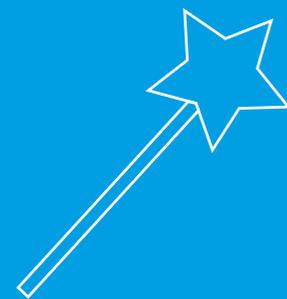
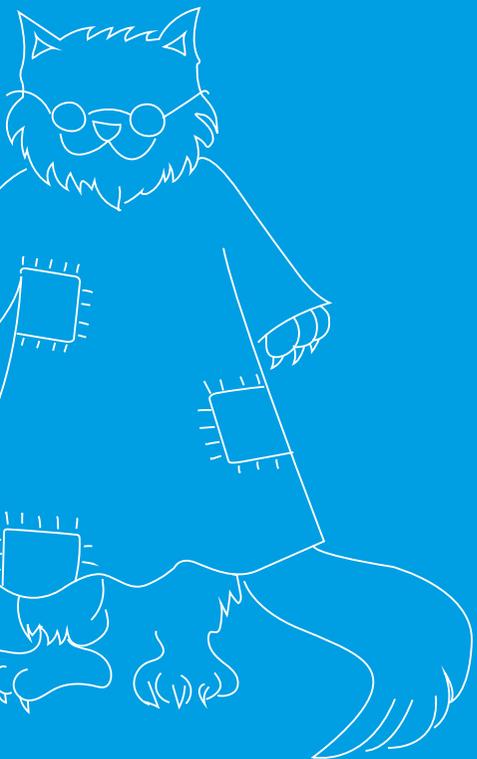
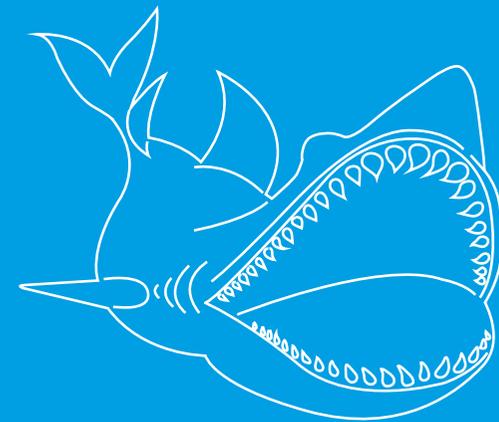
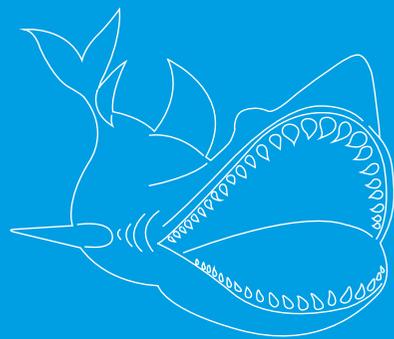


# P — NOCCHIO — 3D



# PINOCCCHIO 3D



Pag. **3** PINOCCHIO 3D

- 3** The event
- 4** The main room
- 5** The path

Pag. **8** COMMUNICATION PLAN

Pag. **9** THE COMPANY

Pag. **10** PREVIOUS EVENTS

Pag. **11** CONTACTS

# 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

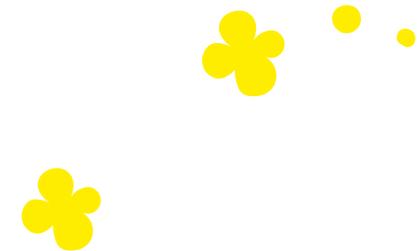
were functional to the development of the themes values of the story. Even the abstract places of the story will be described as a possible link to the author’s childhood.

