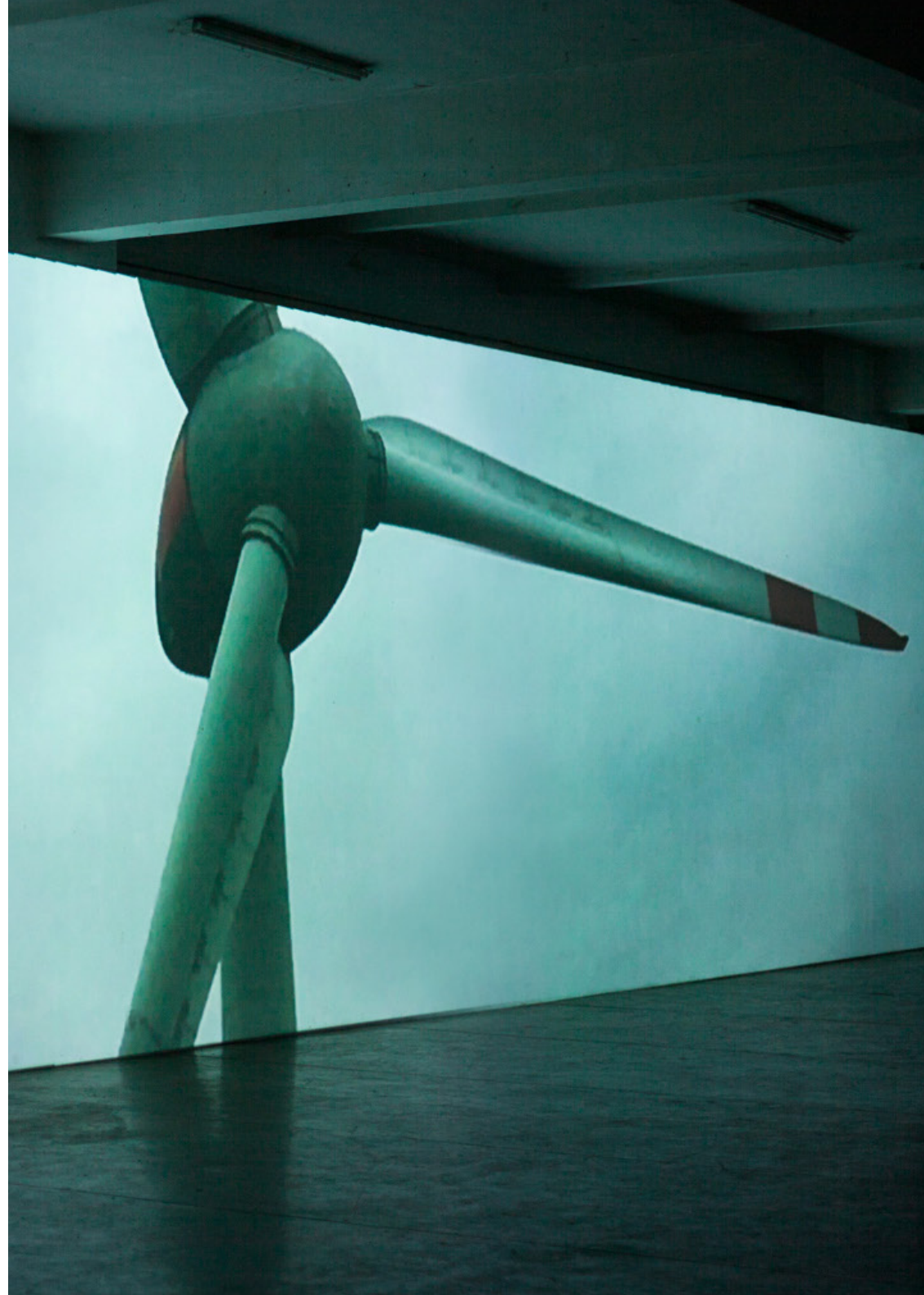


WHAT ABOUT

AGENCY FOR CONTEMPORARY SET DESIGN
AND DIGITAL MEDIA IN A SPACE

*EXPANDED CINEMA
WALK-IN AUDIOVISUAL ENVIRONMENT*



CONTENTS

- 1 - *CONCEPT*
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CONCEPT

IMMERSION EXPERIENCE SCENOGRAPHY

Expanded Cinema is an immersive, interactive multimedia environment that adds new dimensions to brand expression taking entertainment to the next level and engaging the audience with playful and surprising interactivity.

