

medartec
MEDIA EXPERIENCES



CREATORS OF
EXPERIENCES

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medartec
MEDIA EXPERIENCES

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THE COMPANY



THE OFFERING

An exhibition concept suspended between
VISUAL ART AND DYNAMIC EXPERIENCE.
An **EXCITING JOURNEY** where digital magic makes the visitor experience
unique, transporting him into a new and exciting dimension.

Medartec offers the opportunity for exhibitions and tailor made itineraries that meet the various communication needs. The exhibitions are made starting from the events in the portfolio that are adapted to individual needs. Culture and fun come together in a unique and distinctive sensory journey. Medartec offers a package of services that can be implemented with predefined modules useful for building the “tailor-made path for every single need.

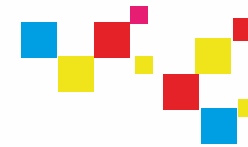
INVOLVE

ENTERTAIN

DIFFERENTIATE

COMMUNICATE

THE PATHS GOALS



1 Communicate differently to your target customers, distinguishing yourself from others.

2 Build a path inside the shopping center built on available spaces and individual needs.

3 Generate a word of mouth effect thanks to the emotionality of the event. The events are in fact designed to encourage virality on social media by sharing the contents of the event itself (selfies, uploads of augmented reality images, etc...)

4 Entertainment dedicated to children and families aimed at making shopping also a moment of education and fun.

5 Adding value, increasing the mall's reputation and gaining customer loyalty.

6 Attract a wider clientele. Increase awareness.

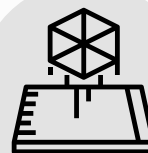


ADDONS



Entertainment Corner

Spaces dedicated to immersive and “futuristic” sensory experiences.



Augmented Reality

Creating innovation, narrating through emotions, creating interaction.



Gallery

Paintings and images on backlit canvases or on interactive monitors, emotional videos, 3D models and more, to bring emotions and culture to the new cathedrals of the 21st century.



Virtual Reality

Unique journeys where fantasy and reality come together to create a new dimension.



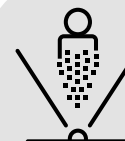
Selfie Corner

Scenographic sets created on the chosen theme to stimulate selfies and social sharing.



Edutainments APPs

Educational paths and treasure hunts for children and adults supported by digital and non-digital tools or by dedicated apps.



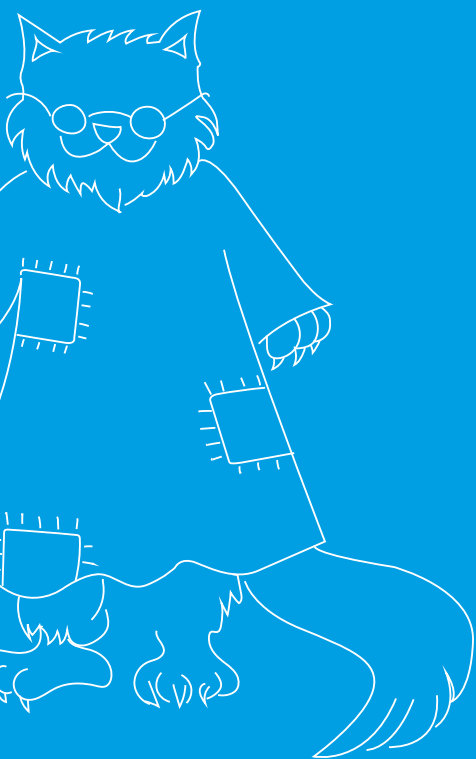
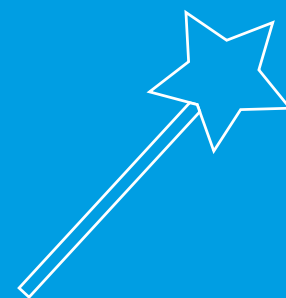
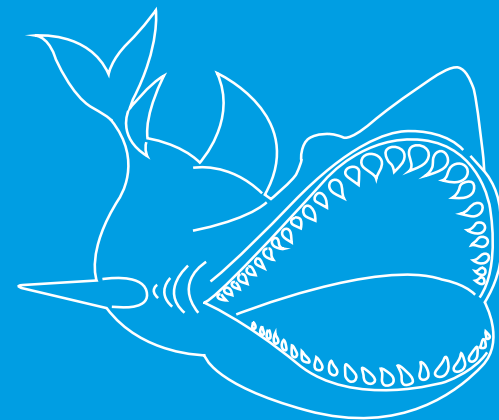
Holograms

Digital presences of great characters who tell first hand their stories and dreams.



