



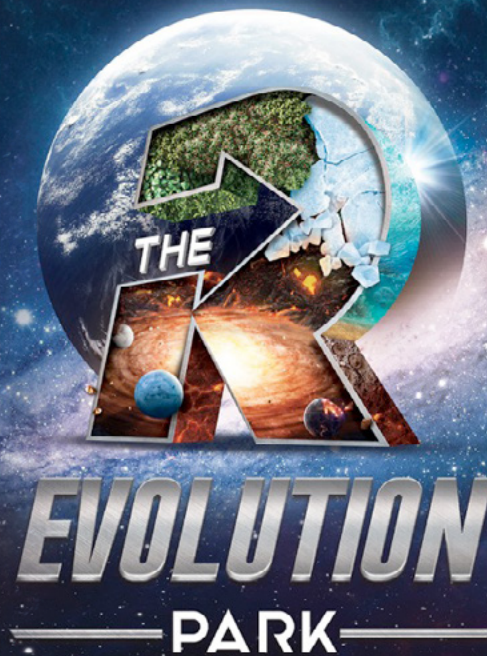
EVOLUTION

PARK


The R-Evolution Park
is a journey through time to get to know
the Earth and its wonders up
close, a great exhibition dedicated to the
life and beauty of this fragile but
constantly evolving planet.

Visitors to this highly exciting exhibition produced
by Way Experience in collaboration with WWF
Italy (for the Italian version),
will observe the world from new
perspectives, understanding the effects of
climate change and their impact on ecosystems.

WWF WILL VERIFY PARTICIPATION IN THE FOREIGN
EXHIBITION ONCE THE VENUE AND THE METHODS
OF COLLABORATION HAVE BEEN DEFINED



by WAY EXPERIENCE



**IT WILL ALSO BE A JOURNEY
THROUGH A HUMAN HISTORY
AND IN THE AWARENESS THAT
OUR ACTIONS ARE REFLECTED IN
THE ENVIRONMENT AROUND US.**

Through the magic of Virtual and Augmented Reality, The R-Evolution Park explores the stages of the life evolution on The Earth to awaken in all of us the love for the planet we live in and to teach us to protect it!

EXHIBITION PARTNERS

Curated by Marco Galaverni,
WWF scientific director
Created Created in
collaboration with WWF Italy
(for the Italian version).
and Milano Guida

EXHIBITION OVERVIEW

EXHIBITION TYPE

Nature, Science, Technology, Virtual, Animal

AREA SIZE

300 to 800 sqm

AVAILABILITY

FROM 2021

All the part of virtual reality and textual contents are ready. The space design and scenography of the project is under construction and could be adapted to the venue

