

**medartec**  
MEDIA EXPERIENCES

FROM  
**ALILEO GALILEI**  
TO THE SPACE CIVILIZATION  
IMMERSIVE EXPERIENCE  
3D STARS





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TO THE SPACE CIVILIZATION

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FROM GALILEO GALILEI TO THE SPACE CIVILIZATION

# THE EVENT

The exhibition is dedicated to the colonization of space between art, anthropology, missions of the past and ambitions for the future, dealing with travel to the Moon, Mars and space stations as the main topic.

**Interactive and immersive multimedia attractions, real objects, reproductions, photographs and videos, virtual reality and augmented reality, will bring knowledge about space, astronautics and upcoming space programs to visitors through a modern and emotional language within everyone's reach.**

From the humanistic and anthropological aspects of man's relationship with space, planets and stars, up to the discoveries and achievements of today, the exhibition itinerary ends in our present and immediate future with the colonization of the solar system.

**From the example of the famous American astrophysicist Neil deGrasse Tyson, ask a child:**

"Do you want to become an aerospace engineer to design an airplane 20% more efficient than the one built by those who preceded you?" Or ask him, "Do you want to become an aerospace engineer to build a plane to fly to Mars?" Guess which question will make him want to study and dream big?

# FROM GALILEO GALILEI TO THE SPACE CIVILIZATION

# GOALS

Raise awareness, teach and motivate today's young people about the opportunities that the aerospace industry offers, and inspire their future. The event offers information in a simple and fun way, immersing the visitor thanks to its sensory experiences. An exhibition that "ignites" curiosity to make you daydream a better future, and to realize our privileged position within the world of nature.

To reflect on the choices made in the past and the consequences produced, sometimes negative, and how to find new solutions thanks to technology. Helping to understand the scientific advances that are leading man to explore space.

## FEATURES OF THE EVENT

TOTAL DURATION | 1-1,5 HRS

NUMBER OF ROOMS | 10

AGE TARGET | 5 -100

MAIN TARGET AGE | 8 - 60

LANGUAGE | ITALIAN AND ENGLISH



A man with a beard is shown in profile, wearing a VR headset. The headset's display shows a vibrant blue and white nebula or galaxy. The background of the entire image is a dark space filled with numerous white stars of varying sizes. The man's face is partially visible, looking towards the right.

# WHO IS THE **EXHIBITION** **FOR**

Aimed at everyone, especially children, young people and those who feel young and curious. The language of this project must be exciting, easy and fun, trigger laughter and sympathy, but at the same time ignite and sensitize the visitor's curiosity to the theme of space and space travel: its ultimate goal is to learn while having fun!

FROM GALILEO GALILEI TO THE SPACE CIVILIZATION

# THE PATH

1 HALL OF ASTRAL ANTHROPOLOGY

2 ROOM OF ASTRAL ROMANTICISM

3 HALL OF THE CONQUEST OF SPACE

4 SOLAR SYSTEM ROOM

5 HALL OF THE MOON

6 HALL OF MARS

7 HOLOGRAM

8 HALL OF THE COLONIZATION OF THE SOLAR SYSTEM

9 IMMERSIVE ROOM

10 DIGITAL ENTERTAINMENT ROOM

11 KIDS LABORATORY

12 BOOKSHOP





# OBJECTIVES FOR THE PARTNERS OF THE EXHIBITION

- 1** FOR REPUTATION, CONSIDERING THAT THE EXHIBITION STRIVES TO MAKE THE AVERAGE USER UNDERSTAND HOW IMPORTANT SPACE IS AND ITS INFLUENCE ON ENVIRONMENTAL AND HUMANISTIC FACTORS.
- 2** TO SHOW OPPORTUNITIES AND POSSIBILITIES THAT THE AEROSPACE SECTOR OFFERS TO A WIDE AUDIENCE.
- 3** TO CREATE RELATIONSHIPS AND ATTRACT INTERNATIONAL FUNDING, STIMULATING VISITORS TO THINK, UNDERSTAND AND SUPPORT SPACE MISSIONS.
- 4** TO GUIDE THE CHOICES OF THE NEW GENERATIONS TOWARDS A COURSE OF STUDY IN THE AEROSPACE FIELD.

# MEDIA PLAN

The exhibition will be preceded and supported throughout its duration by an **important editorial and communication plan** that will ensure great coverage and wide visibility of the exhibition to 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 news, press agencies, television, radio) and social networks media (with an important digital campaign through major social channels), the exhibition will reach an audience wide and heterogeneous.

## The press office activity also includes:

- 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 support 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
- Advertising plan
- Dynamic advertising

# 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 created 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 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 have fun 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.

# CONTACT



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