EVENTS CATALOGUE

P — NOCCHIO — 3D





THE EVENT

On July 7, 1881, the first two chapters of “The Adventures of Pinocchio” were published.

The author Carlo Lorenzini, aka Collodi, had sent the text to the publisher shortly before, accompanied by the following note:

“I am sending you this childish thing, do whatever you like with it; but if you print it, pay me well to make me want to follow on it”. Neither he nor the publisher of the *Giornale per i Bambini* could imagine that Pinocchio would quickly become the most famous Italian book in the world. A book that led to the discovery of Tuscany in the late 1800s, poverty, values of the era, combined with the imaginary and at times impressive universe.

The exhibition traces the genesis of the work, its suggestions and emotions, and leads the viewer to feel the universal values that have made the story unique in its genre. The main characters are analyzed, what they represent and how they

were functional to the development of the themes values of the story. Even the abstract places of the story will be described as a possible link to the author’s childhood.

The visitor will find himself moving in the fascinating reality of the most famous puppet of all time, and will discover or rediscover with his eyes a story that has conquered young and old.

The experience will be to feel identified with the character of Pinocchio, to retrace his adventures and to relive the process of growth and education, feeling what children have not yet discovered and adults will be able to rediscover those emotions within themselves.

P—NOCCHIO—3D

THE EVENT



THE PATH

INTRODUCTION

The introduction deals with the themes of the origin of “The Adventures of Pinocchio: story of a puppet”, the life of Carlo Lorenzini, the historical period in which the story is set, and tells of the great diffusion of the story all over the world. In this area there are educational panels and glass-cases containing the first books on Pinocchio, a hologram of Carlo Lorenzini, alias Collodi, who talks about himself in a cheerful and amusing way and tells the anecdotes that led him to the writing of a universal story.

HALL OF VALUES

The story is centered on the diffusion of universal moral values. At the entrance to the room there is a video with digital animations where Pinocchio reacts with a mimic to the elements of values that haunt him. At the center an interactive video mapping experience where the pages of some books come alive with illustrative sketches and with values that appear and disappear continuously. Panels and captions highlight the value themes of the story.

HALL OF CHARACTERS

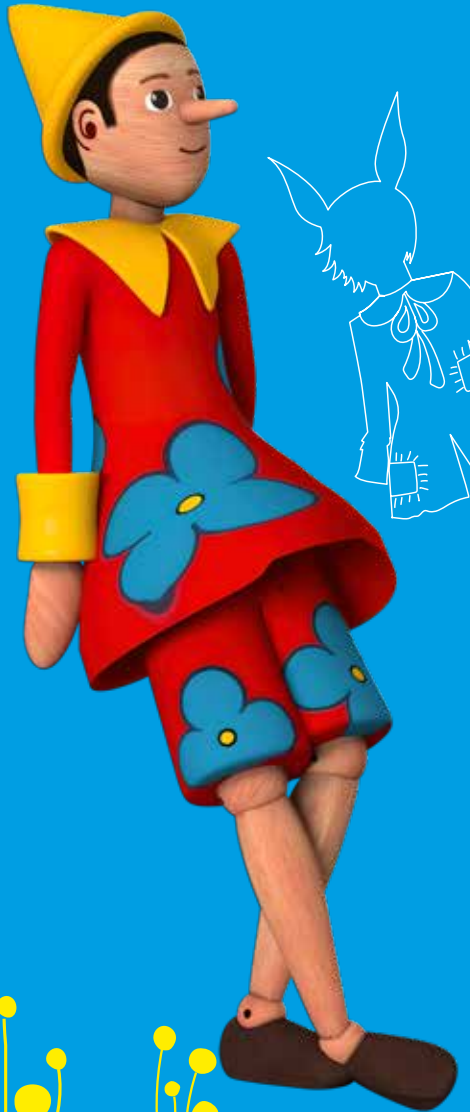
The exhibition allows the visitor to get to know Pinocchio’s characters for what they represent in the story. The panels describe their allegorical delineation and the installation of the original costumes by Elena Mannini, award-winning stage costume artist, which brings the characters of “The Adventures of Pinocchio” of a famous theatrical representation by Italo dall’Orto “alive”.

