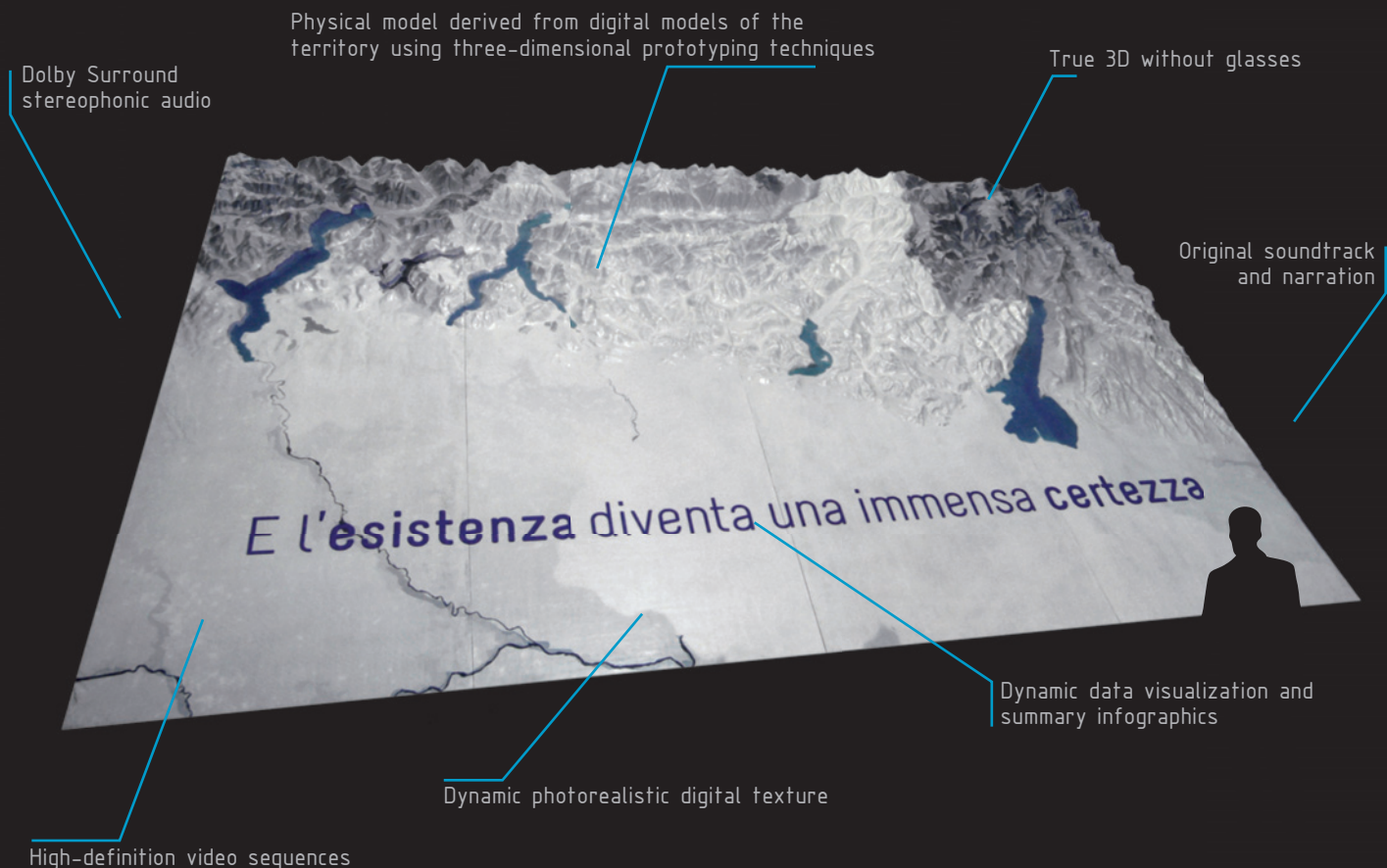


The Metavisual Model transcends the realm of the visual, inviting visitors to step beyond the confines of their environment and leave the external world behind, entering a realm that borders on the magical.

Surrounded by nothingness, yet confronted with visual canvases and an imaginative expanse that permeates all senses, reality unfolds before the eyes as clusters of suspended holograms. It encapsulates the now, the then, and the forthcoming future.

Guided by captivating music, digital projections on the snowy surfaces of three-dimensional shapes stir inner sensations and resonate with emotions.



An emotional communication capturing the essence and overarching vision of each project

The Metavisual Model incorporates cutting-edge video projection technology to animate the static surface of a physical model representing a geographical area or architectural project, created through rapid prototyping.

This technology produces films that spectacularly and emotively describe a place, an urban project, a city, a historic or contemporary district, or even one yet imagined.

The video projections, warped perspectively by the three-dimensional surface of the model, create photorealistic textures or geometric highlights directly on the volumes' surfaces, including diagrams, lighting, information, or a complex digital texture.

Panoramic full-HD and higher quality video projections, compatible with the model's dimensional ratio, display layers, graphics, titles, numerical data, and other textual information on the scaled volumes, thus engagingly narrating the content to the audience.

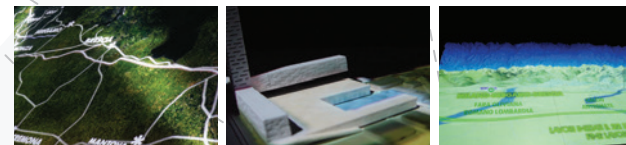
The snowy and sculpted surface of the model is bathed in light, transforming into an electronic fabric, a dynamic digital environment. The soundtrack orchestrates the flow of images, shaping and animating objects that appear to float within the space, almost suspended.

A vertical digital sky can complete the setup, creating an unparalleled immersive environment.

Concept - Texts - Direction - Model Production - Video Production and Post-production - Setup

mèta- 1. Prefix indicating transformation, transposition, participation, or affinity, posteriority in space, or even evolutionary succession
♦ It can also denote a phase of attributions that go beyond the properly called scientific sphere, related to facts or phenomena.

DIGITAL STRATEGIES, TECHNOLOGIES, COMMUNICATION



blu oberon - VAT No. IT0839904 0966
piazza Arcole, 4 - 20143 MILANO
www.plasticometavisuale.it - FirstContact@plasticometavisuale.it
tel.+39.02.64089295

PLASTICO
METAVISUAL
METAVISUALE
MODEL