

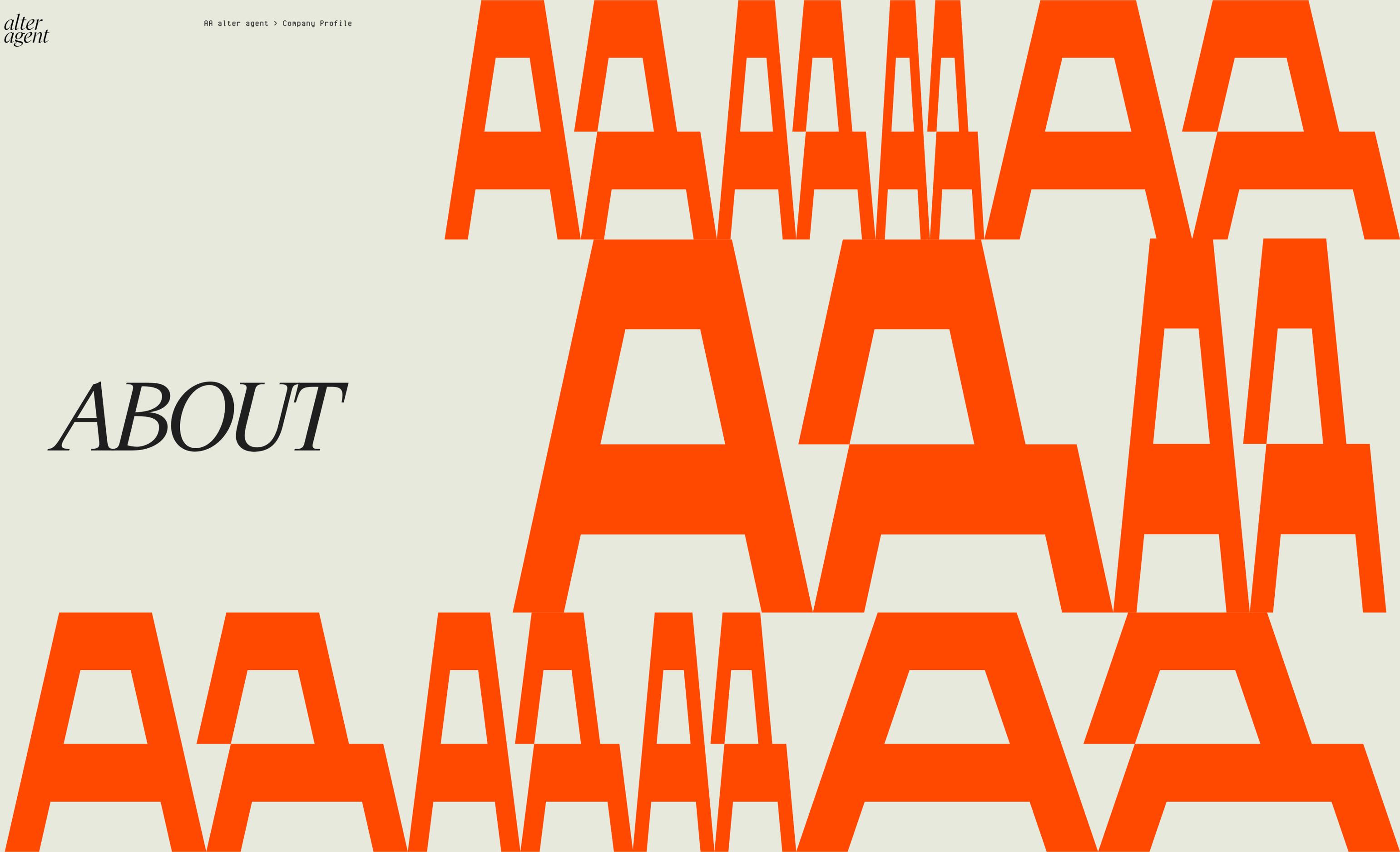
AA

*alter  
agent*

# COMPANY PROFILE

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# *ABOUT*



# MANIFESTO

I Tell Stories\_\_\_\_\_Build Other Worlds

I Take Action\_\_\_\_\_Provoke Reaction.

I Dare You To See\_\_\_\_\_Through Other's Eyes.

I Am Many\_\_\_\_\_I Am no One.

