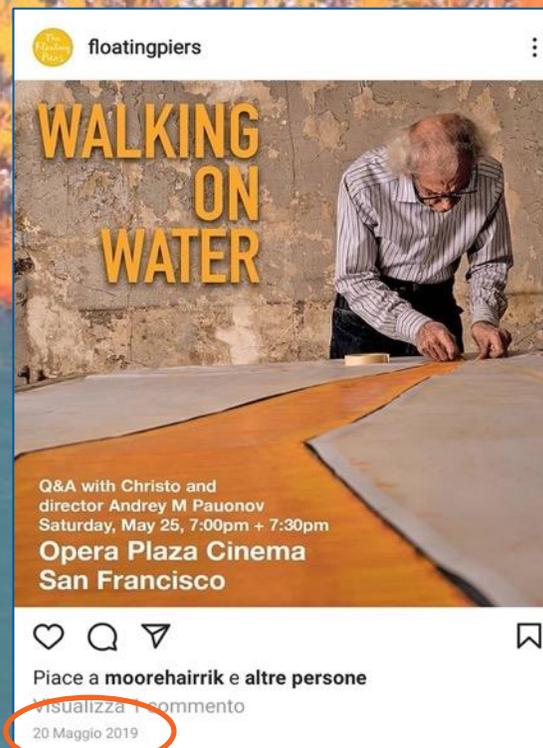
The Floating Piers
Christo and Jeanne-Claude: The Floating Piers
14 Giu 2019 · 🌐
CHRISTO - WALKING ON WATER film is finally released in Italy! Click link to check out the cinema locations.
<https://iwonderpictures.com/christo/>

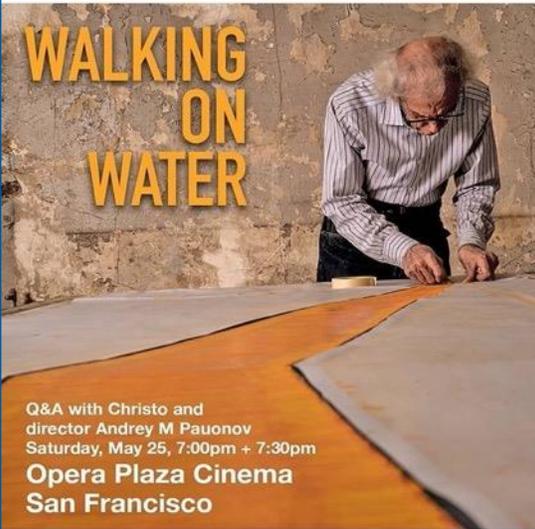

SCOPRI DOVE VEDERLO

208 · Commenti: 12 · Condivisioni: 30
Mi piace · Commenta · Condividi



The Floating Piers
127 Post
12,7 mila Follower
76 Seguiti
The Floating Piers
The Floating Piers was a work of art by Christo and Jeanne-Claude on display from June 18 to July 3, 2016 at Italy's Lake Iseo.
Visualizza traduzione
www.thefloatingpiers.com



floatingpiers
14 Giu 2019 · 🌐


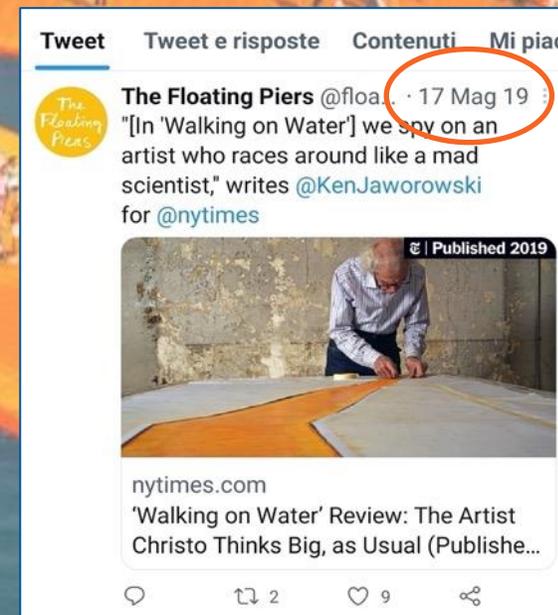
WALKING ON WATER

Q&A with Christo and director Andrey M Pauonov
Saturday, May 25, 7:00pm + 7:30pm
Opera Plaza Cinema
San Francisco

