

Christmas 3d

The Christmas you don't expect!

INTERACTIVE · IMMERSIVE · EXPERIENCE



medartec
MEDIA EXPERIENCES



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Christmas 3d

Christmas remains the most important holiday of the year for Western culture. Despite this, the roots of Christmas traditions are found present among the various cultures and peoples, even those who are foreign to the Christian religion.

There are countless traditions with which the holiday as we know it today is celebrated: an intercultural and interreligious event that goes beyond the scheme and takes on the dimensions of the feast of love, friendship and universal understanding.

WATCH THE VIDEO

scan the QR CODE
or CLICK **HERE**



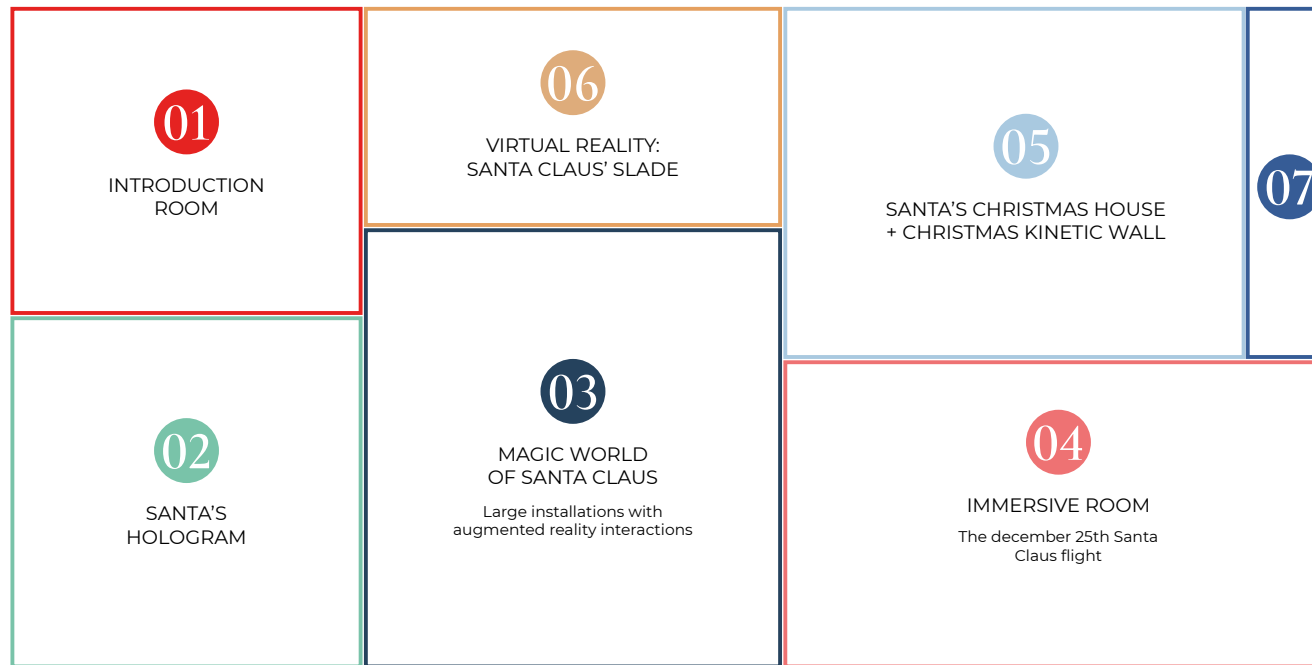


THE PATH

The visitor will take a journey through time. We will start from the tradition of Christmas and its origins, with the story of the metamorphosis from St. Nicholas of Bari - bishop of Mira - to to become the most loved character by children all over the world: the iconic Santa Claus, whose existence lights up the Christmas holidays every year for young and old.

The journey continues in a Christmas environment, created through objects, installations, sets, holograms, between virtual and augmented reality, with interactivity and digitality that will immerse the public in the Christmas spirit in a magical, engaging and exciting way.

The path leads the visitor to Santa's house, where the host personally welcomes guests.



- 01** Introduction with hints of the story of Santa Claus.
- 04** The immersive room where you can indulge in the world of Christmas fantasy.
- 06** Virtual Reality where you can fly on Christmas Eve by helping Santa Claus to carry presents through fireplaces all over the world, getting on board a real sleigh!
- 02** The hologram of Santa Claus with its little elves.
- 05** Santa's house, where you can take a souvenir photo with the most famous Santa Claus in the world and leave an electronic letter. The kinetic wall, where you can fill it with your own hands sleigh gifts and decorate a virtual tree.
- 07** Server room + Depot
- 03** The magical world of Christmas with installations and sets where you can play, take selfies and where you can animate characters and objects with Augmented Reality.



THE PATH



INTRODUCTION WITH HINTS OF
THE STORY OF SANTA CLAUS



THE MAGICAL WORLD OF CHRISTMAS

with installations and sets to play games, take
selfies and where you can animate characters
and objects with Augmented Reality.



THE IMMERSIVE ROOM

where you can indulge in the world of
Christmas fantasy.



SANTA CLAUS HOLOGRAM
that welcomes children and adults.





THE PATH



VIRTUAL REALITY

where you can fly on Christmas Eve helping Santa Claus to carry presents through fireplaces all over the world, getting on board a real sleigh!



THE KINETIC WALL

where with your own hands you will be able to fill the sleigh with the gifts passed by the elves or, where it will be possible to decorate a virtual Christmas tree.



SANTA'S HOUSE

where you can take a souvenir photo with the most famous Santa in the world and where you can leave an electronic letter with a postcard as a prize by inserting your photo in the image of the exhibition to be sent as Christmas greetings to your social contacts.



THE COMPANY

Medartec is an Italian production and distribution company that produces immersive multimedia experiences specializing in art and culture.

We create emotional and innovative events that involve people of all ages, using the latest digital technologies. We distribute productions made 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 COMPANY

The events are curated and presented with highly 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 by exploring the complete work of an artist in a single experience.

Medartec's 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.



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