



TURNING HERITAGE PLACES INTO IMMERSIVE SPACES

when art, culture & technology come together

T

Hi, my name is Ben

Business Development Manager
Visualization & Projection - Entertainment

L committed

love

partner of Neige &
proud dad of Jennah



BARCO

MAURI DUE s.n.c.
ELETTRODOMESTICI - TV - VIDEO - VIDEOTECA
TELEFONIA - IMPIANTI SAT
Mandi... (Lecco) - Via Parodi 36 - Tel. e Fax 0341/731194
L'ESTE NOZZE

M
Vini tipici e
Abbadia Lariana
C



basketball is
my outlet

passion

travel

Paris & Milan
stole my heart



making my own choices

**new
generations**

eager to learn

'white cube' museum



Sad!

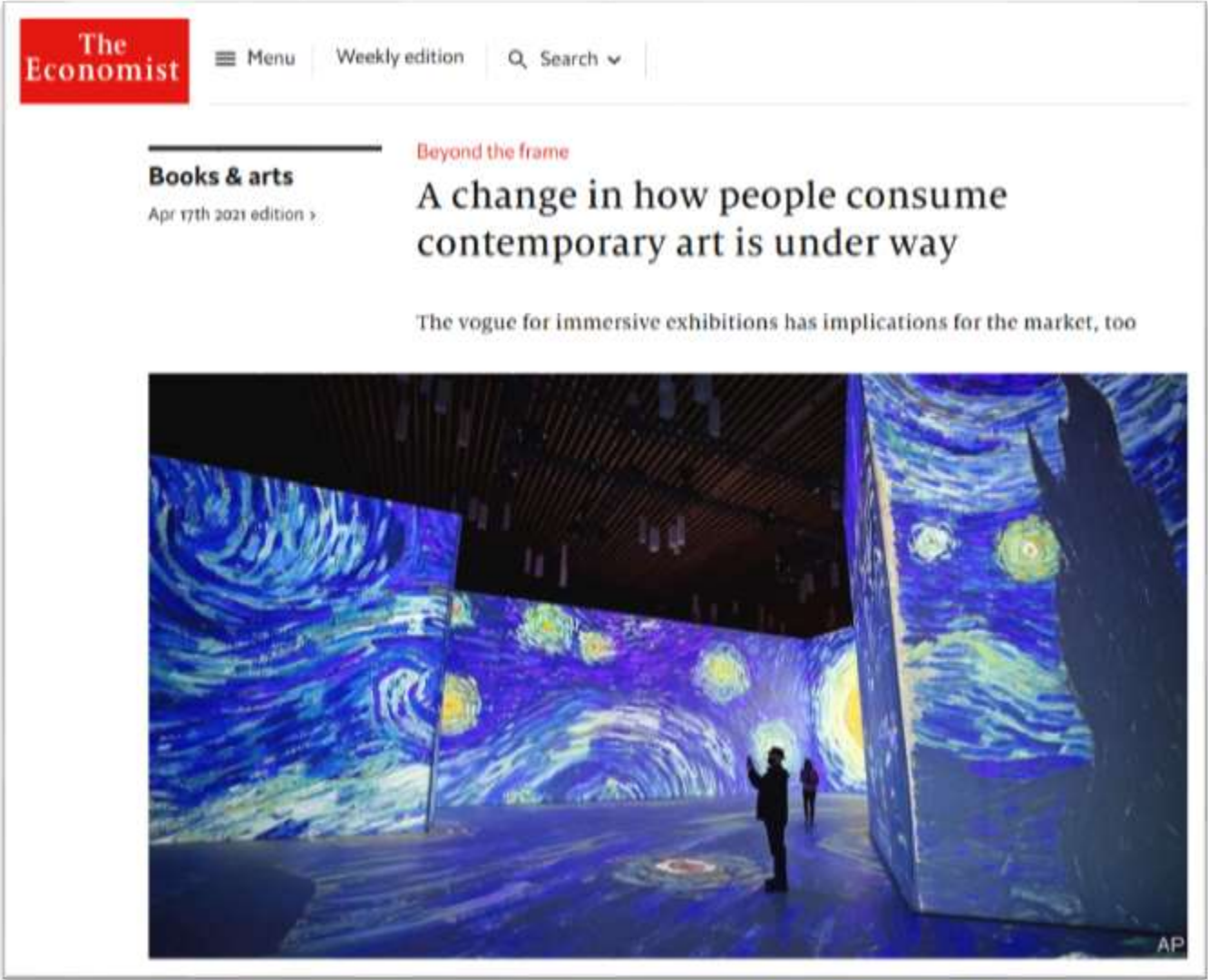
but true...