Piace a moorehairrik e altre persone
Visualizza commento
20 Maggio 2019



The Floating Piers
@floating_piers
The Floating Piers was a work of art by Christo and Jeanne-Claude on display from June 18 to July 3, 2016 at Italy's Lake Iseo.
thefloatingpiers.com
Iscrizione a Settembre 2015
0 Following 1.958 Follower
Segui



The Floating Piers @float... · 17 Mag 19 · 🌐
"[In 'Walking on Water'] we spy on an artist who races around like a mad scientist," writes @KenJaworowski for @nytimes


nytimes.com
'Walking on Water' Review: The Artist Christo Thinks Big, as Usual (Publishe...
2 · 9

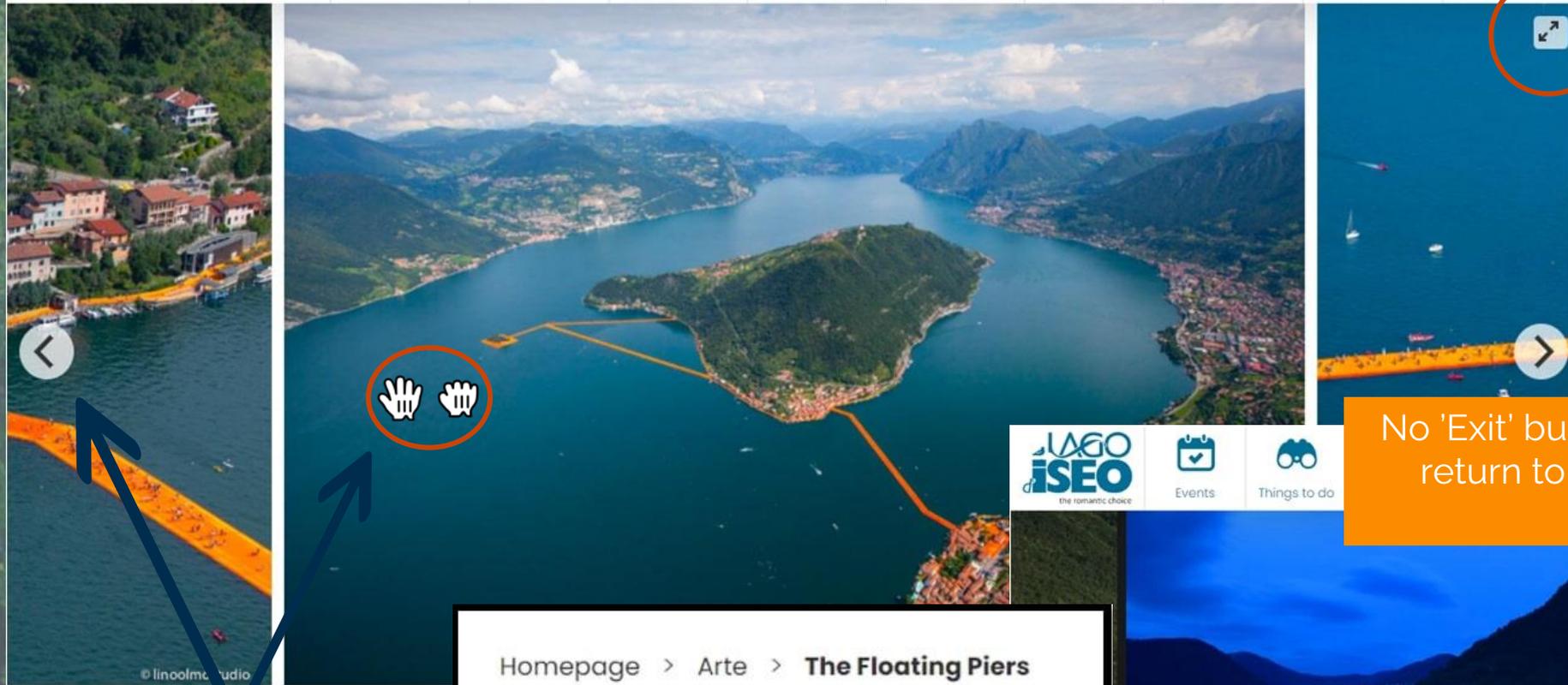
Usability – How?

- who?
- what?
- why?
- where?
- when?
- **how?**
- by what means?

The menu is openable, visible and always in the same position.



The website is available only in Italian and English.



This button enables to zoom the image on the entire screen.

