



CREATIVE TECH AGENCY/

**MADE IN ITALY**

DESIGNED WITH **HEART**

REALIZED WITH **EXPERIENCE**

[www.bcaa.it](http://www.bcaa.it)

BCAA IS AN **INTERACTIVE DESIGN AGENCY** SPECIALIZED IN  
**RICH USER EXPERIENCES**, WHICH PEOPLE CAN UNIQUELY  
**IMMERSE INTO, UNDERSTAND & ENJOY**

Established in 2007 by Mirko Arcese, BCAA integrates strategy, design and engineering to build human-centered interactive experiences.

# Company Profile

BCAA is a company whose **main objective** is to realize interactive solutions, products able to place human being at the center of every system, in the most intuitive and natural way, crystallizing every functionality in the hardware-software mechanics, thus leaving the human element free to interact without having to interpret machine language.

Our **approach** has led, over the past 12 years, to invest totally in research and development, from motion capture to artificial intelligence, passing through every necessary challenge. What we realize is the materialisation of an idea, the idea is the solution to a need, the need often requires a creative process to be identified.

BCAA has developed **solutions** for museums, permanent installations and interactive creations of different types, supporting both the private sector and public administrations, in Italy, Europe, USA, Russia, UAE and UK, boasting a broad spectrum portfolio: from BLOOD, interactive dance show realized for the Royal Opera House London, to the realization of digitalisation toolset for the Ministry of Internal Affairs of Abu Dhabi.

# How We Act



**/Imagine**

Every single project starts from imagining something new, different, stimulating and surprising.



**/Explore**

From ideas to technologies, exploring different pieces to build up new Brainware



**/Create**

We melt together ideas, desires, technologies and imagination to create a tailor-made solution



**/Refine**

Software, Hardware and Brainware are mixed together within a refined process to let artwork shine



**/Deliver**

Creation is delivered, installed, tested, played and enjoyed with pleasure by both customer and our team

*“A master in the art of living draws no sharp distinction between his work and his play; his labor and his leisure; his mind and his body; his education and his recreation. He hardly knows which is which. He simply pursues his vision of excellence through whatever he is doing, and leaves others to determine whether he is working or playing. To himself, he always appears to be doing both”*

**L. P. Jacks**

# What We Deliver

BCAA **OPERATES**, USING SPECIFIC, BUT ALWAYS INTEGRATED, TEAMS, IN THE FOLLOWING SECTORS

01 · **Brand Activation**

02 · **Interaction Design**

03 · **Digitized Reality**

04 · **Augmented Performances**

05 · **Smart Interiors**

06 · **Social Interaction**

07 · **Edutainment**

01/

## **BRAND ACTIVATION**

Brand Activations takes attendees engagement to the next level, as a novel way to engage audience and enhance the event experience.

# Here Today, Dubai Tomorrow

## /Description:

Dubai Tourism launched the “largest ever” experiential activation at London’s Waterloo station.

The campaign featured interactive 360° gaming, virtual reality experiences and optical illusions, which show Dubai’s iconic mirage-like characters on the concourse: from skydivers and camels to scuba divers and falconers.

BCAA realized the entertainment toolset and a data management system in order to collect and synchronize data, deliver prizes and connect website to onsite installations.



## /Client:

Dubai Department of Tourism and Commerce

## /Agency:

Edelman DABO

## /Tags:

Virtual Reality, Optical Illusion, Social Gaming, On-line Contest, Big Data Management

# Always in beta

## /Description:

New Balance asked us to conceive and deploy an in-store activation for the launch of their new product: "Fresh Foam 1080 Limited Edition".

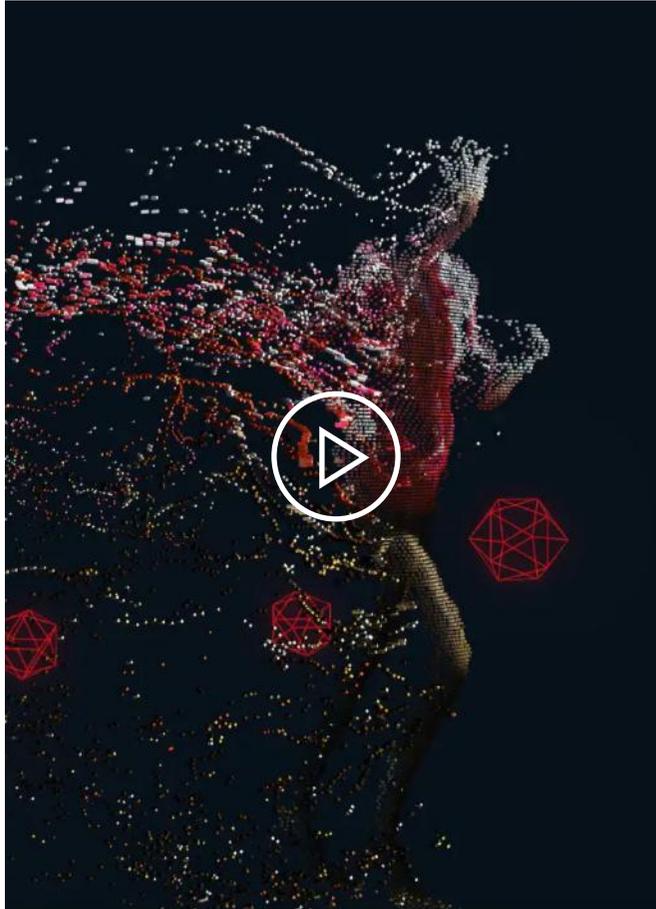
We employed fitness tracker sensors and kinect motion capture in order to analyze guests biometrics and generate a real-time 3D art depiction of their body along the lines of the main concept "Always In Beta".

Graphics and audio, generated in real time, gave the guests a unique and remarkable experience, where - while running - they created "fitness art" through millions of dancing particles.

**/Client:**  
New Balance

**/Agency:**  
RealLife TV

**/Tags:**  
Generative Art, Motion Capture, Biometrics



# Drones & Robotics For Goods

## /Description:

With BCAA voting system for “Drones For Goods” and “Robotics for Goods” awards the judges could vote using a dedicated web-app, while direction managed all data and display results for partial, semifinals and finals, integrating seamlessly with the whole direction flow with a web front-end where organizers were able to check in real-time the voting process making sure all entries were verified and timestamped correctly, while monitoring the data flow using their administrative credentials over our SSL encrypted cloud server.



**/Client:**  
Dubai Future Foundation

**/Agency:**  
Prisme International

**/Tags:**  
Social Interaction, Data Driven Contents, Big Data Management

Day	Team	Category	Technical	Service	Result
First Day	Team Lead Capital	International	15	15	82.26%
First Day	ahmad Alshaban	International	13	15	81%
First Day	SonooLAB	International	14	14	80.26%
First Day	ROBOD	International	13	13	78.26%
First Day	ibfhy	International	10	12	75.26%
First Day	Prismesoft	International	15	13	75%
First Day	Project Range	International	14	15	68.26%
First Day	MURAMOTO	International	13	14	67.61%
First Day	Drones against Tumor	International	14	14	67.61%

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# Mastercard Connecting Tomorrow

## /Description:

The “Connecting Tomorrow” event in Barcelona, gave us the opportunity to develop a solution to support the gamification activities of the event.