Modern marketing is all about relationships and emotion, and finding fresh new ways to communicate content and brand values. We craft captivating experiences that enhance and amplify corporate identity using large scale video projections in immersive shows.

*walk-in environment/venue: m.13 length, m.3 height
large scale projection in n.3 splitted screens*



STRATEGIES

For our stagings, we bring together interdisciplinary know-how to produce films, compose sounds scores or develop new media technologies involving film directors, designers, architects, programmers, augmented reality specialists and sound engineers.

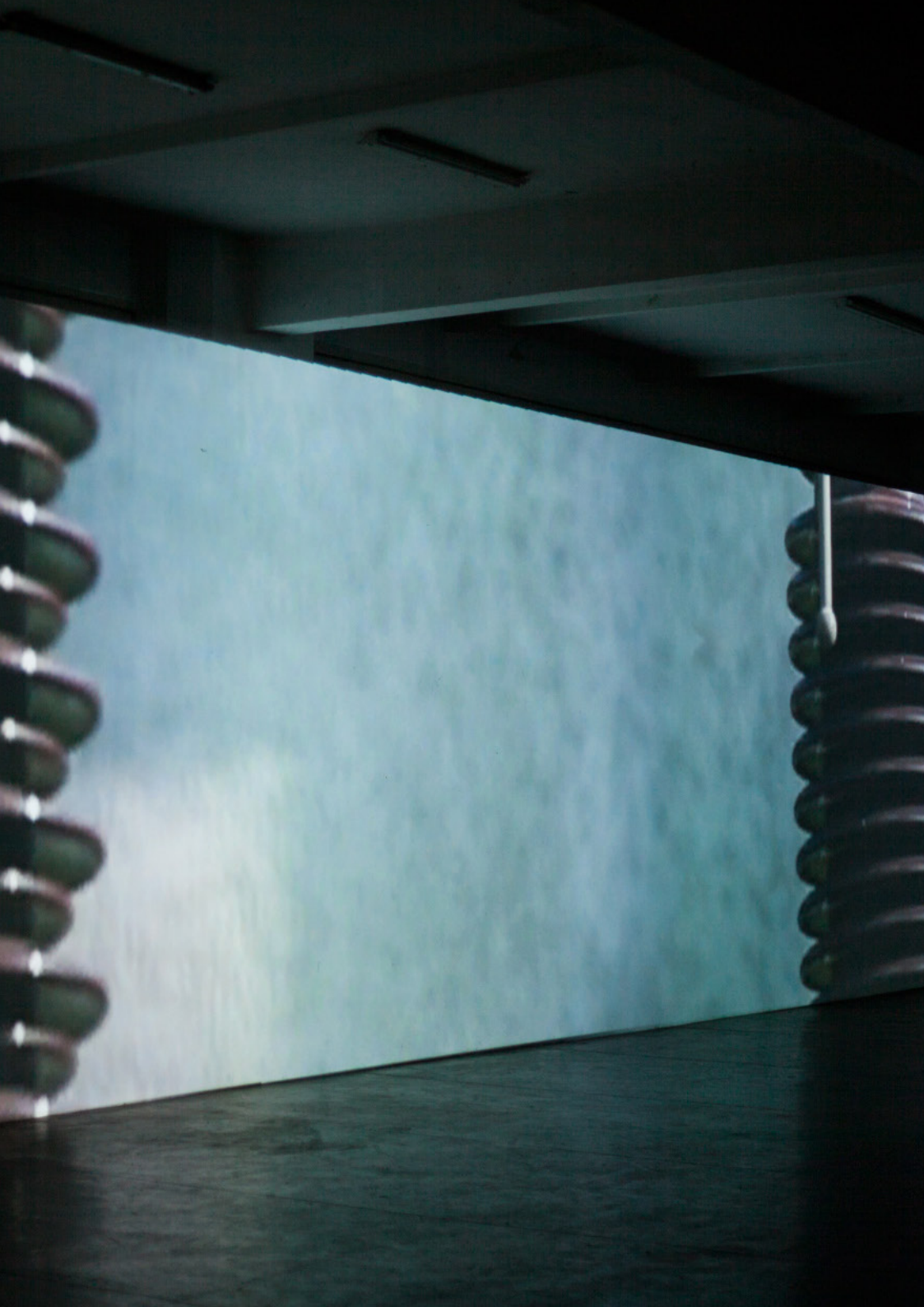
We explore innovative storytelling creating permanent and versatile multimedia immersive experiences tailored to the client's needs.