*Visit to the museum:
3 idiots forgot their
telephones at home*

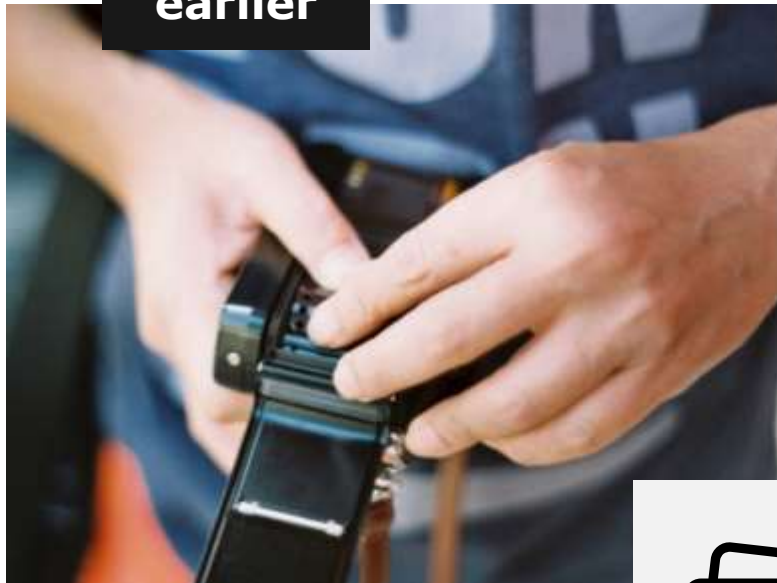


transition

empowered by
technology



earlier



photography



now



communication



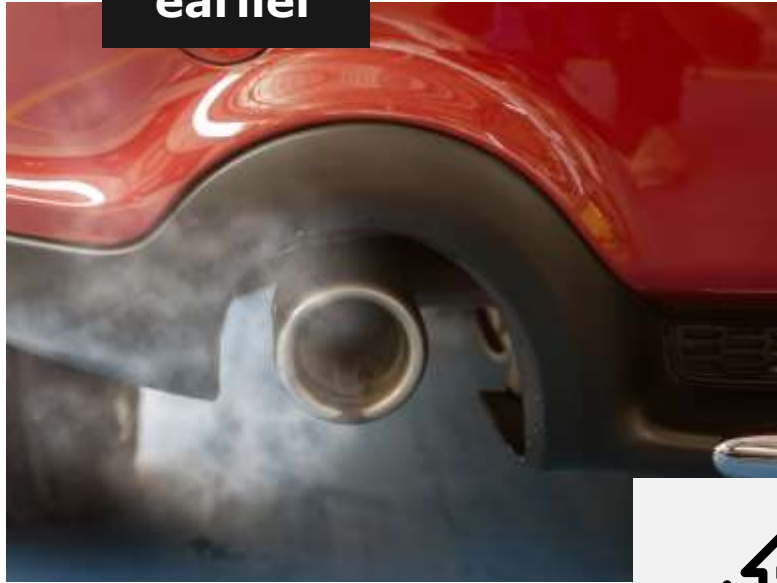
now



earlier



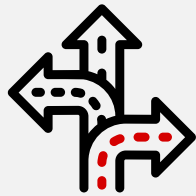
earlier



now



mobility



RE-INVENT TO STAY RELEVANT



it's all about
**visitor
numbers**

L'AMOUR AT FIRST SIGHT

immersive experience



when art & technology
come together



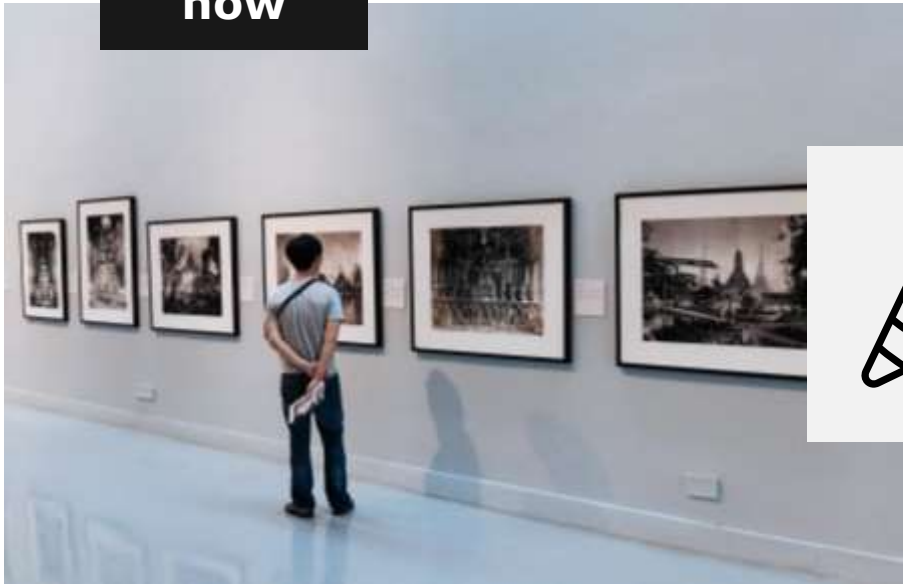
1.400.000
visitors in 2018



12,5% visitors
< 25 years old

progress

now



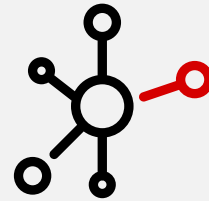
future



educational  fun  edutainment

shift to
shared
experience

earlier



now



learn