HALL OF THE SHARK

A large shark swallows the spectator who, walking in a suggestive reproduction of the sea, enters the mouth of the fish enveloped by the sound of the waves and is attracted by Geppetto, who is at the bottom of his belly, as if he were his Pinocchio. The suggestion leads the visitor to experience the sensation of being the puppet himself and of meeting his father.

P—NOCCHIO—3D

THE PATH





THE PATH

ROOM OF THE SKETCHES

Along the path, 30 color sketches are exhibited, freely inspired by the first illustrators of *The Adventures of Pinocchio* (Mussino, Chiostri, etc.), with captions that summarize the original story and allow the visitor to remember the history of the most famous Italian book. Here it is possible to live a magical experience through an APP thanks to the tablets made available to visitors that activate five animations in augmented reality.

HALL OF METAMORPHOSIS

Awaiting the visitor in this room are kinetic puppets that drop from above, creating the immersive effect of the Fire Eater puppet theater. An emotional video introduces the places where the story was set. Here you can experience the metamorphosis of the spectator into a puppet through a spectacular kinetic experience.

VIRTUAL THEATER

At the end of the educational room, a 25-minute virtual theater in which holographic actors, in costumes taken from the Italo Dall'Orto show, tell "The Adventures of Pinocchio" in a cheerful and fun way for young and old. Presented by Collodi as a storyteller who traces the entire story, the characters of the story meet in the 6 most iconic scenes of the book.

IMMERSIVE ROOM

A space of the exhibition is entirely dedicated to the multi-projection of the emotions experienced by Pinocchio. For approx. 20 minutes the environments, sounds and images are generated in an artistic way in order to recreate in the spectator the sensations experienced by the puppet, making him become the protagonist of the story.

THE PATH

APP

An application downloadable on the smartphone allows the visitor to acquire information about the exhibition, buy tickets online, take “funny selfies” to be posted on social networks and experience the augmented reality within the show.

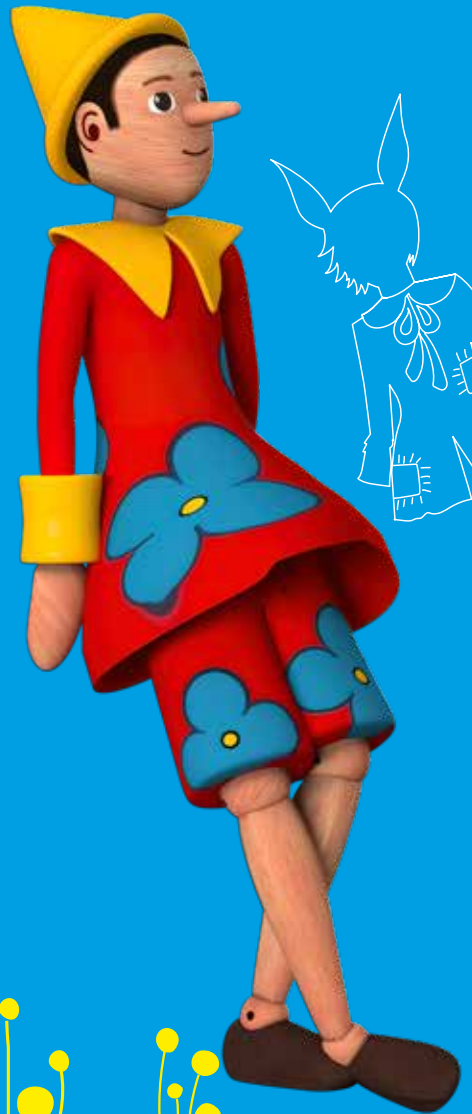
VIRTUAL REALITY

The technology that takes the visitor beyond simple representation, in order to bring to life profound emotions that a fleeting visit would not guarantee. The experience aims to make the visitor feel the sensation of having become Pinocchio and experience the emotions of the puppet, and it does so through the use of the latest generation of goggles.