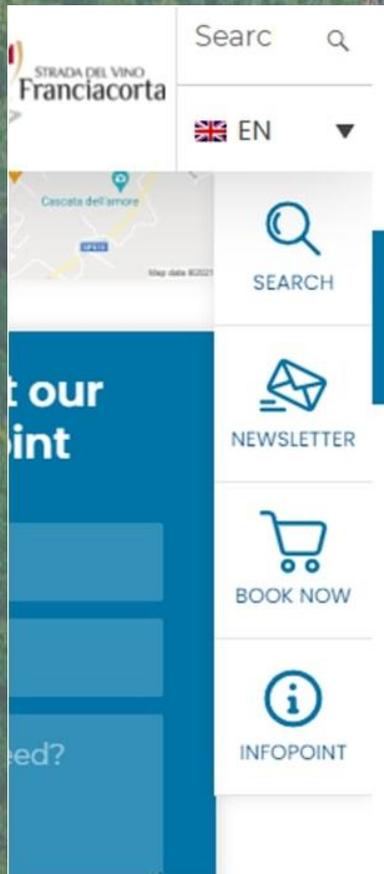
No 'Exit' button to easily return to the previous page.

Homepage > Arte > The Floating Piers

To change image the user can use either the hand cursor or left/right arrows.

Breadcrumbs are used to guide the reader.

The main search engine bar is located in the upper right part of the website.



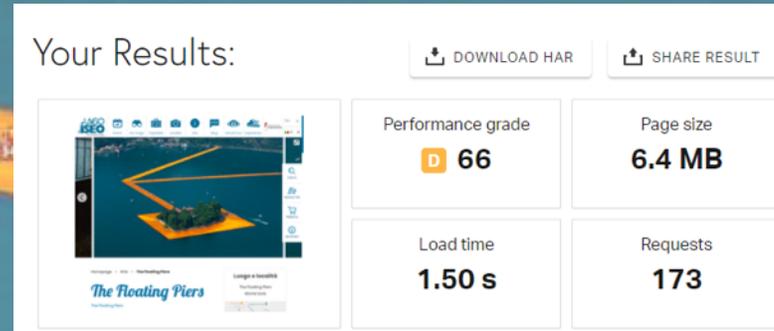
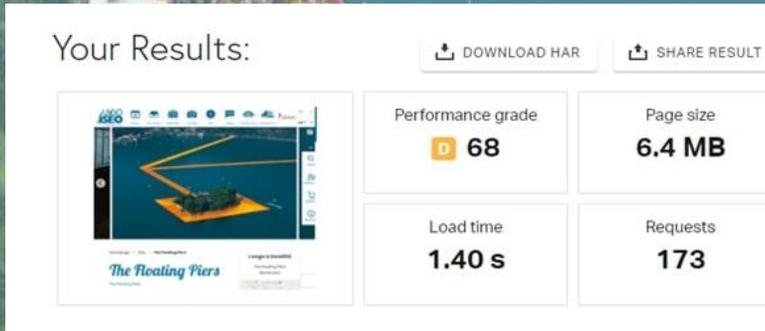
Presence of another much larger search bar.

No site map, but the main menu is well organized.

07.12.2021

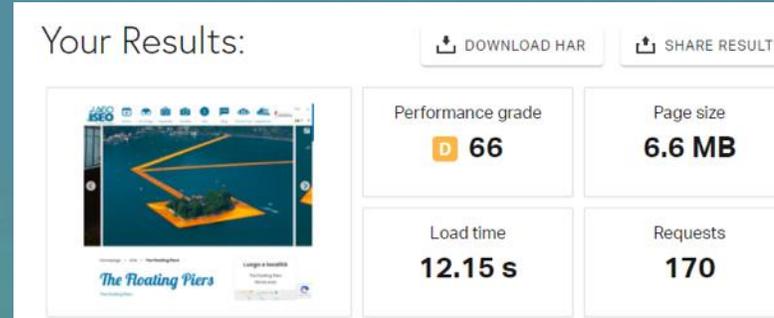
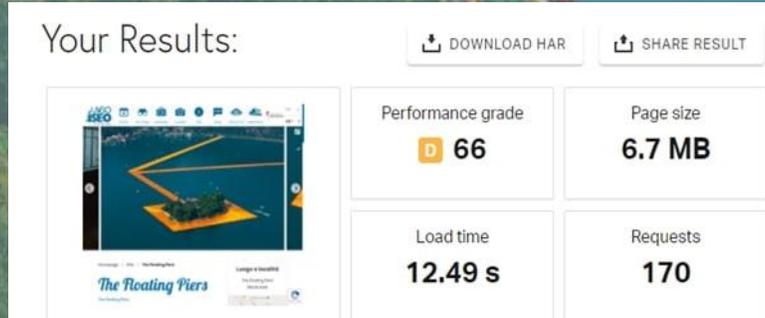
09.12.2021