connect



like - comment
share - follow

add a layer

projection mapping



WOW
your audience

INFINITE POSSIBILITIES



**explain & bring to life
existing exhibitions**

**unlock
archived artefacts**



**breathe new life
into existing art**

create new art



EXPAND HERITAGE TO THE CITY



Franz Cerami, Naples



Chartres en Lumière



Regalia, Reims



Dubai



Seoul Light



Carpi Natale 2020



Tuscany Projection Mapping



Arc de Triomphe - New Year



Vivid Sydney

attract
extra tourists

THE ART OF THE DEAL - INS

funding structure follows goal

public funding



ticketing



sponsorship



mixture

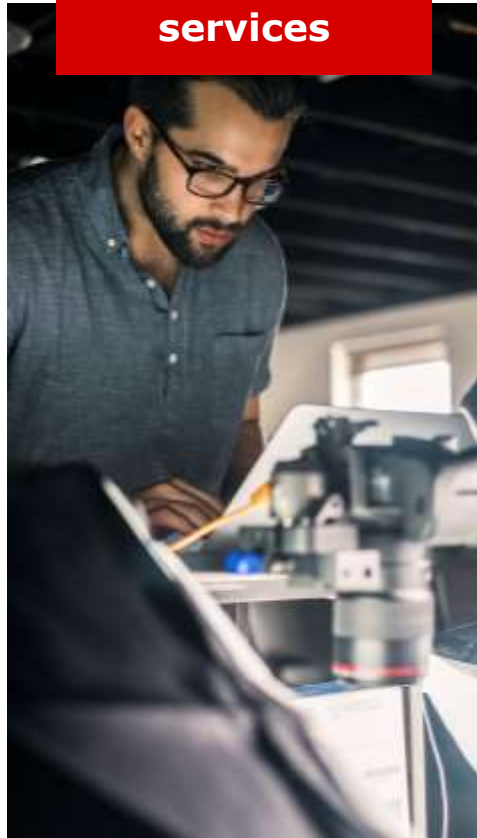
THE ART OF THE DEAL - OUTS

where does the money go?

technology
(buy/rent)