TREASURE HUNT

The path created to entertain adults and children and teach them the values of the most famous history in the world, provides an additional learning opportunity through play: a treasure hunt on 7 questions that allows the young visitor to discover curiosities and memorize some important aspects of the story.

PINOCCHIO 3D



MICHELANGELO

L'ARMONIA DI UN GENIO RIBELLE

IMMERSIVE ART EXPERIENCE

3D





MICHELANGELO 3D THE EVENT

"To which work you never think of a sculptor or creator, rare being able to add design, or grace, or with difficulty ever being able to finiteness, cleanliness and to pierce the marble as artfully as Michele Agnolo did, because you can see everything in it the value and power of art."

Giorgio Vasari expresses himself on the representation of the most beautiful and impressive death in the universe, the Pietà, immortalized by the most divine hands (Vasari) by a barely twenty-three-year-old Florentine: Michelangelo Buonarroti. Already at the time his rebellious soul, often misunderstood, was envied and admired by his fellow citizens. Locked up in his solitude, he was forced to express himself in a completely original way, establishing himself as an absolute and unsurpassed genius in both sculpture and painting.

The interactive exhibition "Michelangelo Buonarroti 3D, The harmony of a Rebel Genius", produced by Medartec, is dedicated to the genius of the artist. The exhibition is aimed at viewers of all ages, from school onwards, involving a large audience with a language that is easily understood by all cultural levels.

The exhibition itinerary involves the visitor in Michelangelo's universe, also introducing him to the art of the Italian Renaissance.

This happens through intense artistic experiences, with an introductory video, a trip to the Carrara marble quarries, holograms, didactic panels, a gallery with his paintings, the artist's drawings, augmented reality sculptures, the wooden crucifix from the historic Florentine workshop of Grassi Nesi, in addition to entertaining with an installation of virtual statues and an immersive journey through VR. The itinerary ends with an immersive room on the Renaissance.



MICHELANGELO 3D

THE PATHWAY

Michelangelo. History of the man who sculpted the Italian Renaissance with his artistic genius

Information on panels concerning Michelangelo sculptor, painter, architect and a timeline will show the important stages of the artist's life.

The texts, edited by the Scientific Committee of Medartec, explain the work of Michelangelo and how much this has affected the Italian Renaissance.

HISTORICAL INTRODUCTION

An information panel on the Renaissance and the significant changes it has contributed to the history of humanity, as well as an introductory video that traces one of the most important periods of humanity.

ROOM OF THE QUARRIES

An emotional video set in the Carrara quarries takes the audience back to the time of Michelangelo. Through the documentary, the visitor enters the world of the artist and accompanies him into the mysterious universe of the quarries.

ROOM OF PAINTING AND DRAWINGS

Set in Renaissance architecture, the room informs about Michelangelo as a painter and architect. The environment should be enriched with faithful replicas of manuscripts and backlit drawings as well as replicas of details from the Sistine Chapel, the Tondo Doni and the wooden crucifix - a reproduction in ebony of the crucifix of Santo Spirito.

HALL OF ARCHITECTURE

The room is set in the reproduced Piazza del Campidoglio. The panels tell about Michelangelo as an architect and his most significant architectural works - the Piazza del Campidoglio and the dome of St. Peter. A reproduction of St. Peter's dome and a video about it illustrates the power of Michelangelo's genius as an architect.

HOLOGRAM

Michelangelo talks to the visitors outlining his character and the rivalry towards his contemporaries.



MICHELANGELO 3D

THE PATHWAY

HALL OF ARCHITECTURE

The room develops on a sequence of graphic statues that come to life with augmented reality. In the room there is also a faithful reproduction of Michelangelo's statue of David, printed in 3D. The experience is completed by a prismatic video installation with the animation of the Pietà, Moses and David.