Europe



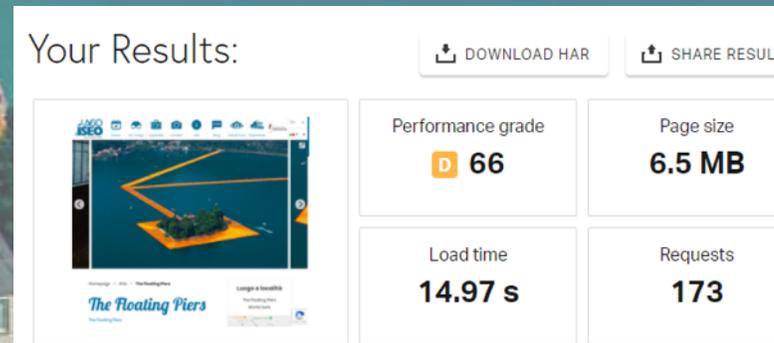
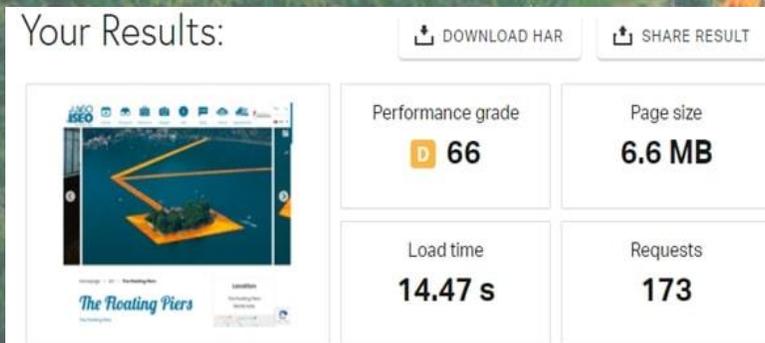
Pingdom Website Speed Test

North America



The website is inclusive only for European countries.

Australia



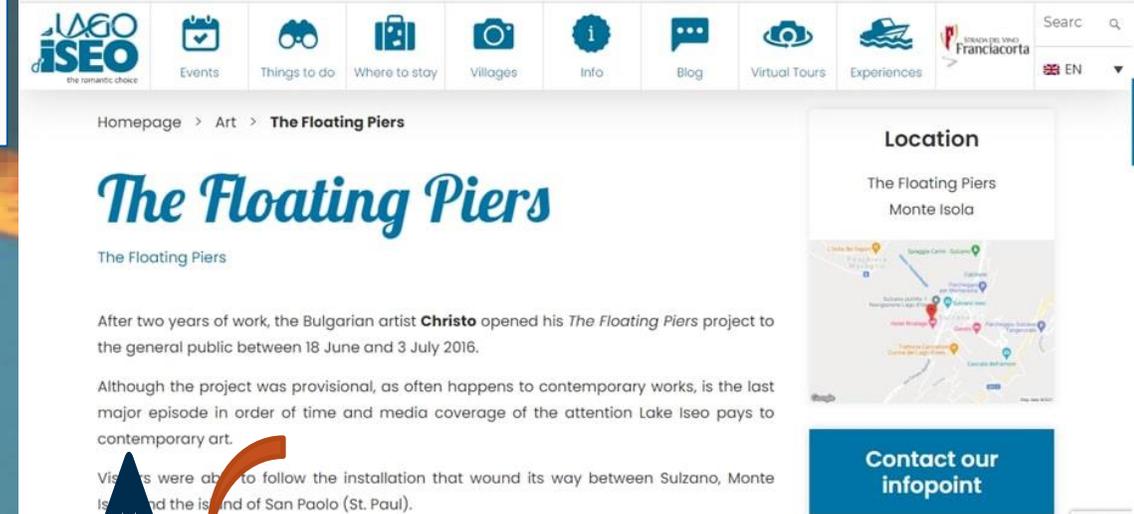
Smartphone



La pagina è ottimizzata per i dispositivi mobili

È facile utilizzare questa pagina su un dispositivo mobile. [Scopri di più](#)

Computer



The website is mobile friendly, according to Google Mobile-Friendly Test.



La pagina non è ottimizzata per i dispositivi mobili

Potrebbe essere difficile utilizzare questa pagina su un dispositivo mobile. [Scopri di più](#)

Use of adaptive website system: different HTMLs for different devices.



