



DATES & PALM

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MEDIA EXPERIENCES

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> DATES & PALM

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THE EVENT

The event recreates the magical universe of the desert, where man lives in symbiosis with nature, between realism and the magic of nature. The experiences developed through an emotional and interactive path, actively involving the public in the event.

The emotions created through technology reproduce the effect of the metaverse, transporting visitors to the desert, the oasis and Bedouin life, conveying the love for a world founded upon human solidarity, pride in fraternal coexistence and shared traditions. 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.

A unique blend of augmented reality, immersive projections, virtual reality and kinetic offer the visitor a unique experience filled with discoveries and enjoyment. The completely innovative language offers a new way of learning based on classical teaching that is made more engaging through entertainment.



LAYOUT AND FACT SHEET

Exhibition Area: from 600 sqm. to 900 sqm. for the complete format

Experiences: the area is divided up to 7 spaces

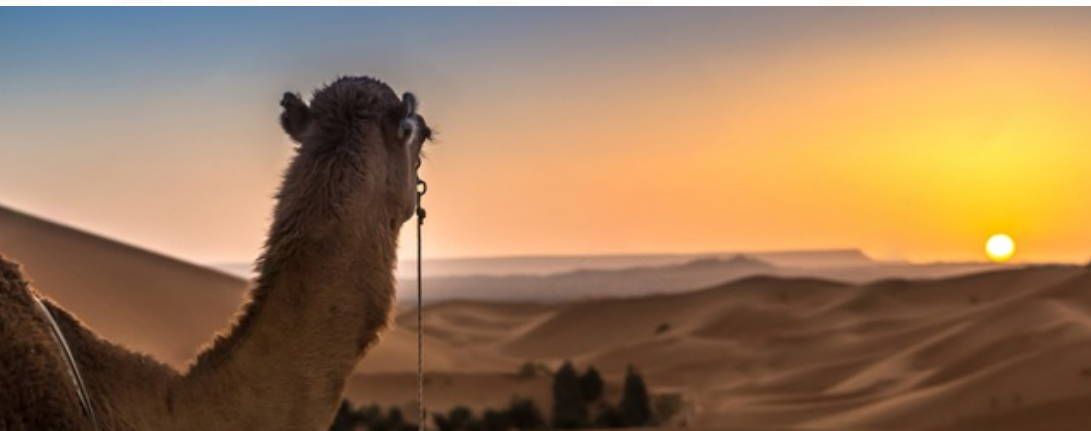
Modularity: the experiences are selected to fit the needs and space of the exhibition.

Spaces flexibility: inside each room, the space is flexible according availability and the audience flow requirements.

Scenography: scenography can be adapted with a mix of digital and physical set-ups.

Technology: requested laser or dlp projectors, high performance tablets, Vr visors, kinetic movement detectors, monitors, ledwalls, etc.





THE ROOM

N. 1 - TRIUMPHAL ENTRY

This room represents the entrance. There will be a scenography of side dunes with 2 large palm trees on top. At the center there will be an AR with view of the giant date section and infos. The experience brings to light the date as the holy fruit that fed populations of the desert and provided them with materials to build objects and shelters. A great scenography and emotional video on the life in the desert on a curved LED wall will welcome the audience. "From the Oasis to the skyscrapers" A 3D animated video projected on a curved semicircular screen, which begins at dawn and more precisely from the moment the water finds a way

out of the desert sand, the formation of the oasis, the first caravan of camels that arrives and passes past crossing the entire screen diagonally, the first human settlements with the characteristic square huts that slowly give way to modern and shiny skyscrapers... Then the sunset comes! The lights of the skyscrapers illuminate the windows and when night comes, everything goes black, and dawn starts again. By having a semicircular projection, people will arrange themselves inside the semicircle and this will increase the feeling of immersion.