Guests were motivated to explore all the demos by gaining points in case they completed activities inside dedicated areas. They could later spend those points to get merchandising products from the dedicated counter. Our mobile app, scanned and collected the guest unique ID, time and type of activity completed and finally stored this event into our cloud based system.

A web based dashboard displayed daily stats on most active guests and gave the possibility to spend the points earned in the gift e-shop.

## /Client:

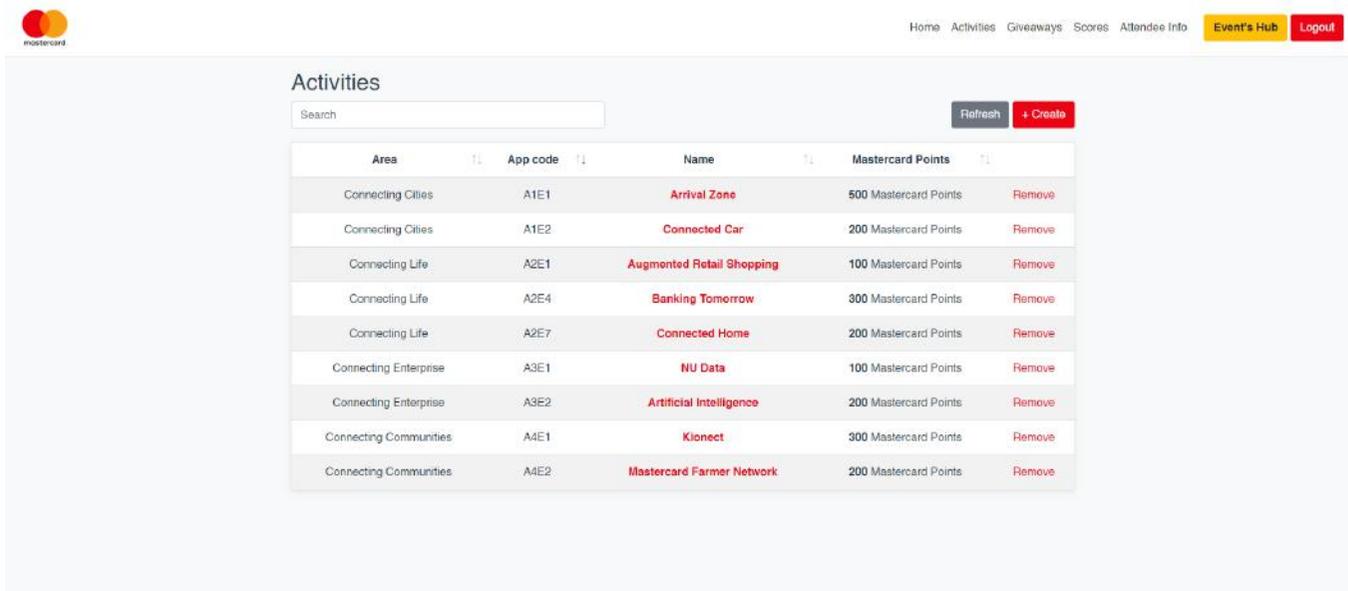
Mastercard

## /Agency:

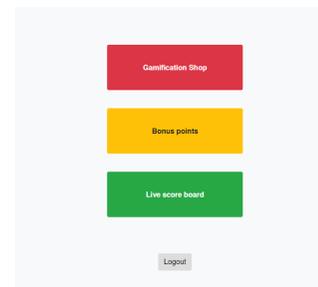
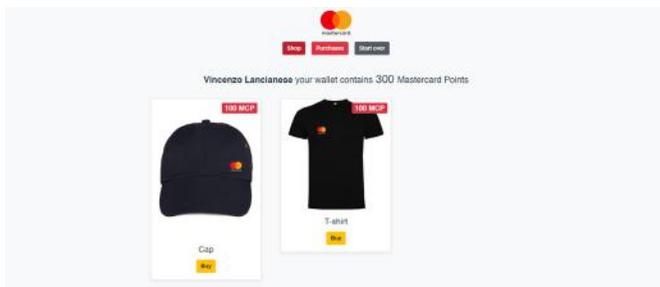
CasaMilan

## /Tags:

Gamification, Social Interaction, Big Data Platform



Area	App code	Name	Mastercard Points	
Connecting Cities	A1E1	Arrival Zone	500 Mastercard Points	Remove
Connecting Cities	A1E2	Connected Car	200 Mastercard Points	Remove
Connecting Life	A2E1	Augmented Retail Shopping	100 Mastercard Points	Remove
Connecting Life	A2E4	Banking Tomorrow	300 Mastercard Points	Remove
Connecting Life	A2E7	Connected Home	200 Mastercard Points	Remove
Connecting Enterprise	A3E1	NU Data	100 Mastercard Points	Remove
Connecting Enterprise	A3E2	Artificial Intelligence	200 Mastercard Points	Remove
Connecting Communities	A4E1	Kionect	300 Mastercard Points	Remove
Connecting Communities	A4E2	Mastercard Farmer Network	200 Mastercard Points	Remove



# Dress On Dress - Diesel

## /Description:

“Dress On Dress” is a Diesel tour which aims to introduce a “WOW factor” into the Italian firm’s branded events. The client brief was “to surprise guests while communicating their brand and showcase their product in a novel way”.

BCAA realized mannequins interactive video mapping to show concepts and a new fashion line, plus an interactive augmented performing installation which is intended to let people play inside immersive audio-video environment, featuring a show performed by artist.



## /Client:

Diesel

## /Agency:

PRY

## /Tags:

Interactive Video Mapping, Motion Capture, Generative Art

# BMW Mini

## /Description:

For the launch of new BMW Mini, we had an ambitious brief to fulfill: stimulate guests through direct participation, add new followers to the Mini facebook page while underline the new “social network mood” of the BMW iconic car.

BCAA developed a custom software solution connected to the brand Facebook page, where event guests could post status updates, comments and “selfies”. A tailor-made content filter tools allowed a moderator to filter user-generated content. Finally a set of 3D real time layout were able to render those contents, becoming event’s scenography.



**/Client:**  
BMW Mini

**/Agency:**  
Fonema

**/Tags:**  
Social Interaction, Real Time Generated Contents,  
Projection Mapping

# Nido Star

## /Description:

For Nido Star middle-east campaign BCAA delivered a touchscreen user experience: three smart games targeting 6-12 years old guests, giving product insights to parents and brand overview to the client.

The activation has been deployed in three countries and spreaded in several points of interest, exceeding the client's expectations in term of user engagement and positive feedback. Fully replicable, all software instances were connected through online dashboard in order to give remote assistance and handle profiles data and localized insights.