Homepage > Art > **The Floating Piers**

The Floating Piers

The visualization on the smartphone changes a little for a better visualization.

Use of drop-down menu.

Right side logos located in the lower part of the website → always visible.

Feasibility – By what means?

- who?
- what?
- where?
- when?
- why?
- how?
- by what means?

The last locus we will be analysing is feasibility. This concept refers to the resources available to web managers in reaching their aims in web presence.

It is usually difficult to research, but not in our case: the transparency of the DMO and the interview with Riccardo Venchiarutti, president of VisitLakelseo, allowed us to spend a few words also on the monetary resources utilised for the website and the social media of the association.

The documents are available in the who we are section, just after the presentation of the legal entity "VisitLakelseo" and its Board of Directors.

They are accessible and downloadable in PDF format. These documents, only in Italian, contain all info about revenue and expenditure of the association, detailed in different items. Also info about the cost of the digital presence of Lake Iseo is provided.

Let's see it in detail.

The image shows a screenshot of the Lake Iseo website. The top navigation bar includes icons for Events, Things to do, Where to stay, Villages, Info, Blog, Virtual Tours, Experiences, and a search bar. Below the navigation bar are five main menu items: Getting here, How to move, Utilities, Infopoints, and Visit Lake Iseo. The 'Who we are' menu item is highlighted with a red box and an orange arrow pointing to a sub-menu. The sub-menu includes: Contact, Where we operate, Bacheca, Press Area, and Brand identity. Below the main menu is a large banner for Lake Iseo with the text 'to discover and enjoy a magical land 365 days a year!' and a 'READ MORE' button. On the right side, there is a vertical list of budget documents for download:

- DOWNLOAD
- Budget 2019
- DOWNLOAD
- Provisional Budget 2020
- DOWNLOAD
- Budget 2020
- DOWNLOAD
- Provisional Budget 2021
- DOWNLOAD
- Provisional Budget 2022
- DOWNLOAD

First of all, let's take a look at the last budget report available, which refers to the year 2020.

1. Phone and Internet services: €2214.
2. Promotional expenditure on the Internet: €49.177, almost a third of the whole expenditure for the year 2020.
3. €27.647 spent just for promotion on social media.

2) USCITE	
SPESE AMMINISTRAZIONE	
Personale incluso co-gestione Infopoint	77064,14
Commercialista	1671,48
DVR sicurezza	524,00
Consulenti	1528,00
✓ Telefonata e internet	2214,44
Materiale consumo ufficio e assistenza tecnica	697,23
Spese varie ufficio	1658,40
Rimborso spese missioni	315,00
Spese bancarie	191,80
SPESE PROMOZIONE	
✓ Sito internet (hosting+newsletter+migrazione+gestione)	15530,00
✓ Social media	13269,00
✓ FB ADV	14378,79
✓ Piattaforma booking (canone annuo e assistenza tecnica)	6000,00
Materiale Promozionale	3522,18
Rimborso Infopoint Lovere e Sarnico	3100,00
Gestione eventi Comune di Marone	17764,03
ALTRE SPESE	
Affitto forfettario sede	1000,00
Segreteria G16 anno 2019	4000,00
TOTALE USCITE	164428,49