**I Am an Alter Agent.**

# WHAT

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Alter Agent is a creative production studio based in Milan and Tokyo that combines experience design, media arts and technologies to create *immersive experiences for a social cause.*

# WHY

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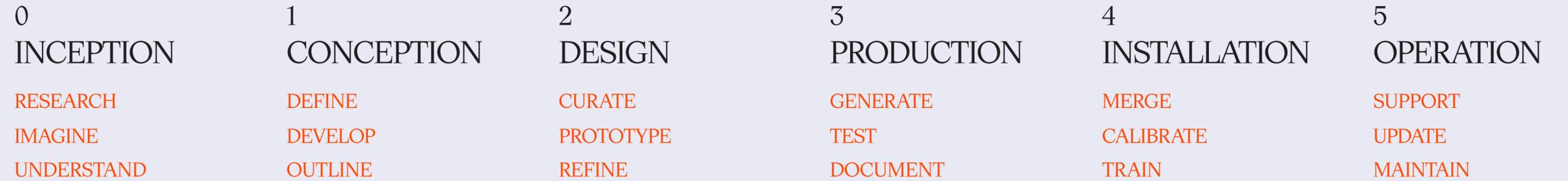
Alter Agent stimulates awareness about *human rights and ecological matters* to a broad audience leveraging on the emotional potential of immersive entertainment.

# HOW

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Alter Agent teleports people to *a not-so-distant future*: fragments of parallel dimensions, emotional scenarios blending the boundaries between fiction and reality.

# PROCESS



Technology  
Storytelling  
Scenography



Comprising six steps and three creative fields with specific stage gates, our process is designed to ensure a harmonious, cohesive experience for both the team and the client. At the center of everything is always the storytelling, the idea, the cause.

# PEOPLE

## FRANCESCO FIORE

EXECUTIVE PRODUCER/FOUNDER

Across over twenty years of managing experience in Europe and Asia in the live and digital entertainment industry, Francesco has been producing a series of immersive experiences, worldwide touring shows and live concerts working closely with top IP's and international artists such as **Namie Amuro, Arashi, Twice, BTS, Hello Kitty, Gundam, Naruto, One Piece**, and more. More than a decade of experience living and working in Japan: initially with **On The Line** group Francesco gained the touring production experience while managing shows globally; then in 2018 he came onboard **Moment Factory** to lead the company in Japan, Korea and surrounding markets. A precious opportunity to manage the award-winning **Lumina immersive shows** series, work on the **2020 Olympics closing ceremony** in Tokyo, and collaborate with **Sony, Universal, Bandai Namco, and Panasonic**.



## MARIANO LEOTTA

CREATIVE DIRECTOR/FOUNDER

Mariano's international experience spans across the globe, fostered in design capitals such as Milan to Berlin, from Dubai to Montreal. A professional journey commenced with impactful creative endeavors centered around social causes and human rights. This distinctive perspective permeates all of Mariano's original artistic creations, ranging from multimedia installations to interactive performances and immersive experiences, recognized at esteemed international art events, such as the **Moscow Biennale, Mediterranea, Milan Design Week, ISEA**. In 2015 Mariano moved to Montreal to join the world-class studio **Moment Factory** as a director, having the privilege of creating immersive shows for international clients such as **BMW, Mercedes, Royal Caribbean**, and high profile artists such as **Red Hot Chili Peppers, Childish Gambino, Namie Amuro, Sodagreen**, among many others.



## CARMELO AMENTA

PRODUCTION DIRECTOR/PARTNER

Carmelo has worked across Milan, Dubai, and London, rising from a hands-on technician to a Production Director for high-profile events worldwide. His extensive portfolio includes iconic projects like the Danish House during the London 2012 Olympics and SKY UK's 2020 Tate Modern Series. With an experience spanning diverse events, he brings a versatile approach to every project.