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.**

**PINOCCHIO 3D**

THE EVENT

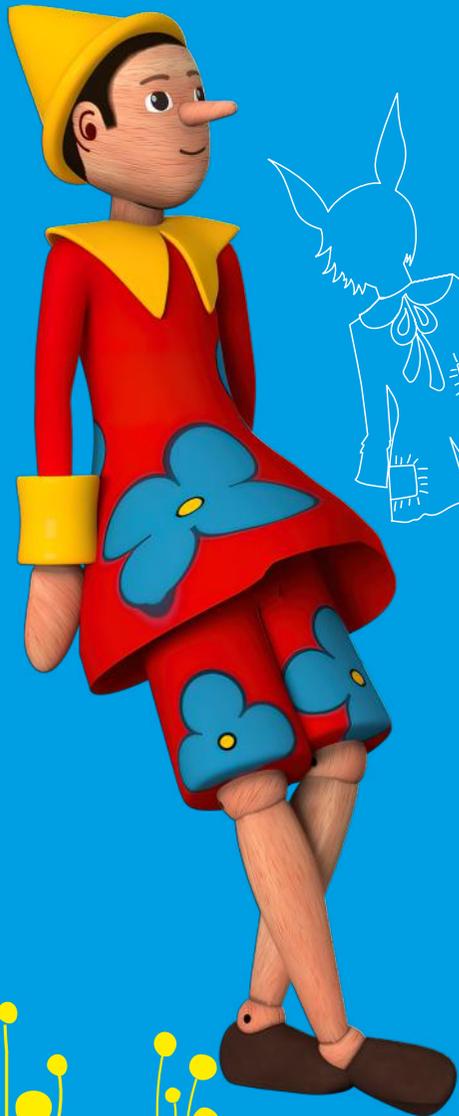


# THE MAIN ROOM

There is no dimensional standard. However, to accommodate the exhibition adequately, the rooms should be divided into several communicating rooms, for a minimum area of 250 square meters.

THE EXHIBITION WILL BE DESIGNED AND BUILT WITH THE INTENTION OF STIMULATING A GROWING EMOTION AND INVOLVEMENT FROM START TO FINISH.

**P**— **NOCCHIO** ■ **3D**



THE MAIN ROOM

# 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.



# 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.

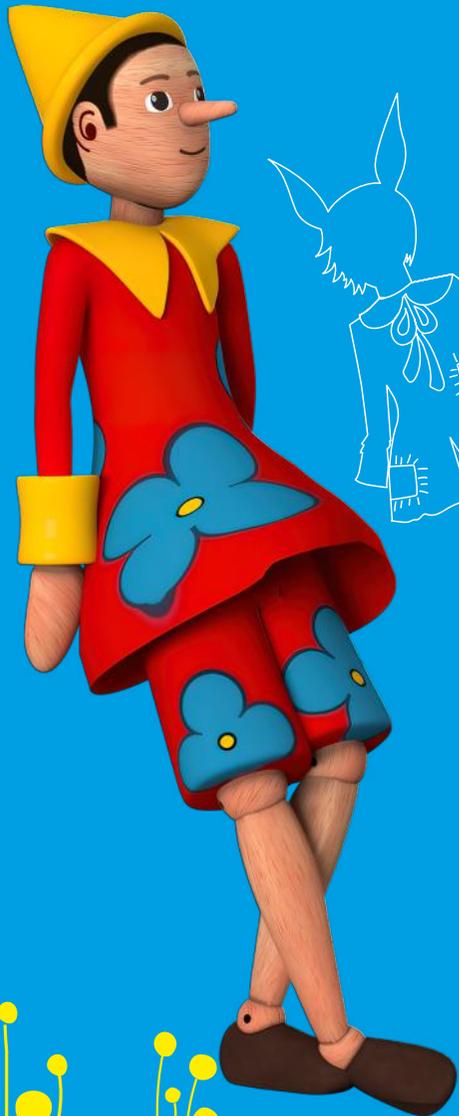
## VIRTUAL REALITY

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.

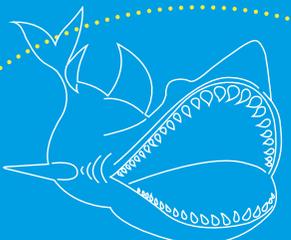
## TREASURE HUNT

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.