/Client:  
Nestlé MENA

/Agency:  
Prisme International

/Tags:  
Experiential Marketing, Big Data Platform, Gaming

02/

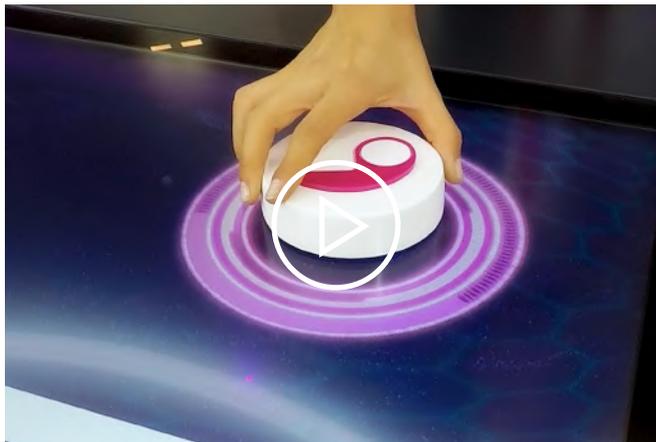
## **INTERACTION DESIGN**

Interaction Design is the practice of designing interactive digital products, environments, systems and services. The main area of interest is based on human behavior and the realization of methods that allow interaction between human beings and analog / digital contents in a creative and innovative way.

# Chiesi 2019

## /Description:

Our team designed and created the entire interactive communication for the chiesi pharmaceutical booth on the occasion of the ERS 2019 in Madrid, translating medical language into edutainment tools using advanced technologies to exploit the digital world through an analog approach, with the aim of focusing the attention of a very specific audience



## /Client:

Chiesi

## /Agency:

Merlo

## /Tags:

Exposition, Interactive Contents, Tactile Media

# Telecom Muse

## /Description:

For the opening of the Muse Museo delle Scienze in Trento, designed by Renzo Piano, BCAA delivered a set of nine installations to underline the concepts of Creative Agorà, Smart Cities and Hyperculture, promoted by national company Telecom.

Our job resulted in a fully immersive path, Involving visitors of all ages, with particular attention to younger audience.



/Client:  
Telecom Italia

/Agency:  
Fonema

/Tags:  
Museum, Edutainment, Interactive Video Mapping

# Enel Red October

## /Description:

BCAA realized interactive environments and installations at ENEL Expo in Red October Gallery, Moscow.

Eleven installations were conceived to explain and interact with the concept of SmartGrids, and featured custom motion capture system, face tracking and audio/video interactive contents.

The whole exposition was developed considering multilanguage needs and a peculiar contents info path.



## /Client:

Enel

## /Agency:

Fonema

## /Tags:

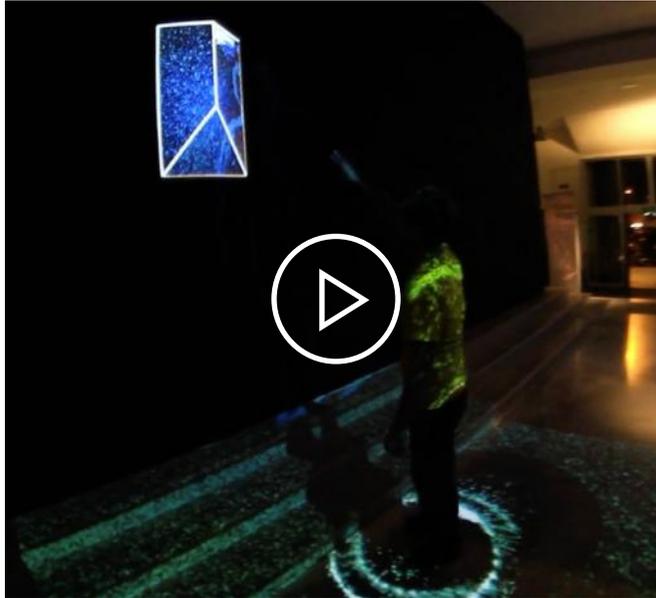
Motion Capture, Permanent Exposition, Natural User Interfaces

# 3DOM

## /Description:

3DOM is a system capable of interpreting the human body in its movements, transforming guest into optical projections, sound vibrations, and interactive audio-visual stimuli.

An interactive space designed for the human body experience, where the presence and movement are both generative and cognitive.



/Client:  
Digital Life 2

/Agency:  
BCAA

/Tags:  
Museum, Generative Art, Motion Capture, Realtime AV

# Bocconi Expo

## /Description:

BCAA realized several interactive installations for the ENEL Expo in Milan.

Placed at Bocconi University, installations are aimed to talk about SmartGrids and Energy history, through an intuitive walking path and simple yet effective interaction designs.



## /Client:

Enel

## /Agency:

Fonema

## /Tags:

Exposition, Realtime AV, Natural User Interfaces

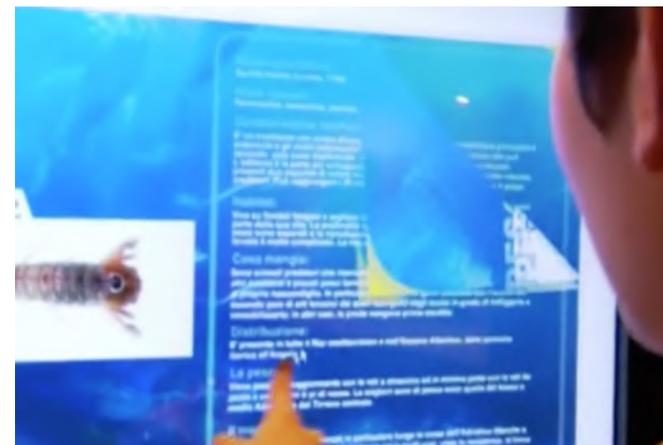


# Big Blue

## /Description:

BCAA designed and realized an interactive space where visitors had the chance to interact with a detailed mediterranean environment, fully rendered real-time.

A 90 meters wide realtime 3D environment surrounded the area, while multi-touch devices proposing educational contents were developed to engage a younger audience.



**/Client:**  
Unioncamere

**/Agency:**  
BCAA

**/Tags:**  
Exposition, Edutainment, Realtime AV

# 03/

## **DIGITIZED REALITY**

The digitized reality represents a set of techniques such as virtual, augmented and mixed reality. Our specialized team designs and provides interactive solutions that can create synthetic environments, enrich reality with digital elements, or mix the methods mentioned. The shared goal is always the same: to place the user as the protagonist of a rich and engaging experience, in which technology allows to achieve the objectives through totally natural human actions.