**FEDERICA BOLOGNA**  
SCENOGRAPHY DIRECTOR



**CLAIRE CHRISTOPOULOU**  
THEATRE DIRECTOR



**GABO GESUALDI**  
MULTIMEDIA DIRECTOR



**EMANUELE FOTI**  
CREATIVE TECHNOLOGIST





Japanesque, Japan



Magical Shores, Singapore

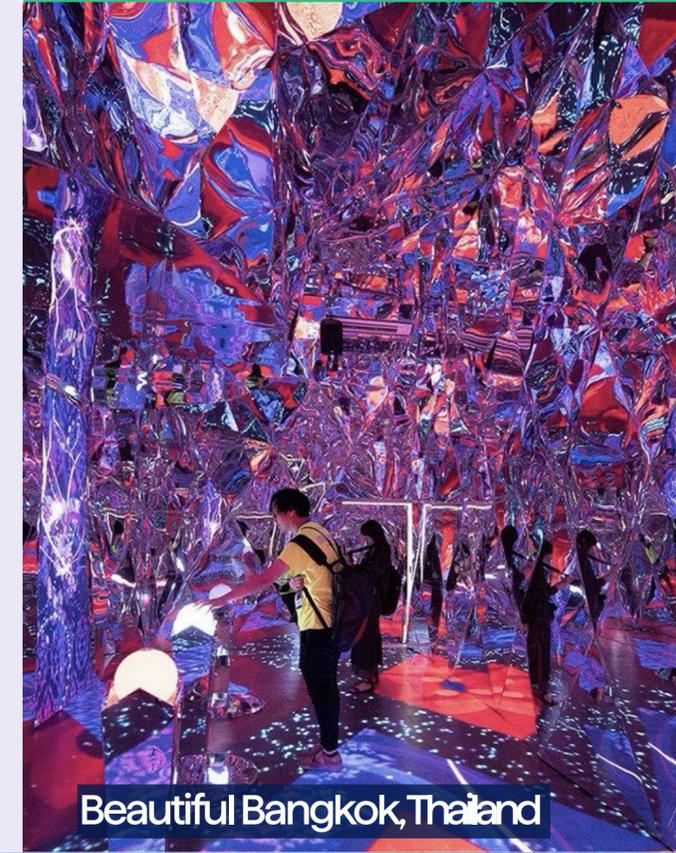
Outdoor  
Multimedia  
Experiential



Blue Room, Japan

1A10 is label created in joint venture with the Japanese studio 1-10 for bringing to global audiences multimedia art, immersive & interactive experiences as authentic expression of the modern and traditional Japanese culture.

1A10.net - 1-10.com



Beautiful Bangkok, Thailand

Augmented  
Interactive  
Installations



Cyber Boccia, Japan



Cyber Wheels, Japan



# *EXPERIENCES*



# ORIGINAL PRODUCTIONS

AA alter agent > Company Profile



## CAST FOR MARS

A time leap toward a not-so-distant future, an immersive experience that combines role-play and multimedia technology to make participants experiencing life on Mars while gaining awareness on human cohabitation and ecological matters on Earth.



## EMERGENCY EXIT

A ground-breaking experience that merges theatrical elements with multimedia technologies. Visitors are catapulted into an interactive movie set, a dystopian dimension where they perceive the ominous threat of a nuclear apocalypse getting closer.



## SŌZEN

An oasis of peace in the hearth of the city, a refuge from the hectic bustle of urban life. An immersive dive into a Japanese zen lifestyle: take a break, reconnect with your inner self and find an unexpected harmony in the inspiring peace of a futuristic zen garden.