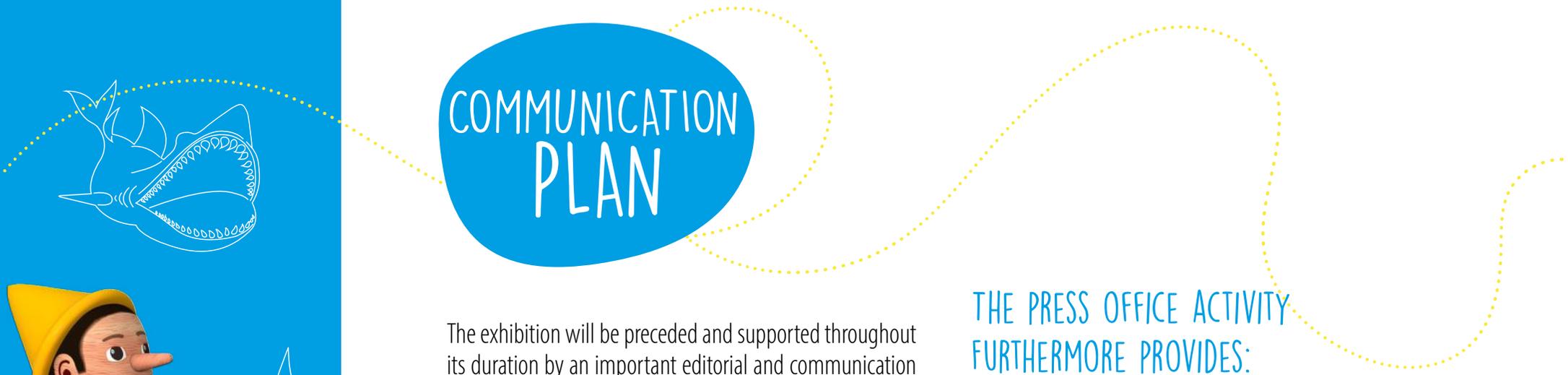
**P** — **NOCCHIO** ■ **3D**



APP



# COMMUNICATION PLAN



The exhibition will be preceded and supported throughout its duration by an important editorial and communication plan that will ensure great coverage and broad visibility for the exhibition and its partners / sponsors. The presence of partners and sponsors will in fact be highlighted in every aspect of the communication.

Thanks to the activation of a dense media network, which includes traditional media (print media, online newspapers, press agencies, televisions, radio) and social media (with an important digital campaign through the major social channels), the exhibition will reach a wide and heterogeneous audience.

## THE PRESS OFFICE ACTIVITY FURTHERMORE PROVIDES:

- Development of an official press kit (press release, texts, photographs and videos).
- A constant flow of press releases for the announcement of the exhibition, the general presentation, the inauguration and the launches of supporting news for the duration of the exhibition.
- Organization of press conferences.
- Organization of press-tours and blog-tours.

## THE COMMUNICATION STRATEGY WILL ALSO INCLUDE:

- media partnership agreements
- ADV plan
- dynamic advertising



# THE COMPANY



Medartec is an Italian production and distribution company that produces immersive multimedia experiences specializing in art and culture.

We create emotional and innovative events that involve people of all ages, using the latest digital technologies. We distribute productions made by a team of technology experts and art historians with artistic knowledge and sensitivity. The company holds the rights of distribution and image 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.

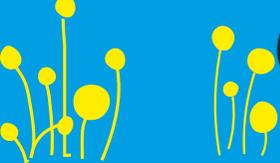
The events are curated and presented with highly definition images, emotionally combined with sounds and music. This cutting-edge technology guarantees visitors a unique and unforgettable sensory connection with art.

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

Medartec's 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.



THE COMPANY



# PREVIOUS EXHIBITIONS

**Leonardo Da Vinci 3D** (Milan, Bellinzona - Switzerland, Boario Terme, Kuopio - Finland) is a revolutionary and futuristic exhibition that tells the absolute genius of Leonardo da Vinci through a multi sensory language between augmented and virtual reality, holograms and immersive paths to undermine traditional boundaries and lead visitors on a journey that follows and retraces Leonardo's footsteps through the modernity of images, sounds, lights, music, colors.

To bring back the futuristic spirit of Leonardo, a highly technological multi-projection system is 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 world premiere of the exhibition held in Milan in the Fabbrica del Vapore cathedral was praised by critics and audiences.

**Raffaello 3D** (Bellinzona - Switzerland) he interactive exhibition "Raphael the Divine, the great pictorial beauty of the Renaissance", produced by Medartec, was born in the year of the celebrations by the artist and exhibits the elegance of Raphael's art through contemporary traditional representation and modern multimedia technology.



Visita il sito della mostra [leonardodavinci3d.it](http://leonardodavinci3d.it)

Visita i social di  
**Leonardo Da Vinci 3D**



**P** — **NOCCHIO** ■ **3D**  
PREVIOUS EXHIBITIONS ■

THE EVENT



# CONTACTS



[info@medartec.it](mailto:info@medartec.it)



[www.medartec.it](http://www.medartec.it)

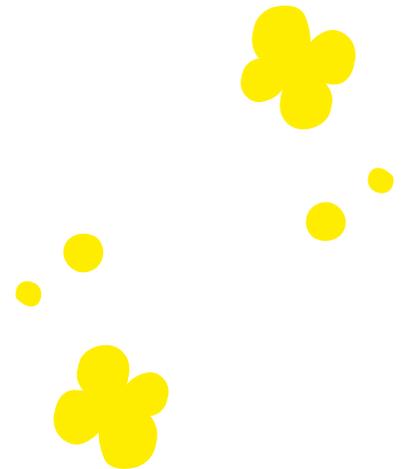
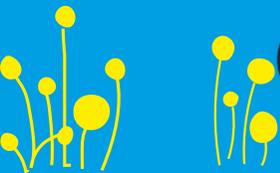
**ROBERTO LUCIANI**

+39 335 138 9250

[rluciani@medartec.com](mailto:rluciani@medartec.com)

**P** — **NOCCHIO**  **3D**

CONTACTS



medartec

MEDIA EXPERIENCES