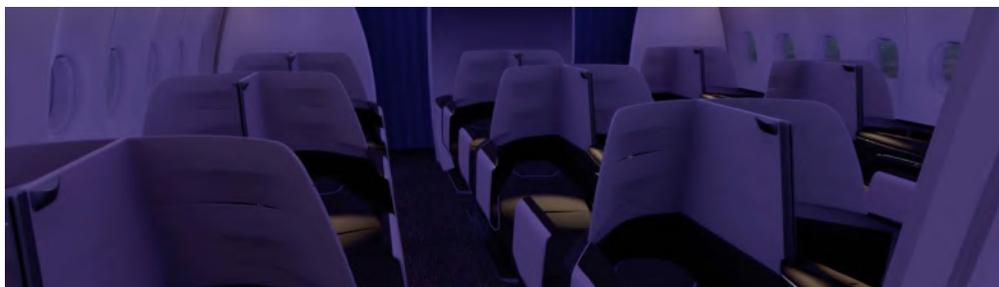
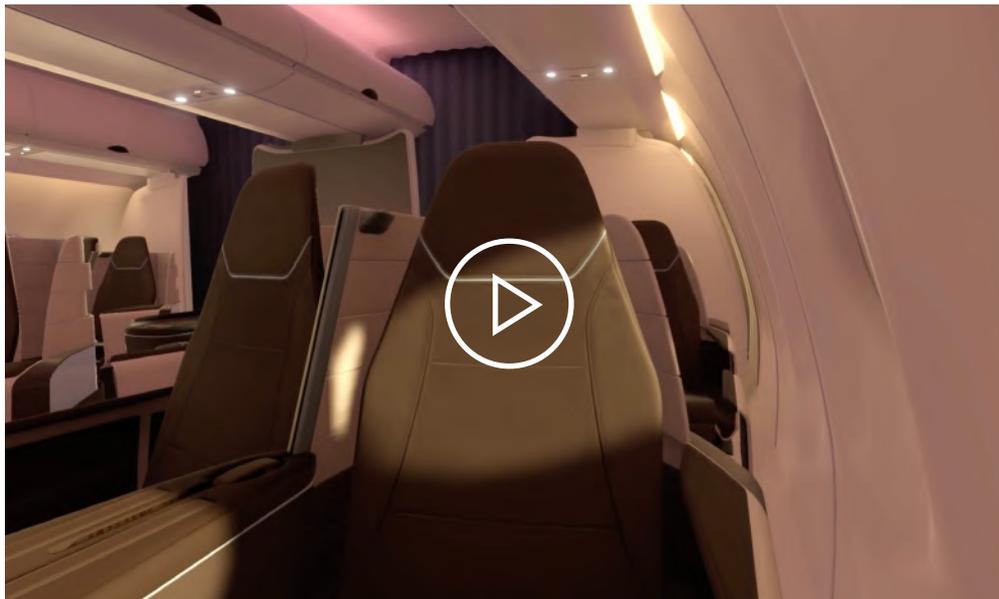
# Hawaiian Virtual Reveal

## /Description:

In partnership with GOOOD.it, BCAA realized this ambitious virtual reality project for Hawaiian Airlines.

More than 12 months of research and 20 people involved, 9 weeks of tests, hundreds of 3D elements, thousands of hours to process the data in order to perfectly previsualize the most innovative cabin in every detail.

A realistic and immersive experience, allowing designers and engineers to visualise, interact and design the new Hawaiian Airlines first class experience.



**/Client:**  
Hawaiian Airlines

**/Agency:**  
GOOOD

**/Tags:**  
Virtual Reality, Realistic Lighting, Coop Platform

# Flight Experience

## /Description:

Flight Experience is a virtual reality interactive experience available at the Naples International Airport.

The project started around the idea of a full immersive flight experience able to showcase the Neapolitan territory, involving sponsors and local terminal facilities, including a toolset to benchmark and analyze customers behaviour and satisfaction.

Available on both VR headsets and mobile phones, the project frontend allows the client to add geo-localised 3D models and video assets inside the flight experience, allowing the adoption of new sponsor or entity of interest without any rework.



## /Client:

Naples International Airport

## /Agency:

BCAA

## /Tags:

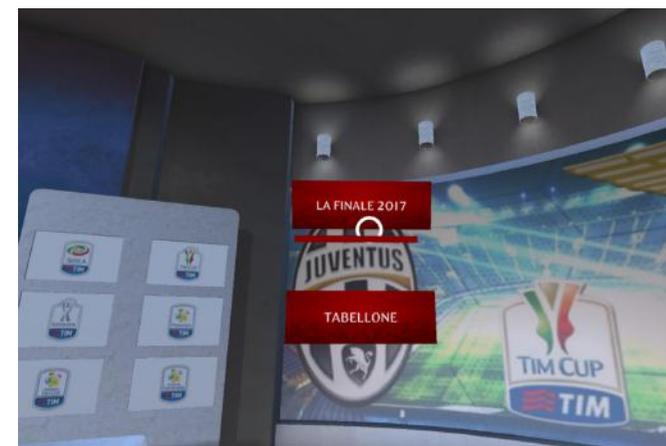
Virtual Reality, Experiential Marketing, Big Data Integration

# MySport VR

## /Description:

The project realized by BCAA in collaboration with Round4U has the objective to realize an application able to enrich the viewing of soccer matches, supplying contents and interaction together with virtual reality tools and specific streaming services.

The user can view live soccer matches using VR headset, following the sporting events inside a lounge that maximizes the immersivity, also offering various supplementary contents. Users can also follow the action camera and choose to “move” to a bench or behind the soccer goals obtaining the live streaming of that specific position.



## /Client:

Eleven Sport

## /Agency:

Round4U

## /Tags:

Virtual Reality, Video streaming, Real-Time Data Integration

# Jeep Offroad Territories

## /Description:

Jeep had a unique challenge: avoid physical test-drive in their showrooms while giving the end-user an immersive and realistic driving experience, showcasing top level cars.

BCAA realised 360° footages recorded with a professional driver on a pro track. Customer could choose where to “drive” and choose actions to be applied in different conditions, while a “picture in picture” display explained the vehicle’s features contextually. This VR deployment was updatable and manageable by a web application, in order to update its contents when new car models get into market.



## /Client:

Jeep

## /Agency:

Xister, OSC Innovation

## /Tags:

Virtual Reality, 360 Interactive Video, Data Driven Contents

# Yasava Ebase 2015

## /Description:

For its new AianaWave Jet interior design, showcased at EBACE2016 in Geneva, Yasava asked BCAA to build a VR interactive experience, able to show the jet interior during a whole trip, considering night time and all possible options.

Customers are immersed in a 1:1 spatial environment, fully interactive, thanks to realtime lighting and natural user interface, following their hands gestures, customizing their journey within an amazing and stylish jet interior.