THE ROOM

N. 2 – JOURNEY IN THE DESERT TUNNEL

THE WATER TUNNEL. Curved, narrow and high tunnel made by ledwalls, with videos showing huge waterfalls. In front of the viewer, while on the side it continues, the water opens up and an oasis with sand dunes and palm trees is formed. This shows - in a scenography way - how oases are formed in nature and especially in the desert. The experience conveys how they are the basis for the cultivation of date palms and plants, and for the supply of water. Initially, we will see water flowing on the sides, while an image of a huge waterfall will flow on the front panel. Later the waterfall will lose strength

and the sand will begin to rise from below, and date palms will sprout from there. The front panel will be designed to create a natural exit on the left, allowing spectators to access the second hall. To give a more immersive effect, diffusers of small water droplets of water vapor could be installed, to give more the feeling of being in the middle of waterfalls.





THE ROOM

N. 3 – THE DESERT IN THE ARABIC CULTURE

In a large room, the audience will discover a Bedouin camp in the middle of the desert. On the floor a carpet with the design of the sand of the dunes. Around baskets full of products (dates and others), objects recalling the life in the desert with the graphics and pictures about the habits, diet and a focus oasis, palms, and dates. At the corner there will be installed a Bedouin tent with other objects at its interior where carpets, traditional seats

and a tea set will be on a little table. The stewards and the hostesses dressed by Bedouins costumes will welcome the visitors.



THE ROOM

N. 3 – THE DESERT IN THE ARABIC CULTURE



In the middle of the room there will be a large sand table, with a depth sensor, that will create interaction with desert sand. Video projection on an interactive table. The video projection changes according to the work of the users, creating areas of desert and oases in which date palms will grow.



THE ROOM

N. 4 – THE MIRAGE

In this room the audience will walk in the desert, on the floor a sandy floor. With the help of a device, the visitors will live the experience of a mirage by pointing their devices on the

various scenography inside the room that is surrounding them. An oasis will appear, an animated caravan with camels and Bedouins walking closely.





THE ROOM

N. 5 – THE IMMERSIVE ROOM

In this room the audience will immerse into the fantastic experience of a journey in the desert with 360° projections of emotional videos. Between night and day, from the sand to the oasis and villages on the caravan routes, lulled by the music, the visitors will relax

by sitting on couches and on the carpets, they will live the sensations of the travelers of desert. In the middle of the room, a gigantic palm will create a colorful animation that will change with the interactions of the visitors who will touch it.





THE ROOM

N. 6 – THE ENTERTAINMENT ROOM

In this room, the audience will complete their immersion and engagement with the exhibition by some traditional and digital gaming.

They will enjoy a 3D fantastic journey in a VR experience with of a typical time day in the desert with a camel. By reaching the oasis, he/she will find palms full of dates that he/she will collect climbing the

palm tree from where he can enjoy the view and immerge into the typical colors and sounds.

Furthermore, using a device, they will activate through the Augmented Reality, a date palm and by exploring the various “strips” of dates, you have to find the golden date (the golden date will be placed randomly at each access).





THE COMPANY

MEDARTEC is an Italian distribution and production company that brings Immersive Media Experiences, specializing in art and culture, to your local venue. We create awe inspiring innovative events, using the latest digital technologies that engage all ages.

We distribute productions made by a team of technology experts and art historians gifted with artistic knowledge and sensibility. The company owns the distribution and image rights for all

exhibitions, including for promotion and merchandising. Immersive Media Experiences not only widen the scope of what traditional museum encounters have to offer, but also bring a new and engaging all-consuming experience of art that stands on its own. The events are curated and presented in high definition images that are coupled with emotive sound and music. This cutting edge technology ensures that visitors have

a memorable and unique sensorial connection to the art. Immersive Experiences make it possible for spectators to enjoy and explore the complete works of an artist in one location. The creative team is made of professional architects, designers, video/film directors and software developers that integrate the technical aspects of multidisciplinary subjects of exhibition design, theatre, communication and storytelling to create a **multimedia sensorial experience**.



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