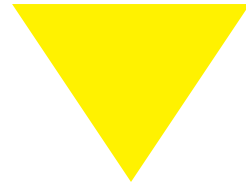


# μυθς 3δ

Gods save  
the world

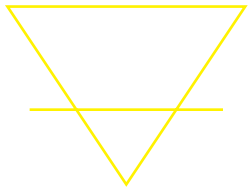


medartec  
MEDIA EXPERIENCES

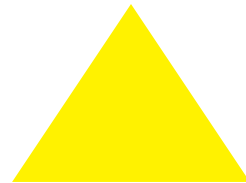
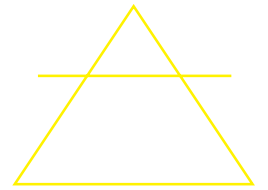


# ΜΥΤΗΣ 3δ

Gods save the world



- 03 The offer
- 04 The project
- 05 Path
- 10 The company
- 11 Contacts



# THE OFFER



An exhibition concept suspended between  
**VISUAL ART AND DYNAMIC EXPERIENCE.**  
**AN EXCITING JOURNEY**

where digital magic makes the visitor experience unique,  
transporting it into a new and exciting dimension.

Medartec offers the opportunity for tailor-made exhibitions and itineraries that satisfy different communication needs. Exhibitions are created from portfolio events which are tailored to individual needs. Culture and entertainment come together in a unique and distinctive sensorial journey. Medartec offers a package of services that can be implemented with predefined modules useful for building a “tailor-made path” for every single need.

## THE PROJECT

The project aims to address companies that are sensitive to environmental issues and wish to link their ecological institutional image to environmental protection.

The project consists of:

The reference to the four elements of nature (air, water, earth and fire) is common to all cosmogonies. Both East and West have conceived a close connection between the human microcosm and the natural macrocosm.

The exhibition is limited to representing four deities, respectively of air, water, earth and fire:

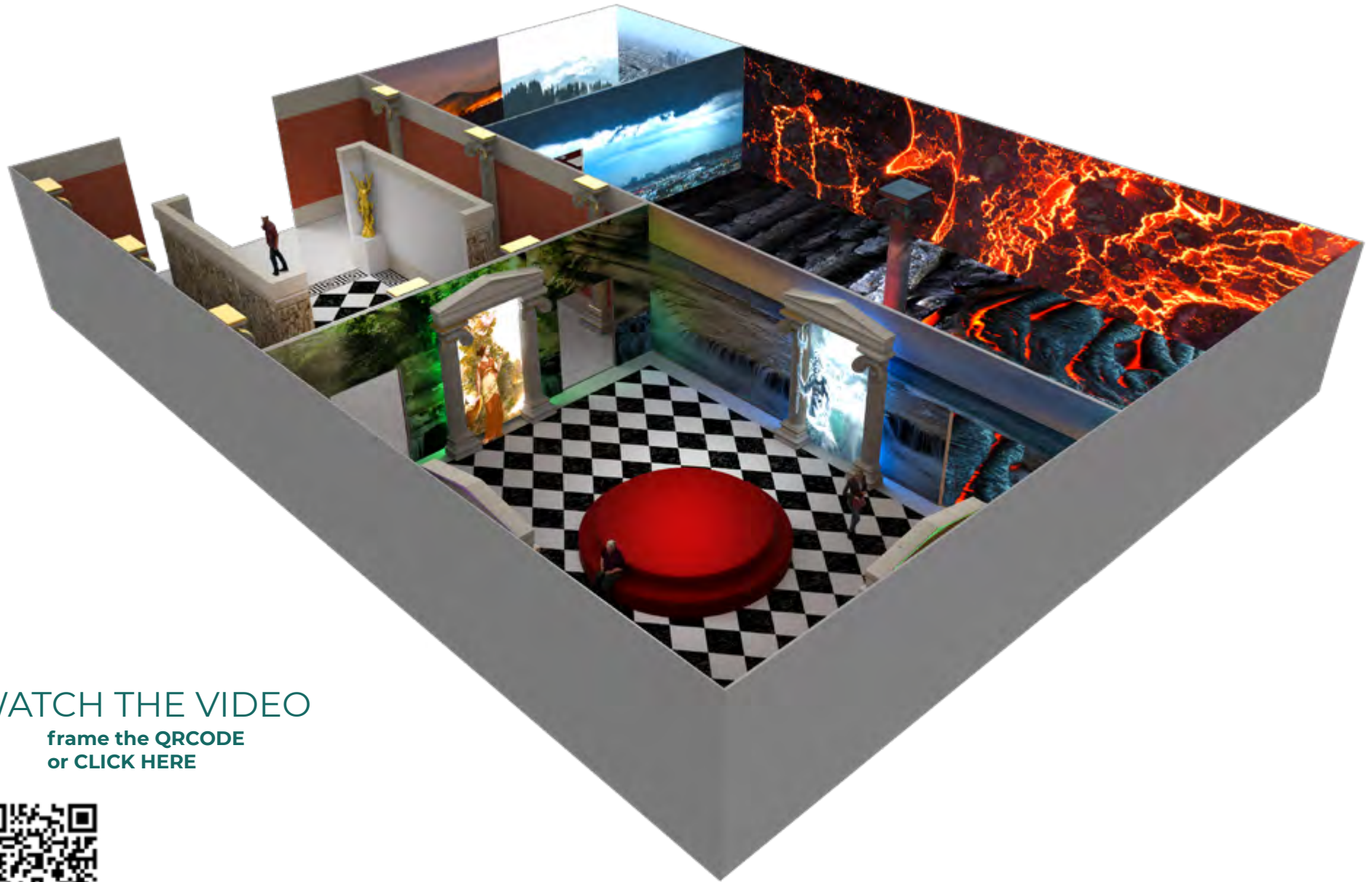
- POSEIDON
- DEMETRA
- HESTIA
- ZEUS

## THE ROOMS

The exhibition will develop on a path of 4 ROOMS/AREAS that will lead the viewer to understand the environmental themes and messages in a more in-depth way, for greater awareness.

This will happen through a process of identification, immersing the viewer in the center of a journey between mythology and reality, where fantasy will seem true and reality a paradoxical fiction.

At the end of the path, there will be a gradual return to reality where, with the game, it will be possible to try to understand what concrete steps will be required of men to ensure that their intervention can bring our planet back to the splendor as conceived by the Gods.



## WATCH THE VIDEO

 frame the QR CODE  
or CLICK HERE



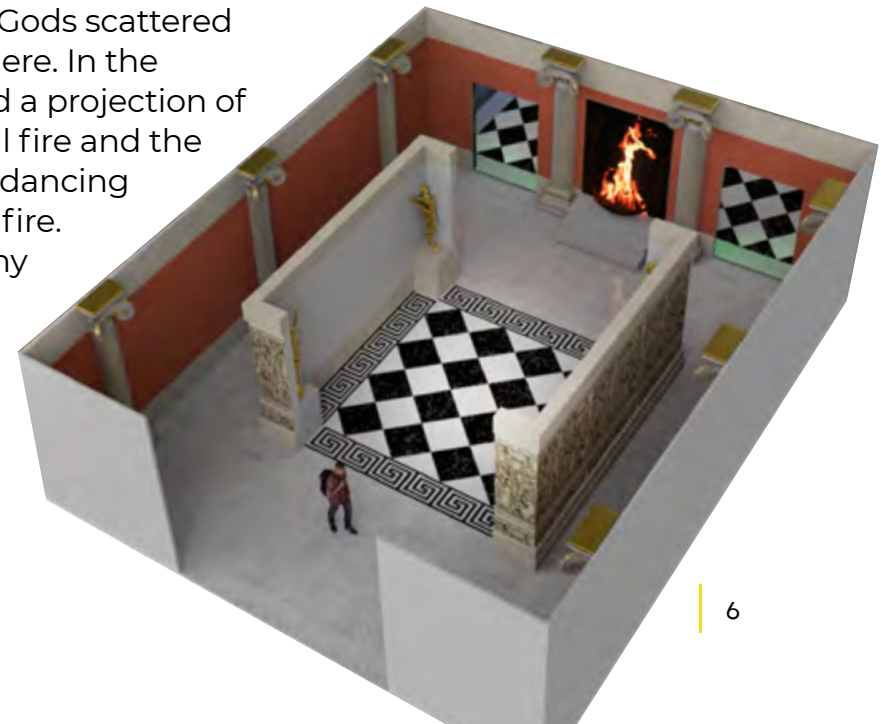


# THE ROOM

## INTRODUCTION

The introduction should be set up as a sacred temple to immerse the viewer in the religious scenario that revolves around the Gods that the exhibition will deal with. With tributes and gifts to the Gods scattered here and there. In the background a projection of the mystical fire and the priestesses dancing around the fire. Scenography that recall classicism and we will find the various elements

that recall mythology, such as the Homeric Hymns, the various characters such as Hesiod, Virgil, etc.





# THE ROOM

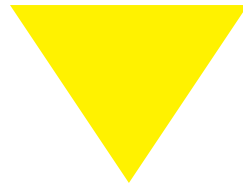
## N. 2 – THE ROOM OF GODS

**Demetra** – the Goddess of the earth and her representation in art. Her characteristics and references to environmentalism, a contemporary theme.

**Poseidon** – the God of water and its representation in art. His characteristics and references to environmentalism, a contemporary theme.

**Hestia** – the Goddess of fire and her representation in art. Her characteristics and references to environmentalism, a contemporary theme.

**Zeus** – the God of the universe and his representation in art. His characteristics and references to environmentalism, a contemporary theme.