## /Client:

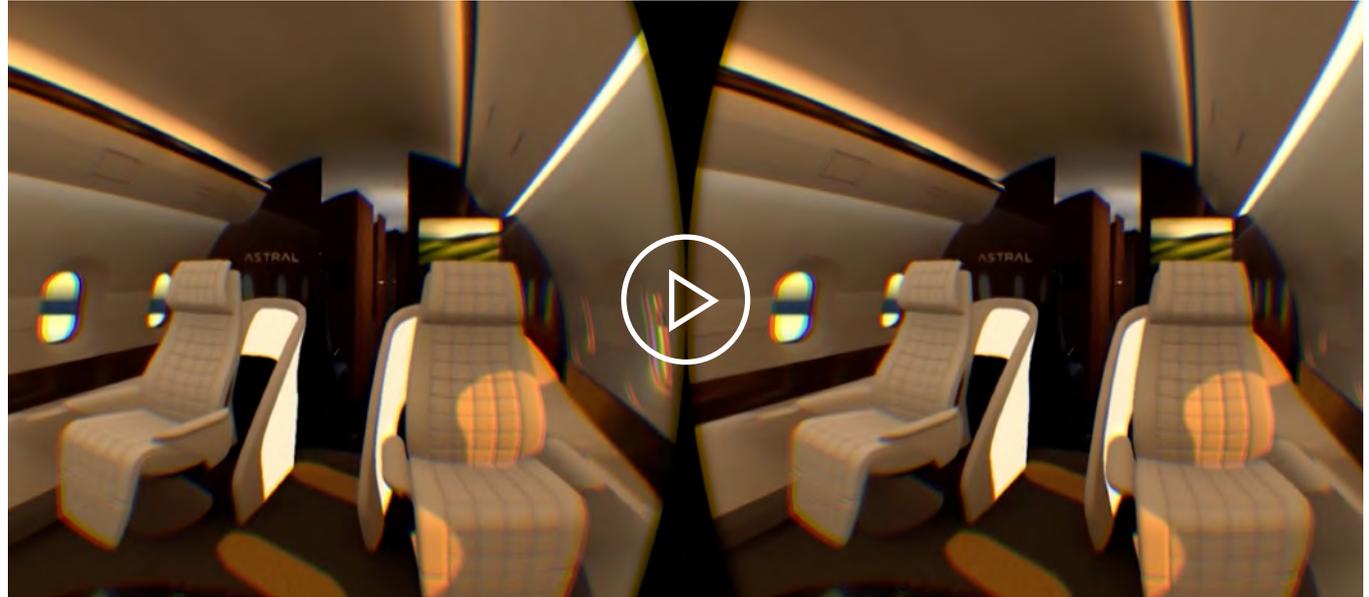
Yasava

## /Agency:

Asana

## /Tags:

Virtual Reality, Previz, Realtime Lightning, Customizable Environment



# Coop

## /Description:

In collaboration with the client's internal media agency, BCAA realized a virtual store, showcased at EXPO 2015. This is the agency's first outcome of R&D on VR and Leap (hand gesture recognition) technologies integration.

We hence developed an ergonomic user interface with positional audio, allowing the users to "touch & know" the product line within the digital store, setting the bar for future COOP virtual market experiences.



## /Client:

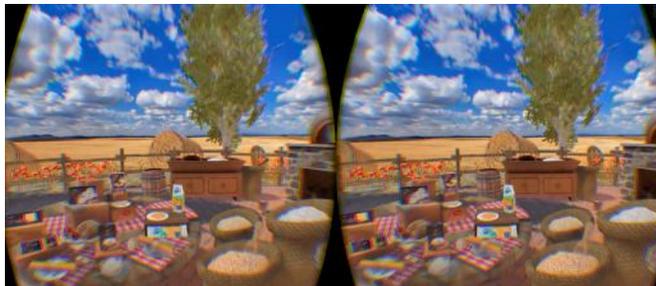
Coop

## /Agency:

Accenture, OSC Innovation

## /Tags:

Virtual Reality, Exposition, Natural User Interfaces



04/

## **AUGMENTED PERFORMANCES**

Augmented Performance increases the expressive range of possibilities for the artists and lengthens the grammar of the traditional, in a search towards the musical and graphic increase of human movement. BCAA develops similar solutions for 15 years, in the constant search for unique models that enhance first of all the artistic concept rather than the technological one.

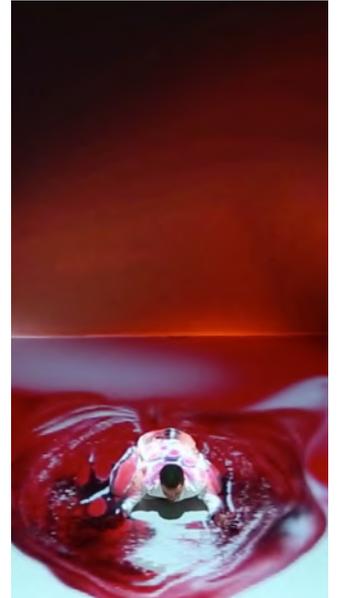
# Blood

## /Description:

BCAA realized a fully interactive stage for this spectacular show, initially staged at London's Royal Opera House, where Gilbert&George images are translated into a real time graphics flow.

Jean Abreau's movement are scanned by a double motion capture setup, with every move of the performer translating into an interactive audio-video environment, leading to a unique result on every performance.

'The digitally manipulated visual effects are mesmerising... Abreau's charisma is impressive.'



**/Client:**  
JAD, London Art Council

**/Agency:**  
BCAA

**/Tags:**  
Motion Capture, Generative Art, Realtime AV, Immersive Stage

# Tierra Rendez Vous

## /Description:

As it was defined by our client : “Realtime\_TechnoArt\_Experience”. Purpose of this show/installation was to give an alive entity to a 360 projected showroom.

We realized an digital environment able to generate video and synthesize music reading human body expressions, delivering a show which tell the story of meeting between performer and machine.

The show was repeated several time during an event to be enjoyed by small group of guest, at the end of performance, every guest had the chance to experience the artistic AI created entering the stage switching from a spectator point of view to a protagonist position.