CORE EXPERIENCE

Immersive digital experience

Hands-on activities

Panels and graphics

**A UNIQUE
EXPERIENCE**

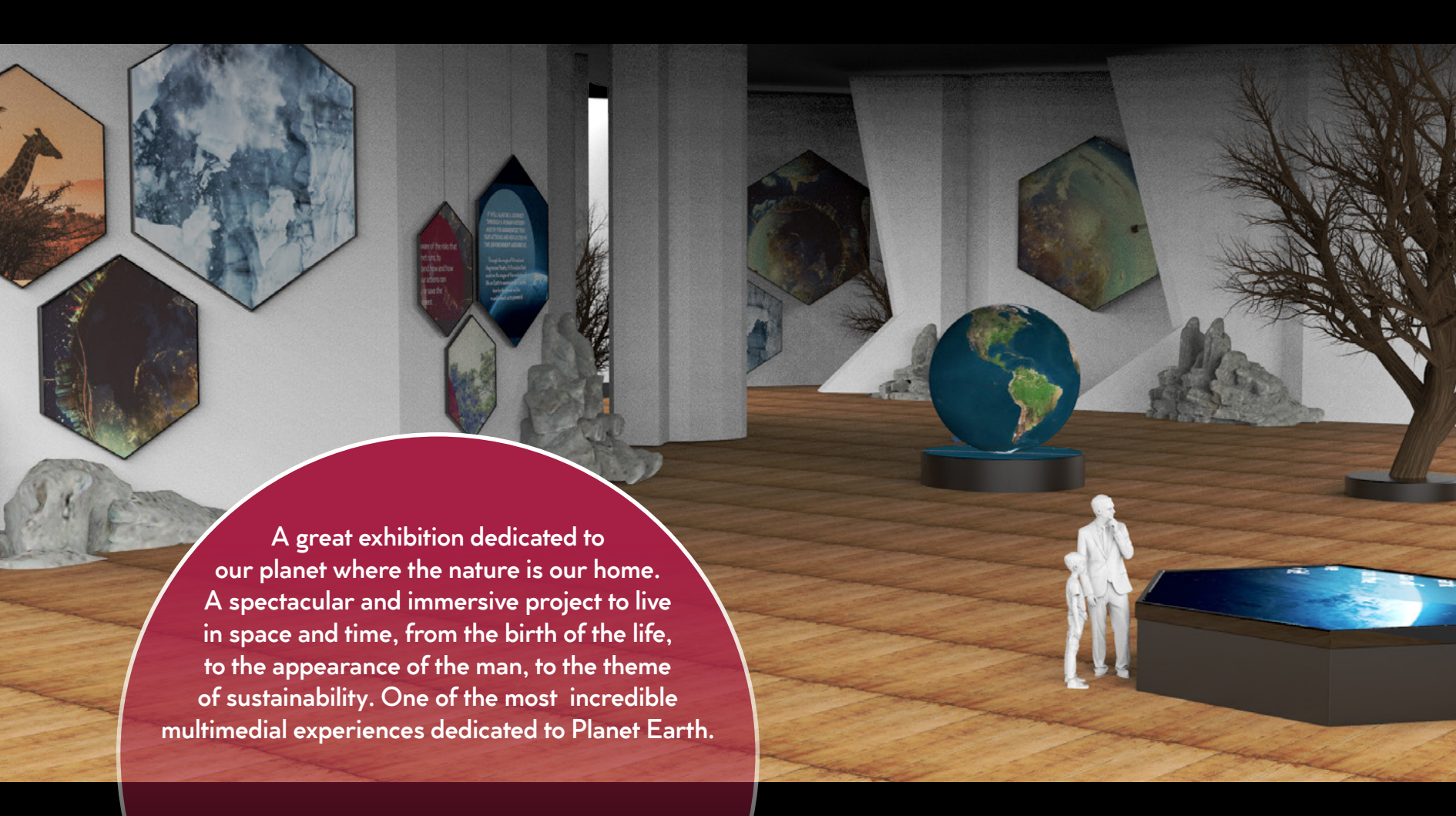


Around the
world to
**SAVE THE
WORLD**

**IMMERSIVE
DIGITAL
EXPERIENCE**

EVOLUTION

PARK



A great exhibition dedicated to our planet where the nature is our home. A spectacular and immersive project to live in space and time, from the birth of the life, to the appearance of the man, to the theme of sustainability. One of the most incredible multimedial experiences dedicated to Planet Earth.

A composite image featuring a central view of Earth from space, showing continents and oceans. The Earth is surrounded by various space-related elements: a rocket launching with a large plume of fire and smoke at the top, a satellite or space station in orbit on the right, and a cityscape at the bottom. Two human hands are positioned on the left and right sides, palms facing the Earth, as if holding or protecting it. The background is a dark, star-filled space. A semi-transparent red circle is overlaid on the left side of the image, containing white text.

To be aware of the risks that
our planet runs, to
understand how and how
much our actions can
destroy or save the
environment.



**FOR 6 TIMES
TRANSPORTED
IN THE SPACE
AND TIME**



01

In the space, when Earth was born, from the early stages of its formation to its transformation into the blue planet.



02

Discovering the
primordial world
dominated by pristine
forests and the
dinosaurs until their
extinction

A person is shown in a forest, holding a long staff or spear. The scene is backlit by bright sunlight filtering through the trees, creating a bokeh effect. A large red circle is overlaid on the right side of the image, containing the number '03' and a paragraph of text.

03

At the appearance of man,
the impact on natural balance
and the discoveries that
revolutionized it.



04

At the heart of the biodiversity that surrounds us and the dangers that are threatening the savannah's wealth and animal species

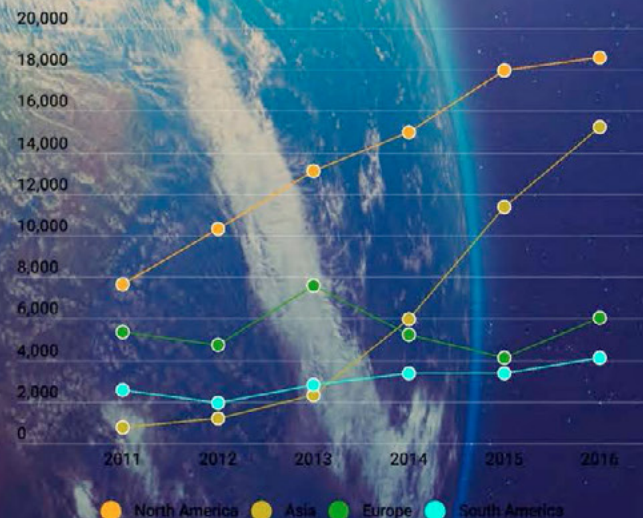



05

Among glaciers and coral reefs damaged by the over-exploitation of the environment and by climate change.

06

In orbit around the Earth to observe the causes and effects of global warming, to understand with animated info-graphics what is going on in the only house we have.






The relationship between us and the planet will be the theme of the next decade, perhaps of the century.

Each of us has
a duty to feed the
discussion.
Let's do it together.



The R-Evolution Park

experience is not limited to knowing and understanding in an engaging way, but it means experiencing a very strong emotional path to feel truly immersed in the planet, a living organism of which we are part.

A satellite view of the Earth, showing the Americas on the left and the Pacific Ocean on the right. A large, semi-transparent white circle is centered over the Pacific Ocean, containing two blocks of text.

And what happens when what
interests us, is no longer further and
more distant, but instead we feel it
close, even around us?

**INTEREST BECOMES MORE
POWERFUL, IT BECOMES
PARTECIPATION.**