creative services



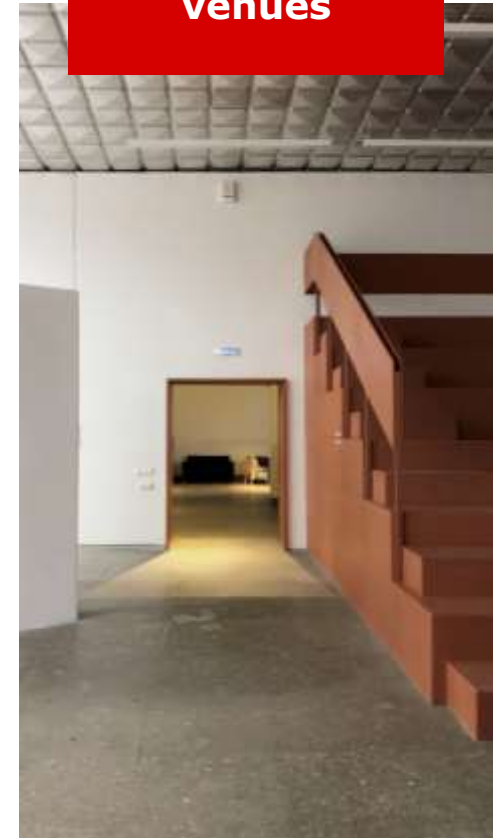
marketing & communication



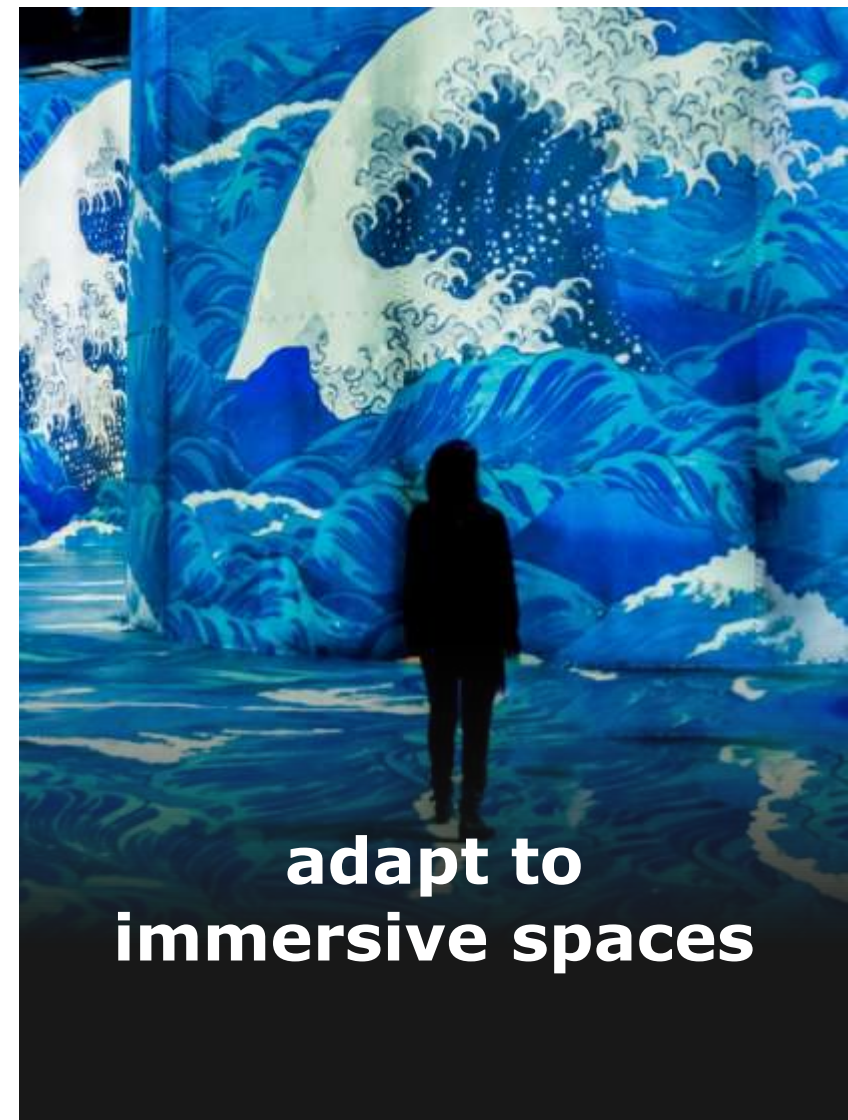
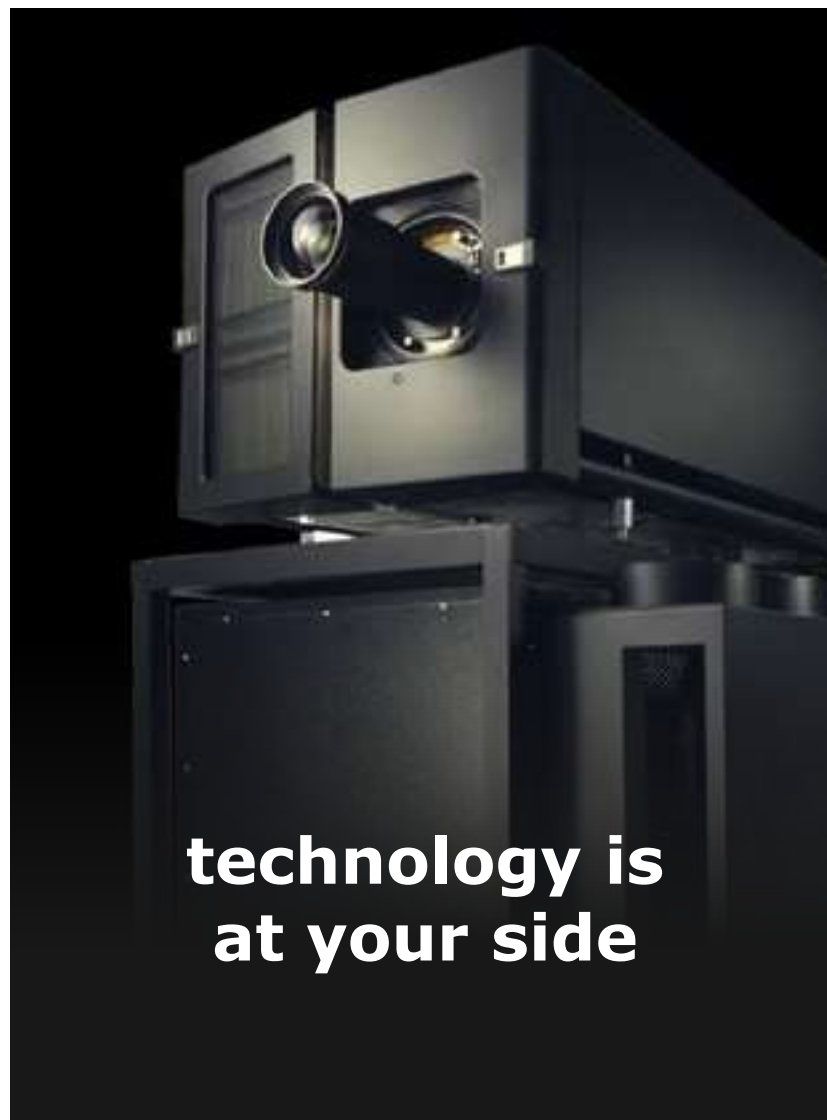