## /Client:

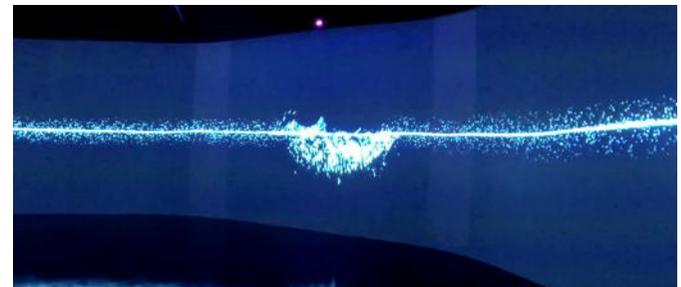
Tierra Telematics

## /Agency:

Saywhat

## /Tags:

Generative Art, Transmedia, Motion Capture, Expeimental Dance

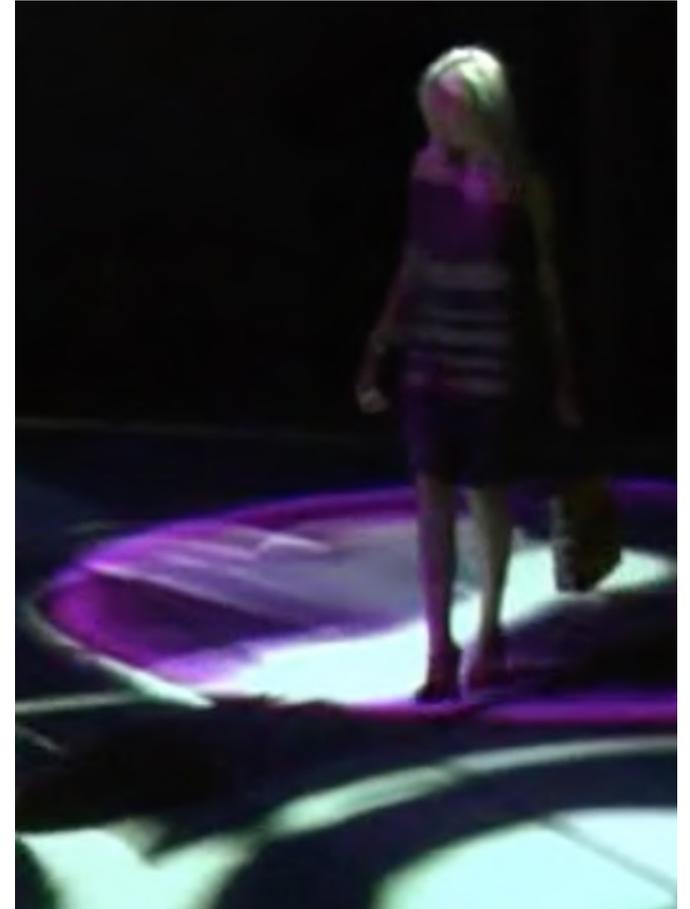


# Qooopa

## /Description:

QOOOPA is an audio/video interactive installation, able to synthesize music by analyzing the guests spatial relationships like position, distance, acceleration and angles, thus generating and projecting an immersive video environment.

The installation is divided into two parts, melodic and rhythmical, alternated every sixty minutes, exploring multiple aspects of music generation.



**/Client:**  
Roma Creativa

**/Agency:**  
BCAA

**/Tags:**  
Generative Art, Human Step Sequencer, Realtime AV, Hi-Tech-Arts

05/

## SMART INTERIORS

The combination of technology, architectural design and design creativity has led us to create interactive solutions both physically and digitally. We call smart interior a physical object steeped in digital technology and therefore able to be intelligible and interactive.

# Shanarà

## /Description:

BCAA designed and realized an interactive, custom size/shape, table for Shanarà, a new brand bar in Rome: an exclusive venue with walls made up of marine salt.

Over 7 meters wide, the I-Bar matches the environment lights in order to get a full style match. BCAA managed both digital and masonry and delivered a fully integrated interactive bar table which became the venue's distinctive feature.



## /Client:

Shanarà

## /Agency:

BCAA

## /Tags:

Digital Masonry, Generative Art, Lights Management

# Social Cave

## /Description:

The Social Cave is an interactive installation developed by twentyfour international students of the Research Lab Non-Linear Solution Unit.

Using the latest 3D motion capture technology the application “reads” human behaviours combining two different stages into one virtual space: the wall physical limit becoming the interactive social scene.

The installation explores the idea of socialization into the contemporary age by reinterpreting the notions of physical and digital meeting.



## /Client:

Salone Del Mobile Milano

## /Agency:

Columbia University

## /Tags:

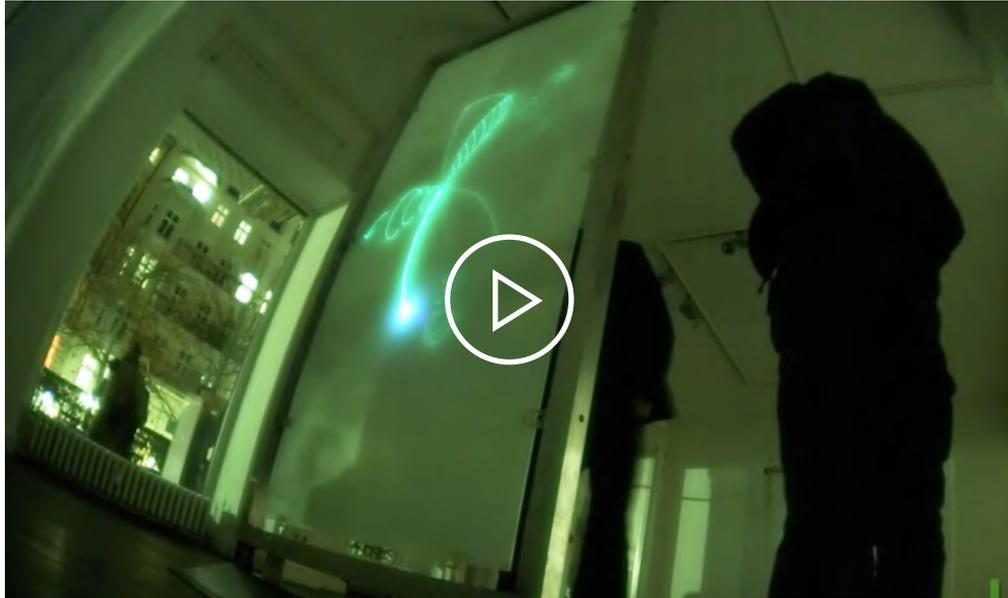
Generative Art, Social Interaction, DigiPhysical Space

# Oracle

## /Description:

Oracle prototype has been engineered and realized by BCAA for the multimedia artist Luca Pozzi and deployed at the Grimmuseum in Berlin.

Optical space-time information are transferred through the web to translate ultraviolet painting into destination portal.



## /Client:

Luca Pozzi

## /Agency:

BCAA

## /Tags:

DigiPhysical Installation, Transmedia Art, Realtime Data Management

06/

## **SOCIAL INTERACTION**

Nowadays every presence and action during public events or congresses becomes important when shared through social networks or any platform able to correlate images or comments in a customized environment. BCAA goes beyond the integration of pre-existing models, creating customized solutions that can effectively maximize the content and style of a social interchange system.

# Abu Dhabi Awards

## /Description:

UAE Executive Affairs Authority launched a nomination award campaign to reward citizens who have created a positive impact on the Abu Dhabi community.

BCAA developed a multi-channel data collector, allowing usage of interactive totems, mobile apps, online nomination and physical format digitisation, in order to manage data within a dedicated online tool.

System allows multiple reporting options based on daily, weekly, monthly and final reporting, offering a detailed overview of nominator stats, moreover the solution implements several validation tools, avoiding irregular nominations, and data conformity.