We address ourselves to companies and institutions from the areas museum and exhibition, fair and showroom, expo and event, which seek to communicate content to their audience or clients in unusual ways.

Corporate events, gala dinners, shows and exclusively curated product presentations are enhanced by visual communication strategies that transform select sites into immersive experiences of expanded cinema, sound, and new media installation.

*walk-in environment/venue: m.21 length, m.4 height
holographic projection in panorama screen*





CONTENT NARRATION TRASFORMATION

How can space be changed by media and even be completely transformed?

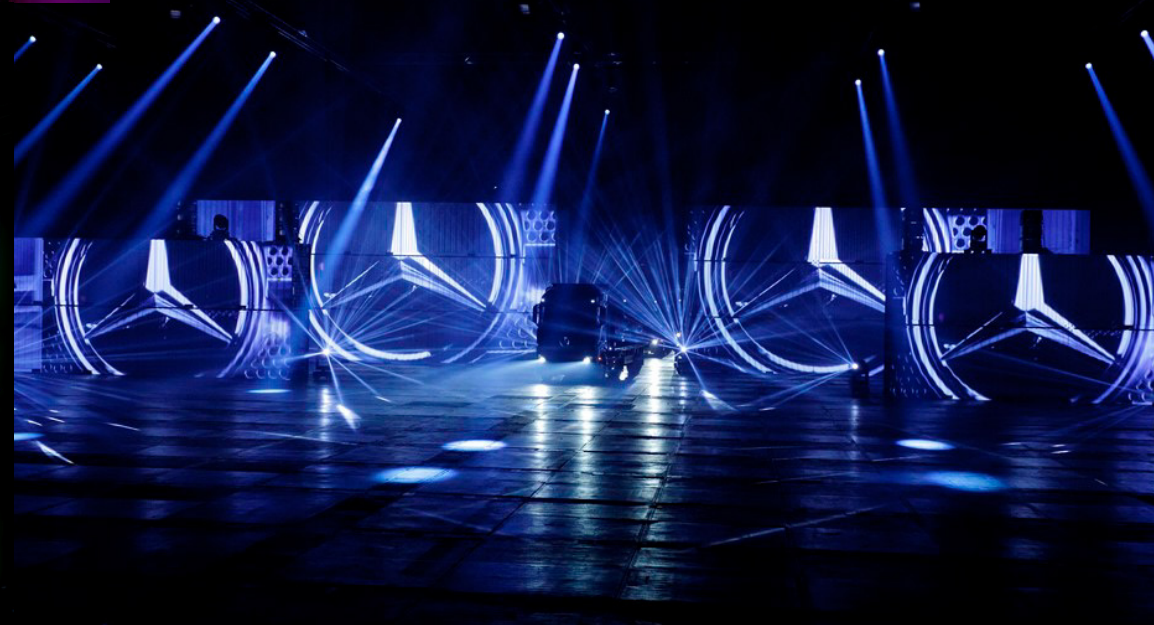
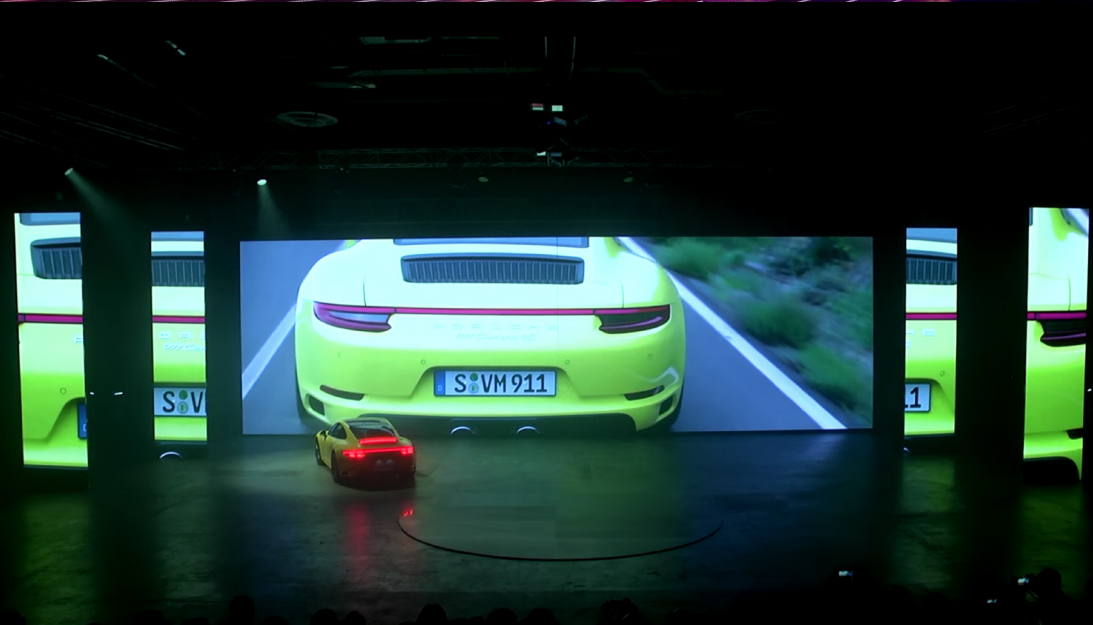
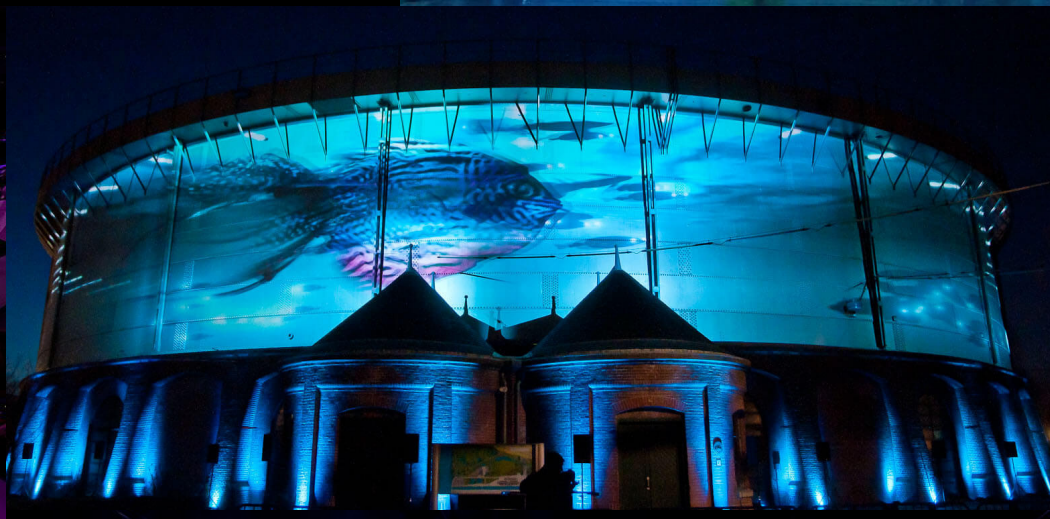
Known surfaces in space disappear, reappear in changed forms, and oscillate between the two-dimensional and the three-dimensional. Moving images liquify the rigidity of the structured frame.