IMMERSIVE ROOM

To complete the visit there is an unforgettable experience, of great emotional intensity, with 360 ° video projections and music.

VR AND PLAYROOM

The virtual reality experience leads to a three-dimensional journey into the world of the Ideal City with the vision of Michelangelo's statues and the feeling of participating in their sculpture.

THE KIDS WORKSHOP AND THE TREASURE HUNT

The exhibition can be experienced by children with fun, through a treasure hunt and with creative games dedicated to them.



LEONARDO



Leonardo
DA VINCI 3D

IMMERSIVE
INTERACTIVE
EXPERIENCE

The logo for 'Leonardo 3D' features the word 'LEONARDO' in a light blue, sans-serif font. The '3D' is rendered in a larger, yellow, stylized font where the '3' and 'D' are interconnected. Below the text, a pixelated, blue-tinted image of Leonardo da Vinci's face and upper body is visible, with a trail of colorful pixels (blue, red, yellow) extending from the right side of his head.

LEONARDO

LEONARDO DA VINCI 3D THE EVENTS

Leonardo Da Vinci 3D is a revolutionary and futuristic exhibition that tells the absolute genius of Leonardo da Vinci through a multisensory language between augmented reality, holograms and immersive paths to unhinge traditional boundaries and lead visitors along a journey that follows and retraces the footsteps of Leonardo through the modernity of images, sounds, lights, music, colors.

An exhibition that is also a challenge to the laws of physics, time and space, an immersive experience that catapults the visitor into the extraordinary mind of Leonardo and his daring evolutions.

To return the futuristic spirit of Leonardo a highly technological multi-projection system able to offer an educational and fun experience at the same time, where images and music run along ceilings, walls and columns to encroach on the immaterial spaces of the holography and augmented

reality.

The story of **Leonardo da Vinci 3D** is born from an unprecedented mix of languages, where tradition and innovation dialogue to open up to the public the vastness and complexity of the world that gravitates around the genius of the Italian Renaissance:

from the models of his inventions for flying to the paintings reproduced in high resolution, through the hall of mirrors to the Last Supper, where Christ and the apostles come to life on the walls of the Cathedral.

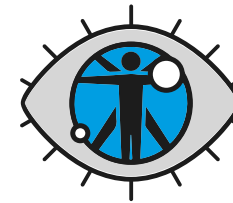
Immersive Interactive Experience

THEPATHWAY ■

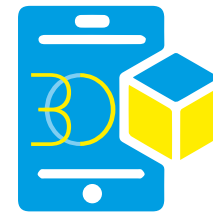
LEONARDO

LEONARDO DA VINCI 3D THE PATHWAY

- The entrance with the ticket office of the exhibition immediately brings the visitor to a first “educational” room, in which a historical introduction of Leonardo’s character and his works is presented. Here a timeline will describe the path of Leonardo’s life, and there will be a series of models of Leonardo’s machines reproduced according to the dictates of the Da Vinci codes will be exhibited.
- Then we move on to the gallery with the paintings of the artist, and to the room with the hologram of da Vinci that speaks directly to visitors.
- From the hologram, one enters the hall of mirrors dedicated to the flight and the study of flying machines, and then enters the main immersive room which sensitively conveys the visitor.
- You will then enter a room dedicated to Leonardo’s Milanesese period and to the works left in this city.
- Finally, before reaching the exit of the exhibition, there will be a space dedicated to virtual and interactive experiences.



Inside the exhibition there is also a room dedicated to the experiences for the younger visitors who will be able to relive the artistic and “engineering” moments of the great author.



The experience of the exhibition will be enriched and augmented through a virtual path experienced by the visitor through his own tech tool (mobile or ipad) that will allow to view short educational videos, learn about the works, view models and paintings in augmented reality, or participate in games and entertainment contained in an APP, including creative selfies, quizzes, etc.

Immersive Interactive Experience

THEPATHWAY ■

RAFFAELLO

il divino 3D



RAFFAELLO
il divino 3D

RAPHAEL THE DIVINE **THE EVENT**

When Raphael died in 1520 at only 37, also the Pope cried. Giorgio Vasari reports this, while defining him "The Mortal God" and praising the gracefulness and harmony of his art.