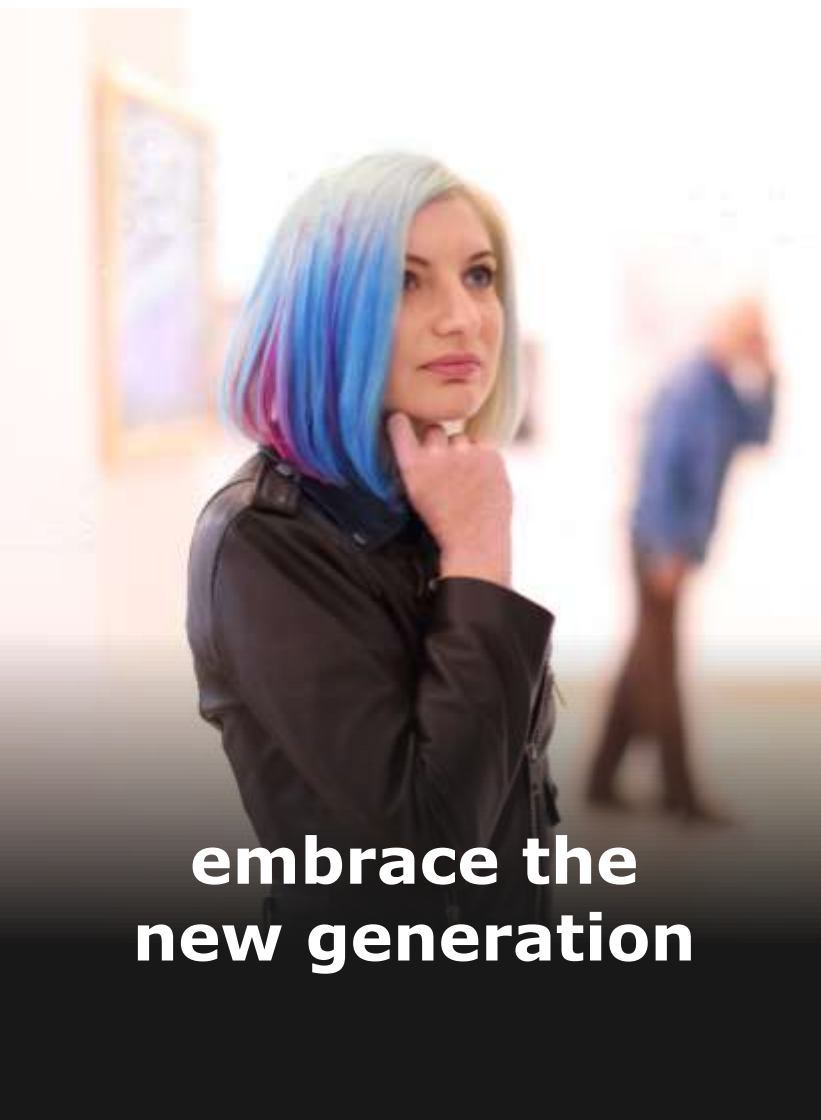
ticketing system



venues



THREE THINGS TO REMEMBER





BARCO

QUESTIONS?

**feel
inspired**

visit us in the show area