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MEDIAXPERIENCES



# THE BEAUTY OF

# DANCE

An experience  
unique immersive  
where dance and  
digital merge for a  
exceptional story.

With lithographs,  
pochoir and  
vintage etching by

**DEGAS**  
and  
**TOULOUSE  
LAUTREC**

# THE BEAUTY OF DANCE

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# THE EXHIBITION

Every human being learns to dance before walking. Dancing is the silent poetry that can express the deepest feelings and give absolute freedom to the mind. Dancing knows no linguistic or national boundaries. Together with music, dance creates an invincible duo that has the power to move every human being regardless of cultural affiliation.

Based on the vintage lithographs, pochoir and etching by Degas and Toulouse-Lautrec and other contemporary artists, the event depicts dances of various kinds. The exhibition is aimed at viewers of all ages. Through traditional experiences, such as the gallery of the

famous French artists Edgard Degas and Henri de Toulouse-Lautrec and other contemporaries, and the extraordinary historical photographs of the Alinari archive, will retrace a journey into the visual art of dance. The visitor will be overwhelmed by unforgettable emotions by means of profound digital, virtual and multimedia experiences.

The exhibition is developed on a path divided into zones that will lead visitors to gradually understand the theme of the exhibition, accompanying them with information panels, exhibition objects and various multi-media and immersive experiences.



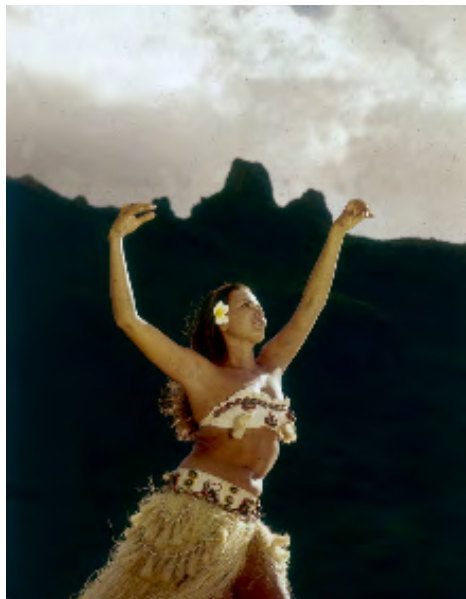
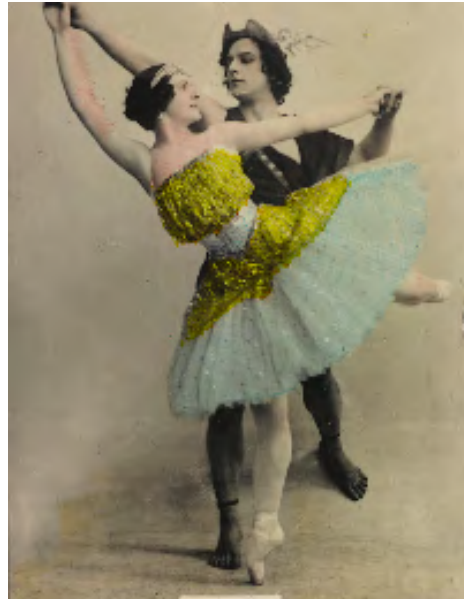


# THE ROUTE

## INTRODUCTION

The introduction begins with a video documentary about dance. The historical black and white photos of the Alinari archive cover the various eras of evolution of dance in real life and art. The path is accompanied by catchphrases about dance in different languages. Ballet costumes are exhibited.

- INTRODUCTORY VIDEO
- ALINARI PHOTOS ON DANCE IN BLACK AND WHITE
- PHOTO ALINARI: DANCE IN ART
- PANELS WITH CATCHPHRASES IN MULTI-LANGUAGE
- COSTUMES OF A BALLERINA AND A DANCER



# THE ROUTE

## DANCE IN THE WORLD BETWEEN ART, TRADITION AND RELIGION

Visual art has always tried to give a face to immaterial art such as dance. In all ancient cultures there are numerous representations of traditional or religious dances. In the section the ethnic dance costumes of some countries, such as Georgia, Spain etc., are exhibited, accompanied by the appropriate photos of the dance itself. A holographic dancer concludes this section.