C A S T F O R  
MARS

IMMERSIVE ROLEPLAY

MIDSIZE TOURING

1000-1500sqm

Design phase completed  
Expected opening in 2025

A  
GIANT  
LEAP  
FOR  
MANKIND

INTERACTIVE  
MULTIMEDIA

RETRO FUTURISTIC  
ROLE-PLAY

# CAST FOR MARS

A GIANT LEAP FOR MANKIND

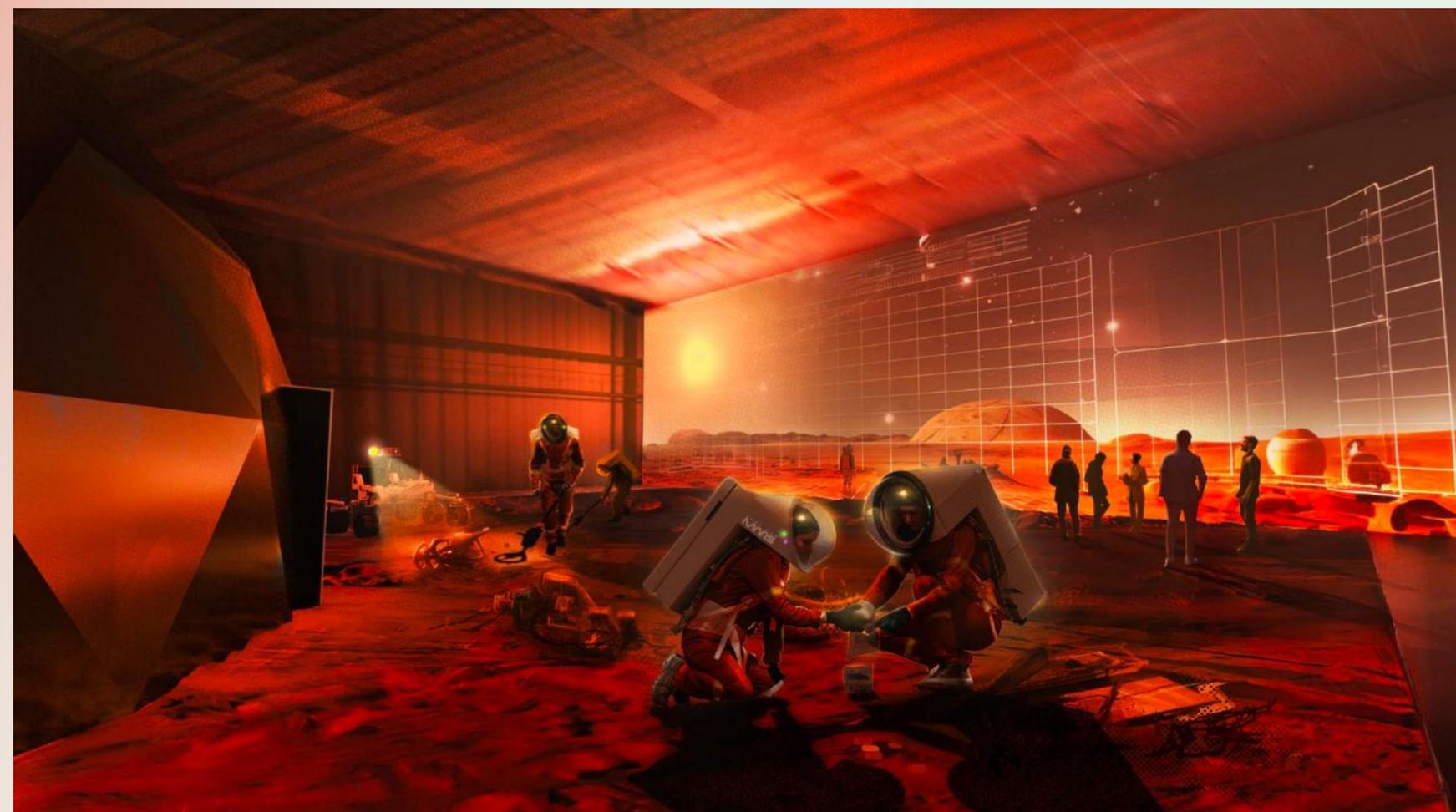
Cast for Mars >  
Immersive Experience

A brand new space program is about to launch. Mars is next for settlement and the first colonists are up for selection. A different set of human "abilities" is needed for people to survive there and you can now enrol for the program.

## DO YOU HAVE THE MARS FACTOR?

Until you realize that the space program is just trying to test how humans could survive on an inhospitable planet such as what Earth is destined to become.

**WE SHOULD ACT NOW.**



SOON IN YOUR CITY



C A S T F O R  
M A R S

A GIANT LEAP FOR MANKIND

THE EXPERIENCE THAT MAY CHANGE FOREVER THE WAY WE LOOK AT THE SKY.



**E** EMERGENCY  
EXIT

IMMERSIVE THEATRE

MIDSIZE TOURING

1000-1500sqm

Design phase completed  
Expected opening in 2026

THE  
LAST  
OUTPOST  
OF  
PEACE

MULTIMEDIA  
DRAMA

THEATRICAL  
JOURNEY



A dystopian future, when when nuclear war took over almost the whole planet and the society is long-alienated. The imminence of a war getting closer and the drama of a world under the ominous threat of a potential nuclear apocalypse.

*EXIT became the last outpost of peace, a sanctuary of humanity open to everyone in need after the atomic fallout.*

In a physical and emotional climax, the public experiences in the raw the disorientation and media manipulation, The vulnerability and the anguish lived by nuclear survivors.



# EMERGENCY EXIT

# 神 森 ZEN

IMMERSIVE MEDIA ARTS

SMALL TOURING

500-800sqm

Conception phase completed  
Expected opening in 2025

THE  
ART  
OF

MEDITATIVE  
INTERACTION

MINDFUL  
MEDIA ARTS

IMMERSIVE  
PEACE



## AN OASIS OF PEACE

Embark on a multimedia journey that transcends your senses, unveiling the awe-inspiring wonders of nature and igniting a profound exploration of enigmatic essence of beauty. A dynamic ecosystem of data-driven art that responds harmoniously to Kyoto's environmental conditions, creating an ever-evolving tapestry of enchantment, where art and nature intertwine in perfect harmony.





# 森田 SOJEN

AND THE ART  
OF IMMERSIVE PEACE

**1A10**  
TOKYO. KYOTO. MILAN

# OTHER FORMATS *Currently in Development*



## ARCADIA

Step into a world where the echoes of history meet the fantastical. This immersive experience transports visitors to an enchanted village nestled within the walls of an ancient neighbourhood, a medieval village or a revived development.



## CYBER PLANT REVOLUTION

In a dystopian future, plants are sick and tired of being abused so they deliberately merge with the machine and the cyberspace to enhance their powers. Embark on an immersive journey into a fantastical realm where real plants intertwine with technology.



## OUT OF THE BLUE

Immerse yourself in a boundless world that brings you closer than ever to the beauty and fragility of our oceans. In this epic journey, the deep waters unfold as the stage for an extraordinary story—a story of sustainability and hope.

# THANK YOU!

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