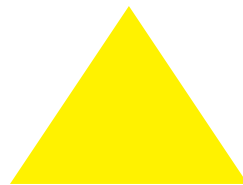
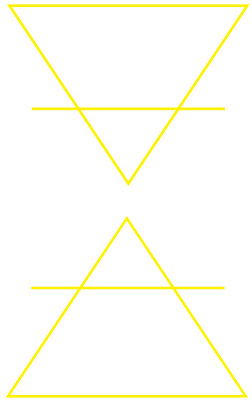
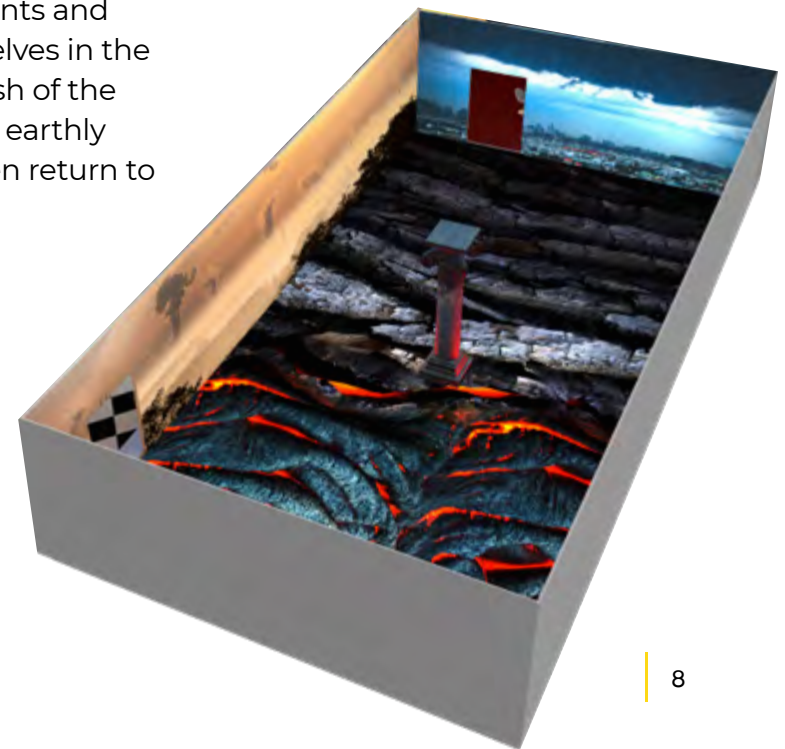


# THE ROOM

## N. 3 – IMMERSIVE ROOM

An emotional journey between fantasy and reality with a total acoustic and visual immersion where the viewer will retrace the environments of the four elements and then find themselves in the chaos and anguish of the destruction of an earthly paradise, and then return to

a new environment where sustainability and care for it is a fundamental part of the emotions of well-being and tranquility for his/her future.





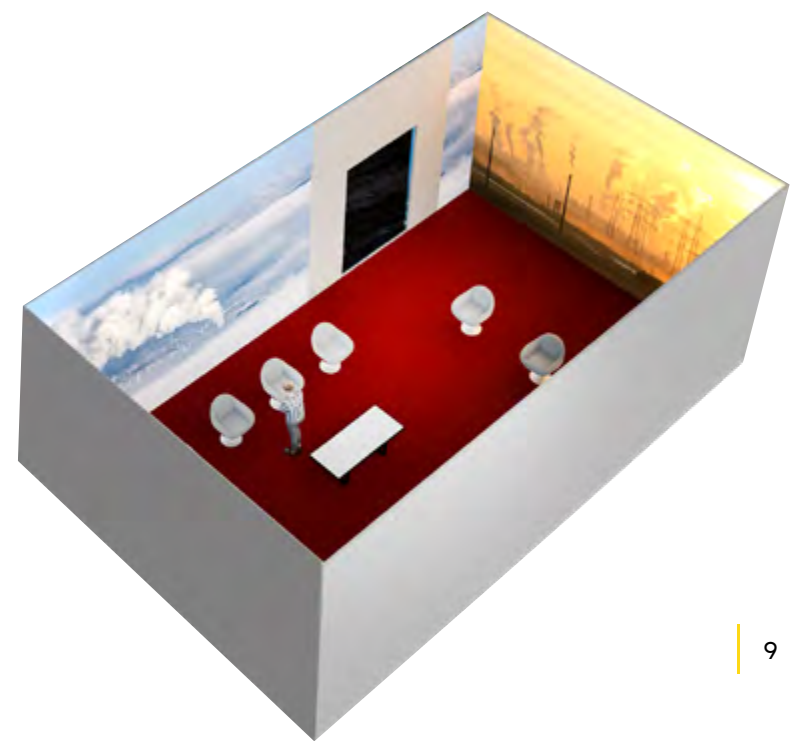


# THE ROOM

## N. 4 – INTERACTIVITY ROOM

In this room, visitors will be able to experiment and get in touch with the elements

through interactivity (kinetics, play, etc.).





# THE ROOM

## THEMES

The exhibition focuses on environmental protection and climate change, current theme, connecting the chambers with the natural disaster events of recent years. It will create visual experiences that represent the god as the protagonist of each event. These can be imagined as theatrical sets with digital and holographic content, as

well as physical content. The exhibition includes various installation phases to allow a dimensional and itinerant modularity, depending on the different venues. Through visual immersion and interactions, the visitors will imprint themselves and should be emotionally involved and raise its awareness in the environmental theme.



## 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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