- ETHNIC COSTUMES
- PHOTOS OF ETHNIC DANCES
- PANELS AND BACKGROUND MUSIC
- HOLOGRAM BALLET
- ORIGINAL PAINTINGS BY PAINTERS OF THE '900



# THE ROUTE

## MIRROR HALL

In this area, the viewer gets closer to the world of the protagonists of the exhibition – Toulouse-Lautrec and Degas. The corridor of the caves welcomes visitors into the magical world of Moulin Rouge and leads them through a curtain into the area dedicated to the life and art of the two artists.

- MUSIC AND VIDEO PROJECTION OF THE CAN-CAN





## THE ROUTE

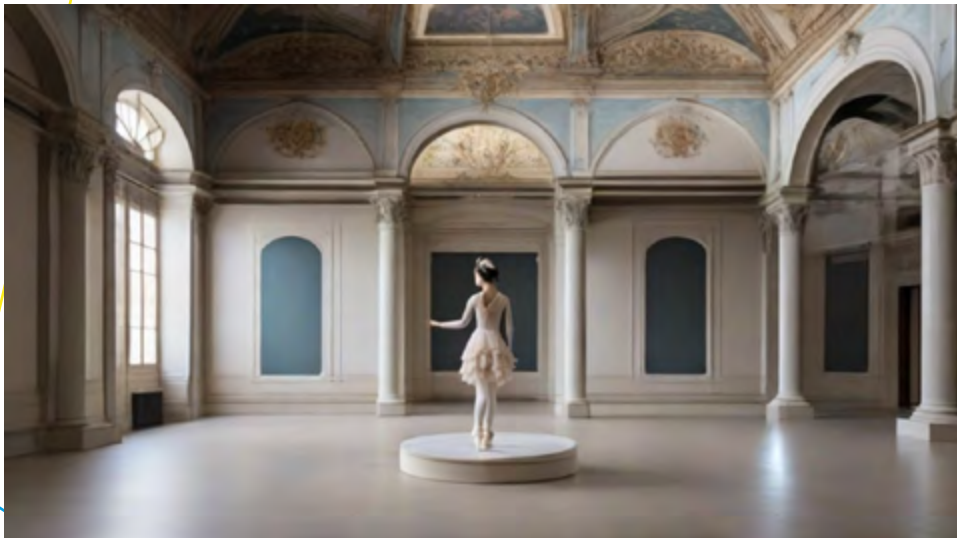
### TOULOUSE-LAUTREC AND EDGARD DEGAS

The most memorable representations of ballerinas in recent centuries are undoubtedly linked to the names of Edgard Degas and Henri de Toulouse-Lautrec. Here the visitor will have the opportunity to admire the rich collection of vintage lithographs, pochoir and etchings by the two famous artists. The information panels and timeline inform about the lives of the protagonists. Their animated self-portraits interact with visitors.

- PANELS
- TIME-LINES
- ANIMATED PORTRAITS
- GALLERY OF LITHOGRAPHS AND PANELS



# THE ROUTE



## ANIMATION AND INTERACTIVITY ROOM

In this area, the visitor enters an environment characterized by artistic posters dating back to the early twentieth century. Visitors will be able to take fun photos using photo booths and greenscreens in the area.

The kinetic games entertain the visitor by offering the possibility of animating dancers to their liking. Here there will also be virtual reality experience stations that allow the visitor to immerse themselves in the magical world of dance.