The audience faces a large projected surface created by a multi-projection which will work as a visual canvas for filmed sequences, both as one, big, panorama screen, cinemascope ratio or splitting screens into several panels.

With these techniques, viewers are subjected to an interplay between image, sound and spatial structures, becoming part of a configuration that explore fluidity as an aesthetic, conceptual, and contextual immersive experience.

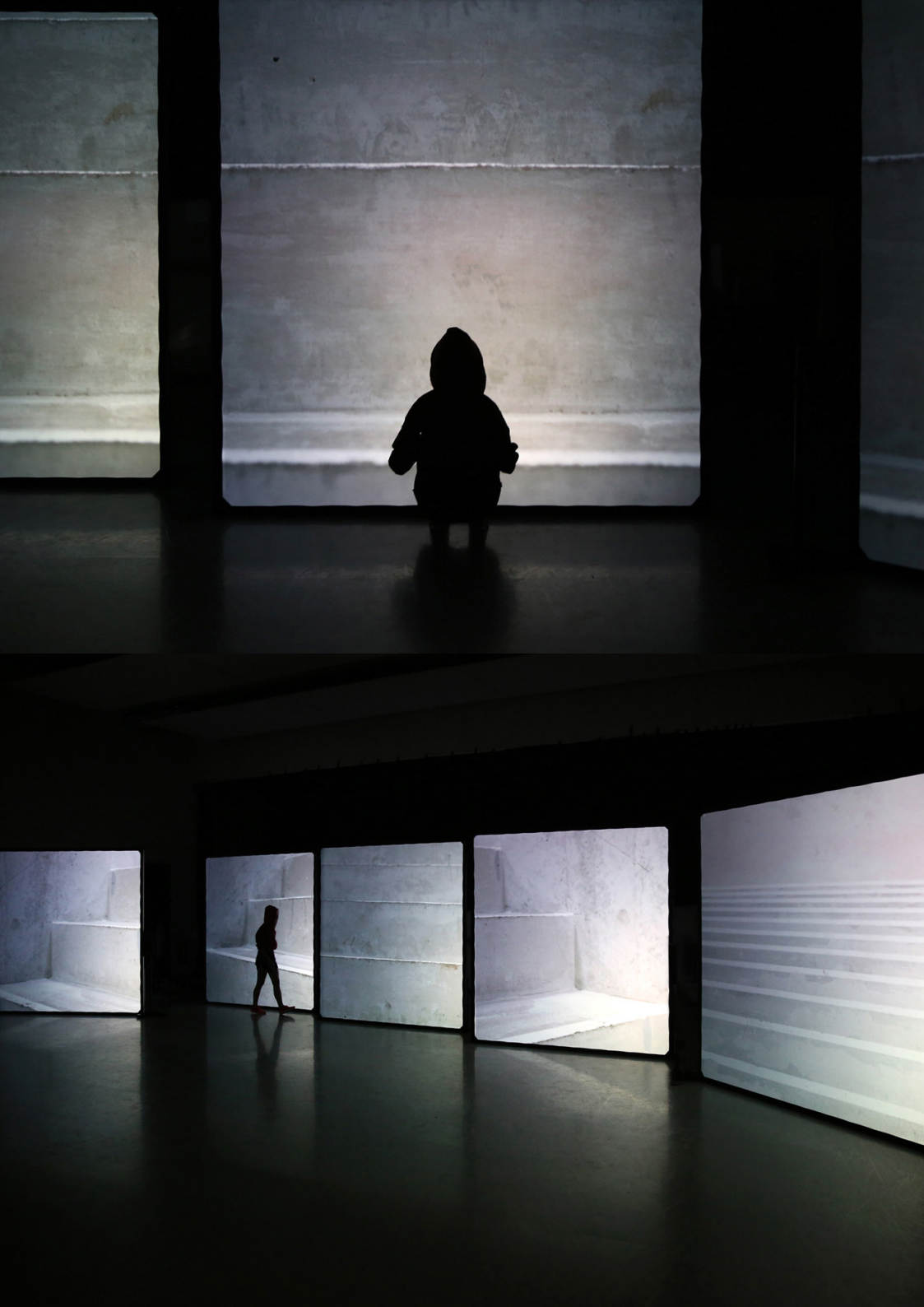
*walk-in environment/venue: m.13 length, m.3 height
large scale video projection in panorama screen*

MOODBOARD/EXAMPLE





PROJECTS



SHOWCASES

As a professional agency and creative partner, WHAT ABOUT creates individual, attractive and innovative solutions, from the first idea up to final implementation, in close dialogue with clients and project partners.

We design solutions and create site-specific projects that consistently exceed client expectations in terms of quality, schedule and value.

For more than 12 years WHAT ABOUT has been involved in a wide range of projects and events for over twenty institutions and brands, enthusiastically collaborating with international clients across the world.



event: media show - audiovisual event
client: Asphat Piloten (CH) / DAZ (Deutsches Architektur Zentrum), Berlin (DE)
environment: m.9 length, m.2.5 height
details: large scale videoprojection n. 5 splitted screens



event: media show - audiovisual event
client: Asphat Piloten (CH) / DAZ (Deutsches Architektur Zentrum), Berlin (DE)
environment: m.9 length, m.2.5 height
details: large scale videoprojection N. 3 splitted screens



event: corporate GE OIL&GAS 20th anniversary
client: General Electric Oil & Gas Italy
environment: m.21 length, m.4 height
details: holographic projection



event: corporate GE OIL&GAS 20th anniversary
client: General Electric Oil & Gas Italy
environment: leopoltra train station
details: external architectural videomapping projection

ABOUT US

PROFILE

WHAT ABOUT specializes in set design and media scenography for events, art and culture.

WHAT ABOUT designs specific narrative environments for a wide variety of clients across a range of disciplines, including fashion, museums and exhibitions, fairs and showrooms, expos and events, film industry.

Investigating contemporary solutions for indoor and outdoor spaces, WHAT ABOUT aims to create alternative bespoke atmospheres, staging architectural spaces and their contents narratively with media, interactive large scale video projection and involving the audience in audio-visual walk-in ambiances.

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