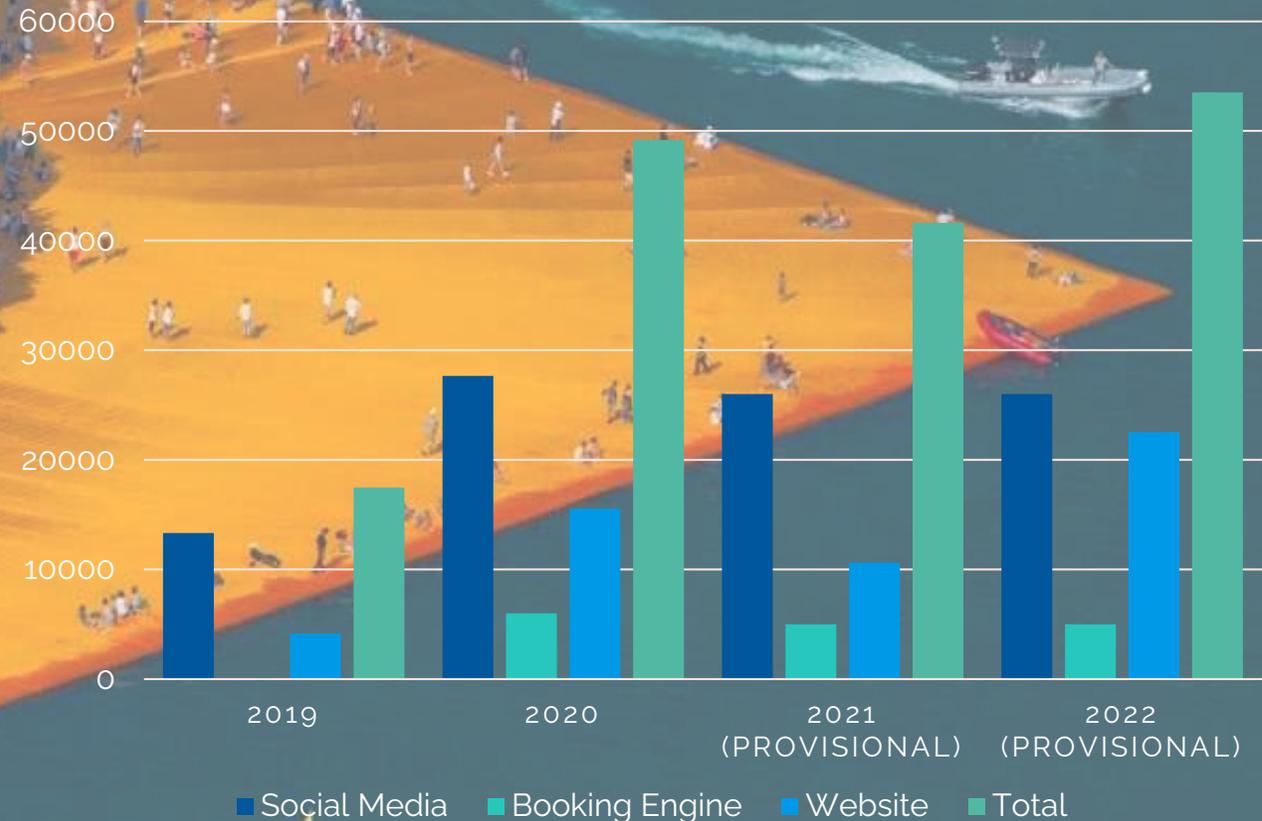
Are things changing with time?

They are. Due to many reasons:

- In 2020 a booking engine was introduced, called  MADEEP
- social-media-advertising expenditures have doubled;
- in 2022, the association is planning to invest on SEO indexing.

In general, expenditures related to web and social media services are increasing.

EXPENDITURE RELATED TO WEB SERVICES



Based on the data at our disposal, web services are of growing importance for VisitLakelseo, not only from an economic point of view.

Social media marketing and targeted campaigns are expanding the pool of potential tourists to new, unexplored markets. All this wouldn't have been possible without the visibility – and the funds – generated by The Floating Piers.



Homepage > Experiences > **Lake Iseo romantic short break**

Lake Iseo romantic short break

Enjoy the wonder of Lake Iseo and Franciacorta among nature, food, and tastings of the excellent Franciacorta wine. Visit the city of Bergamo, with its medieval walls, a UNESCO World Heritage Site. Explore the characteristic alleys of Città Alta, rich in history and tradition.

Program:

Day 1

- Arrival at Lake Iseo by own means and accommodation in a 4-star hotel with Spa (the name will be indicated at the time of booking)
- Free time for relaxation and dinner

from **290€**

Powered by:
**Italy Destination By
Paltours**

BOOK AND INFO

SHARE WITH FRIENDS



CONTACT US

Italy Destination By Paltours



Conclusions

STRENGTHS

- Openable and always visible menu
- Breadcrumbs
- Visible and efficient search engine bars
- Mobile-friendliness
- Simple and clear layout and design
- Efficient use of colors
- Constantly updated on content and COVID-19 updates level
- Possibility to keep in touch with them (newsletter, contacts and infopoint section)
- Numerous search engines, related to many topics
- Experiences can be booked directly on the website
- Complete accommodation section
- Collaboration with OutdoorActive
- Secure content and connection
- Fast in connection with Chrome and Safari
- Possibility of Virtual Tours
- Few broken links (only 9)

WEAKNESSES

- Website available only in Italian and English (some sections are only in Italian)
- No pictures' titles when mouses hover over images
- Slow loading times for non-european countries
- Semi-official platforms not directly linked to this official web page
- The virtual tour is slow and doesn't work
- No COVID-19 section
- No content updates on other main social medias
- No credits to the provider of information
- Content cannot be donwloaded