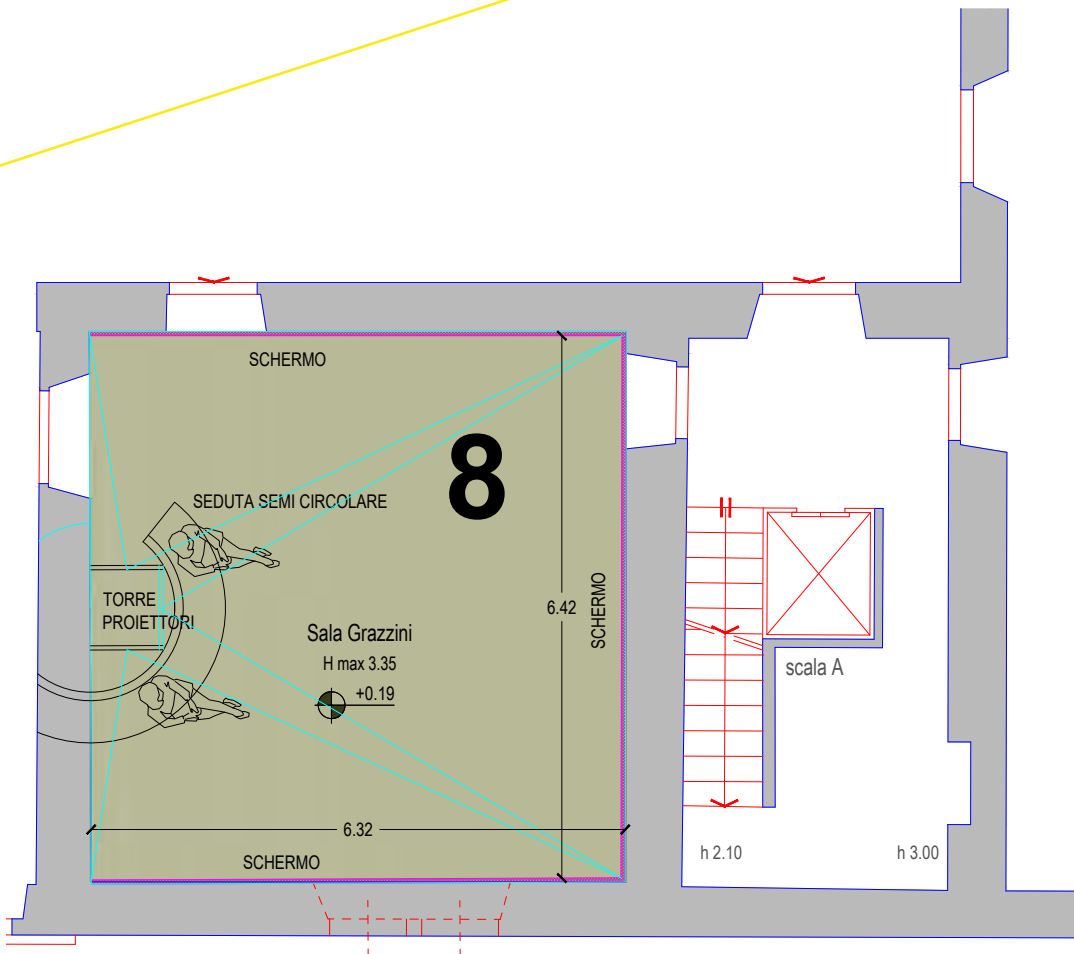
- PANELS
- PHOTO: BOOTHS
- KINETIC STATIONS
- VIRTUAL REALITY STATIONS



# THE ROUTE

## IMMERSIVE ROOM

The emotional journey between fantasy and reality ends in a total acoustic and visual immersion where the spectator will retrace the world of dance just visited surrounded by projections on several sides. The experience will lead the visitor to abandon himself and emotionally experience the movements of the dances around him until he feels an integral part of the show. The dances will be different and the fading passages, with colors and patterns, will make the moment experienced by the audience in the hall dynamic, evocative and festive.





# 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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