## /Client:

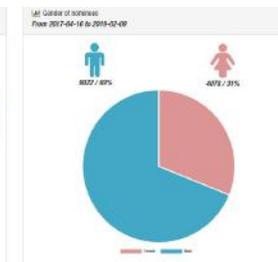
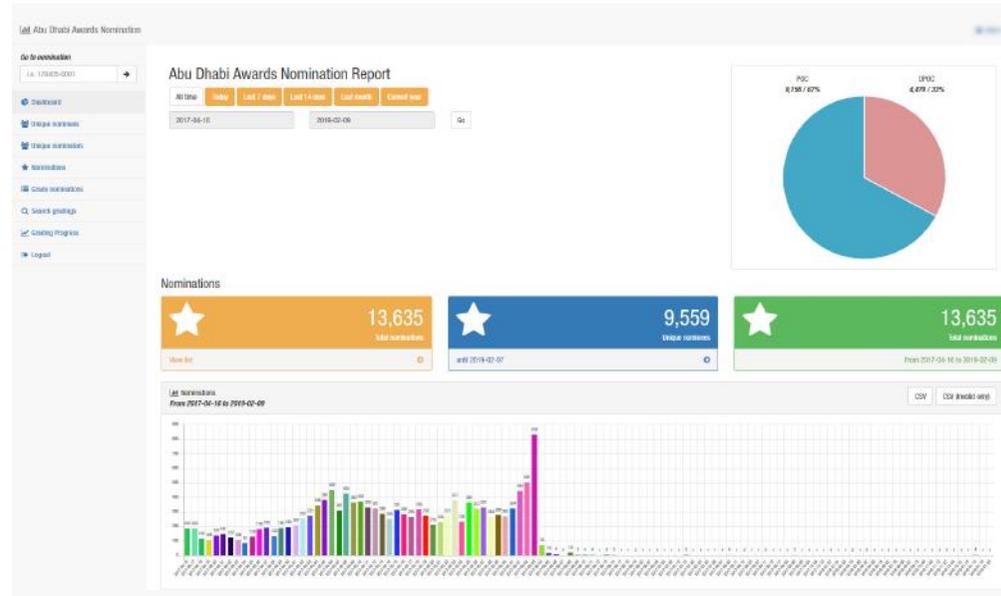
UAE Executive Affairs Authority

## /Agency:

Edelman DABO

## /Tags:

Big Data Management, MultiPlatform Management, Data Flow Smartisation



Sections: Nominations - Reasons - Comments - Support

Search this person on Google | Search

Info

Nationality: United Arab Emirates  
City: أبو ظبي - العين  
Gender: Male

★ 162 Nominations | Graded

Show entries

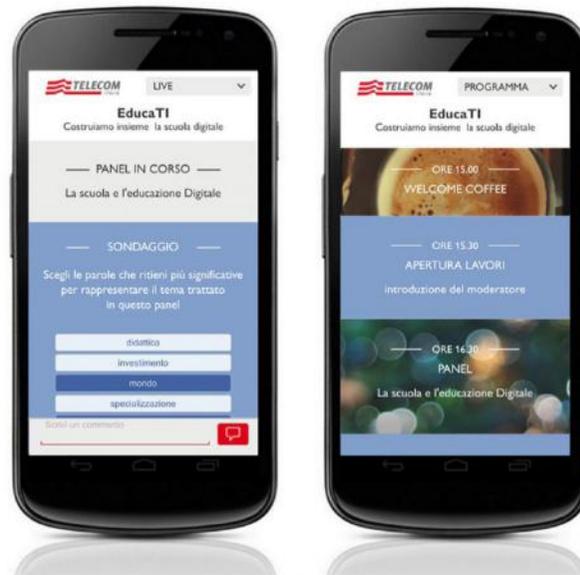
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170607-0034	170607-0027
170607-0029	170607-0027
170607-0028	170607-0027
170607-0027	170607-0027
170607-0019	170607-0027

# Telecom Interactive Agorà

## /Description:

In order to allow event's guests to interact with actors and stage, we built a webapp based live tool to give the hosts responsive feedback and interaction, performing real time polls and votations, thus creating the opportunity for moderators to introduce the guest comments as topic.

The whole system is managed with a Direction application, allowing moderation and featuring socials integrations, such as Facebook and Twitter.



/Client:  
Telecom Italia

/Agency:  
Fonema

/Tags:  
Interaction Design, Social Interaction, Conference, Moderation, Social Media

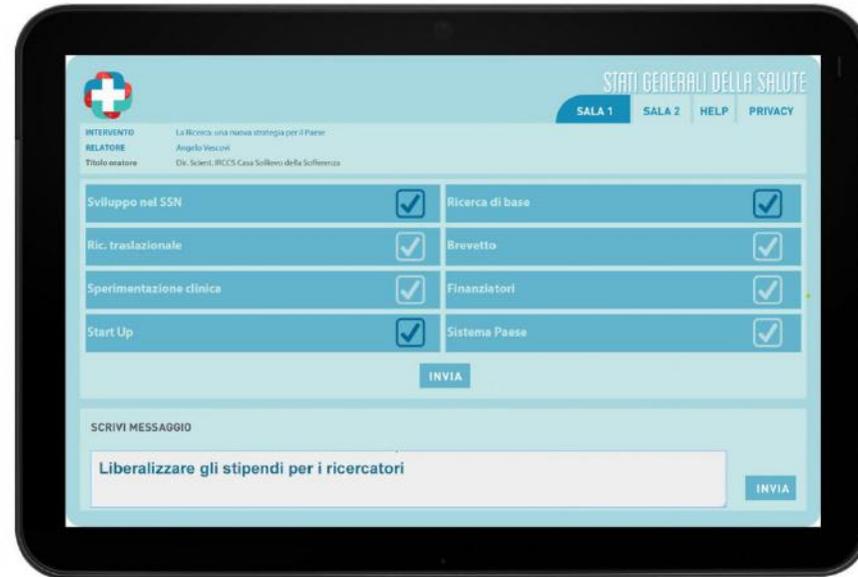


# Scenator

## /Description:

Health Forum is a health themed international convention which take place at Rome Auditorium Hall “Parco della Musica” every 2 years. It hosts more than two thousand guests with twenty discussion panels.

BCAA solution allowed guests, who connected to the internal wifi, to be automatically redirected on the event’s web app, receiving informations around the schedule and the current talk, answering polls in real-time, posing questions, animating the talk and contributing to an interactive guest profile infographic, projected on-screen. Social interaction created represented a step forward to in deep info exchange and guest integration within event.



**/Client:**  
Ministero della Salute

**/Agency:**  
GOOD

**/Tags:**  
Social Interaction, Big Data Management, Event Smartisation



Id	Testo	Data	Interessi	Approvati
10184	Quando sarà possibile utilizzare gli smartphone e i tablet per gestire la salute a distanza ed in mobilità?	08/04/2014 12:0	431	NO
10184	Ricordiamo che ci sono anche Associazioni di persone Affette da diverse patologie. Grazie	08/04/2014 12:0	431	NO
10182	Ma chiudo se abbiamo ancora un dubbio ed offriamo sistemi di ricurazione dei costi?	08/04/2014 12:1	323	YES
10187	Universal coverage può essere garantito meglio da noi pubblico privato?	08/04/2014 12:1	322	YES
10180	Nel Ministero, nel Renzi, nel Cialente, nel il video hanno dato spazio al ruolo svolto dalle associazioni pazienti	08/04/2014 12:1	322	NO
10248	10 mila di persone senza accesso alle cure in Italia oggi si parla di sanità pubblica per animali. Slapan?	08/04/2014 12:2	322	YES
10254	gestione accessibile e curati non vengono e per tutti i pazienti in modo uguale	08/04/2014 12:2	322	YES
10001	Quando sarà possibile utilizzare gli smartphone per gestire la salute a distanza?	08/04/2014 12:2	322	YES
10027	Avvicinamento presidenziale accompagnato dai governi per l'accesso ai servizi professionali	08/04/2014 11:4	433	NO
10039	modello del fondo non autosufficiente, già della Germania e poi a 71 e 82, può o no ripetersi in Italia?	08/04/2014 12:2	322	YES
10002	Ricordiamo che ci sono anche Associazioni di persone Affette da diverse patologie. Grazie	08/04/2014 12:2	322	YES
10021	Integrazione tra ospedale e territorio con percorsi assistenziali condivisi. Sarebbe una svolta concreta.	08/04/2014 12:2	322	YES
10254	Per la spesa farmaceutica, la strada maestra per reperire risorse e riallocarle, è la appropriata.	08/04/2014 12:2	322	YES
10007	Molto interessante	08/04/2014 12:2	322	YES
10248	Nella prevenzione è fondamentale il pubblico che controlli nel privato che opera. Argomento da discutere?	08/04/2014 12:4	325	NO
10006	Condividiamo alcune	08/04/2014 12:3	339	NO