500 years after Raphael's death, it has not diminished the fame of the artist who has been crowned as the indisputable prince among the artistic giants of the Italian Renaissance.

The interactive exhibition "Raphael the Divine, the beauty of the great renaissance painting", produced by Medartec Distribution, has been produced in the year of the celebrations for the 500th anniversary of the artist's death, and it exhibits the elegance of Raphael's art through a combination of a traditional representation with modern multimedia technology.

The exhibition is aimed at viewers of all ages, from school kids onwards, involving a large audience through an easily understandable language.

The exhibition provides a broad explanation of the Italian Renaissance, one of the most important periods in the history of art, connecting Raphael to the other Renaissance giants like Michelangelo, Leonardo, Bramante, Ghirlandaio.

The itinerary of the exhibition offers the visitor not only a clear image of Raphael's art, but underlines the importance of the Italian Renaissance for all humanity.

This is achieved through introductory videos, holograms, didactic panels, a gallery composed of paintings and drawings by the artist, and an immersive experience to be lived through Virtual Reality devices.



RAPHAEL THE DIVINE **THE PATHWAY**

Historic Introduction

A video traces the main stages of Raphael's life connecting them with the artist's greatest works. This comes screened on a loop following the video on Renaissance. Information's panels describing Raphael as painter and architect, and a timeline showing the milestones of the life of the artist.

The informational texts, edited by the Scientific Committee of Medartec, explain the work of Raphael and its influence on the Italian Renaissance together with the other geniuses of Italian art, such as Michelangelo and Leonardo.

The Hologram

In the hologram, which lasts about 10 minutes, Raphael turns to visitors while talking about himself with an engaging language.

The hologram is particularly well liked by visitors, especially kids,, which remains hypnotized by the figure of the great master speaking directly to them.

The Drawings Room

In this room there are apocryphal reproductions of the drawings by Raphael, made with the highest craftsmanship by Alessandro Tartaglione, master in details and in the faithful reproduction of the originals works by of Raphael.

The Gallery

Raphael's most important paintings are exhibited in this room, faithfully reproduced on photographic canvas, where they can also be backlit, with captions for each of them.





RENAISSANCE 3D

Immersive Art Experience

The genius of Michelangelo Leonardo and Raffaello





3D RENAISSANCE THE EVENT

The fifteenth century was marked by great political, economic, cultural and social changes. An epocal shock that marks the end of the medieval era and the beginning of the modern age: the Renaissance. The term expresses the desire for the rebirth of ancient civilization. The rediscovery of the Greco-Roman world puts the idealized model of the ancient world at the center of attention. Florence becomes the capital of the new movement which will take the name of the Renaissance and will spread throughout the European continent for the next few decades. The Florence of the period of Lorenzo the Magnificent can be compared to the Athens of Pericles, and thus becomes the most desired city by artists and intellectuals from all over Europe. They go to Florence to learn from the greatest and most famous personalities such as Brunelleschi, Donatello, Leonardo da Vinci, Michelangelo Buonaroti, Raffaello Sanzio, Leon Battista Alberti etc.

The exhibition "3D Renaissance, the genius of Michelangelo, Leonardo and Raphael" puts the three giants of the Ita-

lian Renaissance at the center of attention: Michelangelo Buonaroti, Leonardo da Vinci and Raffaello Sanzio. Modern technology, which goes hand in hand with the traditional exhibition methodology, offers an emotional experience based on the activation of three senses: seeing, hearing and touching. Apps, holograms, virtual reality and augmented reality offer the visitor the opportunity to make surprising discoveries regarding art and the artist. The completely innovative language offers a new way of learning based on classical teaching that is made more engaging through entertainment.

RENAISSANCE 3D
Immersive Art Experience
The genius of Michelangelo Leonardo and Raffaello

THEEVENT ■



3D RENAISSANCE THE PATHWAY

INTRODUCTION ROOM:

The tour begins with a video and an information panel on the Renaissance. The engaging language introduces the visitor to the historical and artistic period of the Renaissance, preparing him for an exciting and educational visit.

