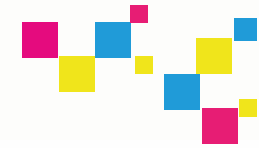


ART
MULTIMEDIA
SHOPPING



ART MULTIMEDIA SHOPPING

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ART MULTIMEDIA SHOPPING **THE OFFERING**

An exhibition concept suspended between

VISUAL ART AND DYNAMIC EXPERIENCE.

An **EXCITING JOURNEY** where digital magic makes the visitor experience unique, transporting him into a new and exciting dimension.

Medartec offers the opportunity for exhibitions and tailor made itineraries that meet the various communication needs. The exhibitions are made starting from the events in the portfolio that are adapted to individual needs. Culture and fun come together in a unique and distinctive sensory journey. Medartec offers a package of services that can be implemented with predefined modules useful for building the "tailor-made path for every single need.

INVOLVE

ENTERTAIN

DIFFERENTIATE

COMMUNICATE

ART
MULTIMEDIA
SHOPPING

THEOFFERING ■

THE PATHS GOALS



1 Communicate differently to your target customers, distinguishing yourself from others.

2 Build a path inside the shopping center built on available spaces and individual needs.

3 Generate a word of mouth effect thanks to the emotionality of the event. The events are in fact designed to encourage virality on social media by sharing the contents of the event itself (selfies, uploads of augmented reality images, etc...)

4 Entertainment dedicated to children and families aimed at making shopping also a moment of education and fun.

5 Adding value, increasing the mall's reputation and gaining customer loyalty.

6 Attract a wider clientele. Increase awareness.

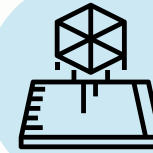


ART MULTIMEDIA SHOPPING ADDONS



Entertainment Corner

Spaces dedicated to immersive and "futuristic" sensory experiences.



Augmented Reality

Creating innovation, narrating through emotions, creating interaction.



Gallery

Paintings and images on backlit canvases or on interactive monitors, emotional videos, 3D models and more, to bring emotions and culture to the new cathedrals of the 21st century.



Virtual Reality

Unique journeys where fantasy and reality come together to create a new dimension.



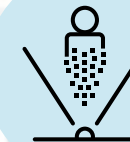
Selfie Corner

Scenographic sets created on the chosen theme to stimulate selfies and social sharing.



Edutainments APPs

Educational paths and treasure hunts for children and adults supported by digital and non-digital tools or by dedicated apps.



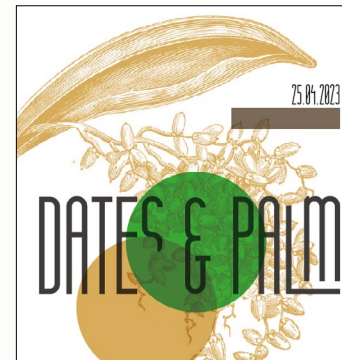
Holograms

Digital presences of great characters who tell first hand their stories and dreams.

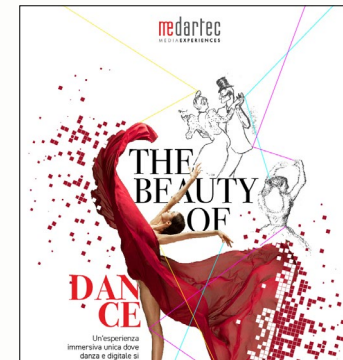
EXHIBITIONS CATALOGUE



MYTHS 3D



DATES & PALM



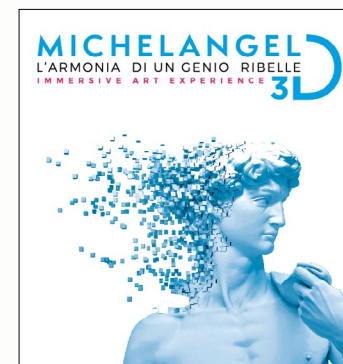
DANZA 3D



PINOCCHIO 3D



LEONARDO 3D



MICHELANGELO 3D



RAFFAELLO 3D



RENAISSANCE 3D



DANTE 3D

THE COMPANY

medartec
MEDIA EXPERIENCES

Medartec is an Italian production and distribution company that organizes immersive multimedia experiences specializing in art and culture. We create emotional and innovative events involving people of all ages, using the latest digital technologies. We distribute productions made by a team of technology experts and art historians with knowledge and artistic sensitivity. The company holds the distribution and image rights 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 high 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 be entertained by exploring the complete work of an artist in a single experience.

The Medartec 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.

ART
MULTIMEDIA
SHOPPING

MEDARTEC ADDED VALUES



DYNAMIC CMS
FOR CONTENT PERSONALIZATION

+200
STRATEGIC
KEYWORDS

ORGANICALLY
ALREADY
POSITIONED



AVERAGE MONTHLY GOOGLE SEARCHES: **720**
LEONARDO DA VINCI 3D



12200 FACEBOOK FANS

1400
INSTAGRAM FOLLOWERS



You Tube
CHANNEL

MORE THAN
50.000
VIEWS



+100.000
CITATIONS
THAT HAVE CONTRIBUTED
TO INCREASING THE AWARENESS
OF THE BRAND

4,5
TRIPADVISOR RATING



4,1
GOOGLE RATING



4,8
FACEBOOK RATING



ART
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MEDIA EXPERIENCES