07/

## EDUTAINMENT

Education and entertainment intersect frequently, giving rise to a special mix that immerses educational and informational content in a form of entertainment and play, creating new models of learning and information.

# Trenopoli

## /Description:

Trenopoli is a fantasy city we build around an edutainment interactive game designed for a teenagers audience, main purpose it's to teach about the advantages of train transportations and the consequent reduction of CO2 emissions.

Using LeapMotion to track hands movement, guests can relocate the game characters towards “eco-friendly” destinations, in a simcity like environment.



## /Client:

Trenitalia

## /Agency:

Digital Tribe

## /Tags:

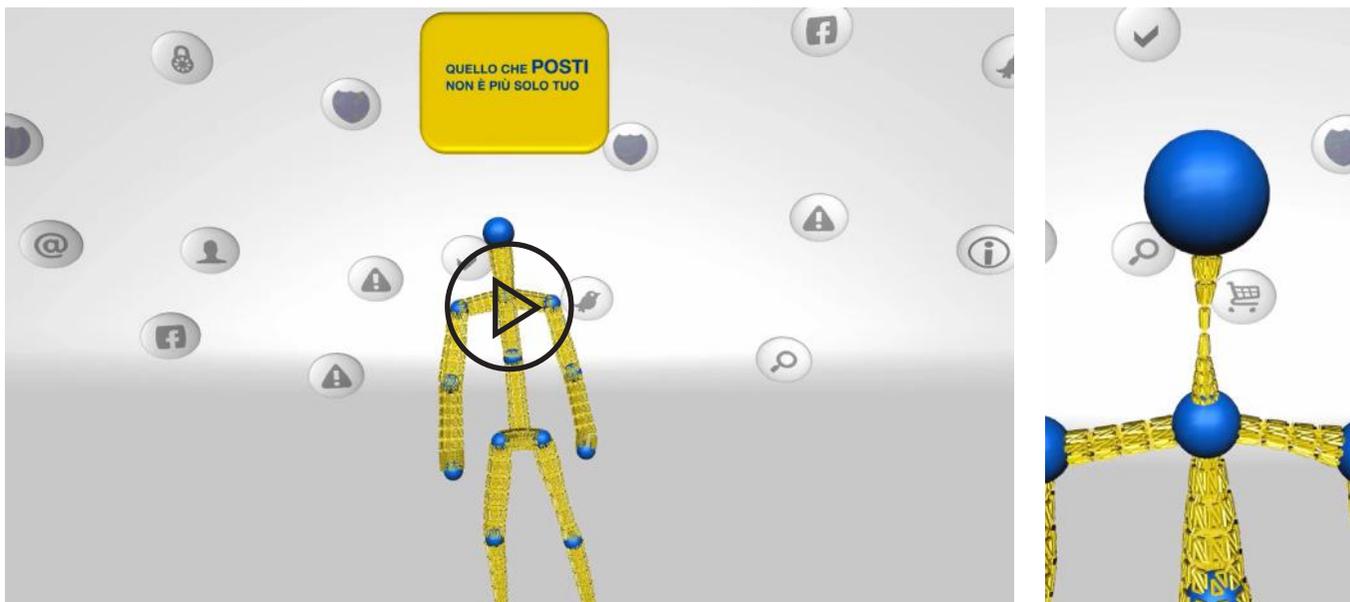
Brand Gamification, Natural User Interface, 3D Real-Time

# Poste@MakerFaire

## /Description:

Poste Italiane needed an interactive activation to engage a younger audience in order to improve their awareness on themes like Privacy, Social Networks, Internet Security.

BCAA developed the project from concept to execution, immersing the kids in a virtual “cyberspace” while communicating the key concepts of the campaign.



## /Client:

Poste Italiane

## /Agency:

Overseas Group

## /Tags:

Generative Art, Motion Capture, Story Telling



# I Colori Di Giotto

## /Description:

“I Colori di Giotto” interactive room was designed and built to offer a unique experience of the Italian painter’s “La regola”.

Starting from the original art piece, BCAA has built the scene in 3 dimensions, realizing a “live” version of the painting, where characters are animated, perspective is “corrected” and the meeting between San Francesco and Innocenzo III can be experienced in a 1:1 scale.

A smart motion capture system let the audience control the view angle, zoom and perspective adjustment, giving users full control over the immersive 3d painting



**/Client:**  
CNR-ITABC

**/Agency:**  
Museo Fumentario

**/Tags:**  
Cultural Heritage, Realtime AV, Motion Capture

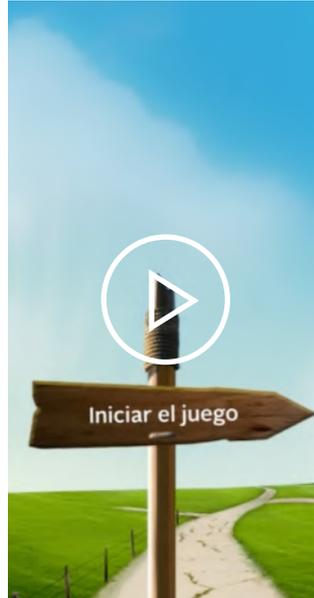
# Eroski

## /Description:

BCAA designed and realized this interactive game for Eroski, one of the leading spanish supermarket chains.

Based on nutritional facts related to off the shelf products, the game features database connections, e-mail integration, online statistics and facebook integration.

Installation was activated concurrently in 100 different, producing a huge data set: a powerful customer profiling tool for the client.



## /Client:

Eroski

## /Agency:

Vilau Media

## /Tags:

Edutainment, Big Data Managemen, Motion Capture



# Musei Vaticani

## /Description:

Meant to be a touring activation, the Musei Vaticani Interactive area consists of three separate installations, giving visitors a chance to experience some of the Vatican Museum areas which are close to the public.



**/Client:**  
Musei Vaticani

**/Agency:**  
AV Set

**/Tags:**  
Cultural Heritage, Realtime AV, Motion Capture

# Let Us Hear About You