HALL OF ARTISTS:

In the room there are panels on the life, the timeline and self-portraits of the three protagonists of the exhibition.

HOLOGRAM ROOM

Through an hologram the three artists tell their lives and are involved in a heated debate between them, showing all their rivalry and making visitors discover curiosities and anecdotes.

ARCHITECTURE ROOM

The room displays the main architectural works of Michelangelo and Raphael. Here there is a model of the Ideal City and the dome of St. Peter, which are illustrated with

emotional videos. The room is set in a reproduction of the Campidoglio square.

THE GALLERY

Information panels on the three protagonists as painters introduce visitors to their most significant artistic achievements. The gallery displays the paintings and drawings of Leonardo, Michelangelo and Raphael.

LEONARDO ENGINEER

Leonardo da Vinci's room of machines and inventions. An information panel explains the Florentine master's drawings and inventions that remained mostly unrealized during his lifetime. The faithful reproductions of the various war machines, flying machines and many others are a clear demonstration of how far Leonardo's mind was ahead of his time.

RENAISSANCE 3D
Immersive Art Experience
The genius of Michelangelo Leonardo and Raffaello

THEPATHWAY ■



3D RENAISSANCE THE PATHWAY

ROOM OF THE QUARRIES

An emotional video set in the Carrara quarries takes the audience back to the time of Michelangelo. Through the documentary, the visitor enters the world of the artist and accompanies him into the mysterious universe of the quarries.

HALL OF ARCHITECTURE

The room develops on a sequence of graphic statues that come to life with augmented reality. In the room there is also a faithful reproduction of Michelangelo's statue of David printed in 3D. The experience is completed by a prismatic video installation with the animation of the Pietà, Moses and David.

IMMERSIVE ROOM

To complete the visit there is an incredible and unforgettable experience, of great emotional intensity, with 360 ° video projections on the Italian Renaissance accompanied by engaging background music.

VR AND PLAYROOM

The virtual reality experience leads to a three-dimensional journey into the world of the Ideal City with the vision of Michelangelo's statues and Leonardo's incredible inventions.

THE KIDS WORKSHOP AND THE TREASURE HUNT

The exhibition can be experienced by the younger visitors with entertainment, through a treasure hunt and with creative games dedicated to them.

RENAISSANCE 3D
Immersive Art Experience
The genius of Michelangelo Leonardo and Raffaello

THEPATHWAY ■



THE COMPANY

medartec
MEDIA EXPERIENCES

Medartec is an Italian production and distribution company that organizes immersive multimedia experiences specializing in art and culture. We create emotional and innovative events involving people of all ages, using the latest digital technologies. We distribute productions made by a team of technology experts and art historians with knowledge and artistic sensitivity. The company holds the distribution and image rights of the events, including those for the promotion, production and sale of the merchandising created for the specific event.

Immersive multimedia events not only expand the offer of what traditional museums make available, but also bring a new sensory experience of art that completely involves the viewer.

The events are curated and presented with high definition images, emotionally combined with sounds and music. This cutting-edge technology guarantees visitors a unique and unforgettable sensory connection with art.

During the artistic events, viewers have the opportunity to be entertained by exploring the complete work of an artist in a single experience.

The Medartec creative team is made up of architects, designers, video / film directors and software developers who together integrate the technical aspects of exhibition design, theatricality, communication and storytelling to create a multimedia sensory experience.

MEDARTEC ADDED **VALUES**



DYNAMIC CMS
FOR CONTENT PERSONALIZATION

+200
STRATEGIC
KEYWORDS

ORGANICALLY
ALREADY
POSITIONED



AVERAGE MONTHLY GOOGLE SEARCHES: **720**
LEONARDO DA VINCI 3D



12200 FACEBOOK FANS



THAT HAVE CONTRIBUTED
TO INCREASING THE AWARENESS
OF THE BRAND

1400 
INSTAGRAM FOLLOWERS



 **4,5**
TRIPADVISOR RATING

 **4,1**
GOOGLE RATING

 **4,8**
FACEBOOK RATING

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