

**GOOD**

## Who are we?

### That is a good question.

*Is Good a communications agency? Not quite. An experimental lab? It is that too. A gathering of visionaries? Maybe.*  
**The answer is never trivial. NEVER.**

*There is still no definition for who we are. So, as we do in these cases, if it doesn't exist, we come up with one.*

*Good is an approach to innovation and creativity. A universe of ideas in unfettered and constant expansion. Whatever challenges our clients present us with, there is only one way we win them: **EXPERIENCE DESIGN.***

*We are convinced that design is not just a matter of aesthetics, but the very force that propels innovation.*

*This is why we apply it to everything: products, processes, services, events.*

*The thing that we care about most is to provide a quality user experience, taking our inspiration from the sociocultural context in which we operate and putting forth solutions that may, even in a small way, improve people's lives.*

### **OUR RESULTS HAVE ALWAYS EXCEEDED OUR CLIENTS' EXPECTATIONS.**

*Our name itself says it. We like to go beyond standards.*

*We always put something extra in what we do. And, as you will see, this not just a promise.*

## **THIS IS GOOD**



## **BCAA**

*is a new media agency always been involved in the creation and development of innovative products and services, integrating motion capture, audio, animation, communication, web and multimedia systems. Our projects aim to reach fully immersive experiences, using the best technologies and custom solution, leaving users free to be human beings, experiencing multimedia through human senses.*

*Actually BCAA developed permanent installations for museums, clubs and public structures, same time the team creates temporary installations and shows, for events, contest, concerts, theatre and everything that is interdisciplinary, cross-media, working with performers, musicians, singers, painters, actors and so on.*

*BCAA develops and research Virtual Reality and Augmented reality solutions building on the edge immersive journeys for automotive, architectural and aviation industries.*

*Everytime building a unique experience, by a custom piece, from the idea to working stage, BCAA*

**BUILT AROUND A CONCEPT,  
EXPERIMENT TO ENJOY NEW SOLUTIONS.**

## **GOOD & BCAA**

*together to realize this ambitious virtual reality project for Hawaiian Airlines.*

*More than **12** months of research, **20** people involved in the planning guided by the experience of the managing directors of the two companies: **Ascanio Malgarini** and **Mirko Arcese**.*

***9** weeks of tests, **hundreds** of elements modeled in 3D, **thousands** of hours to process the data for reproducing **THE MOST INNOVATIVE CABIN EVER CREATED**.*

*A realistic and immersive experience, allowing a preview to see and interact with the **new first class on Hawaiian Airlines**.*





**GOOD**