



MINIMOLLA
design

@minimolladesign



Visual Communication and Ecological Design

Minimolla Design is a creative enterprise aimed at sustainable design. It designs and creates ECOLOGICAL SETTING UPS for exhibition booths, exhibition spaces, temporary stores, urban environments, and events in public and private areas.

Attention to the ENVIRONMENT and CREATIVITY. integrated, through Exhibition Design setups and installations, to give shape to ideas and concepts of great VISUAL IMPACT.

minimolla design

by Green Innovation Factory // progettomanifattura.it



#elastic

our vision

Minimolla Design is a soft, ROUND and modern reality; as AGILE and elastic as spring, optimized to accumulate great energy and release it naturally. Simple in form and essence.



VR presentation

What we do

Minimolla Design projects and creates installations and live experiences in VIRTUAL REALITY (VR) with stations for a single user or groups, within predefined or independent booths and spaces.



A Brand New World

In collaboration with the client, Minimolla Design develops applications and videos pre-loaded in the provided visors and ready to use.

INTERACTIVE navigation experiences, virtual tours in spaces reconstructed in 3D according to existing models, IMMERSIVE videos and 180- and 360-degree storytelling, games and playful video entertainment applications.






Minimolla Design offers an ALL IN ONE package, providing all the technical components and the necessary software pre-installed on the devices.

A typical workstation includes an OCULUS META QUEST viewer that can be used without the need for any connected pc

+



power supply of variable duration depending on the needs of the event

possible audio system in case, for any circumstances, the one built into the viewer is not sufficient

from a minimum set up to use and store the materials, to a stand designed and engineered to integrate with the space available

staff for technical assistance and support of the VR / AR experience

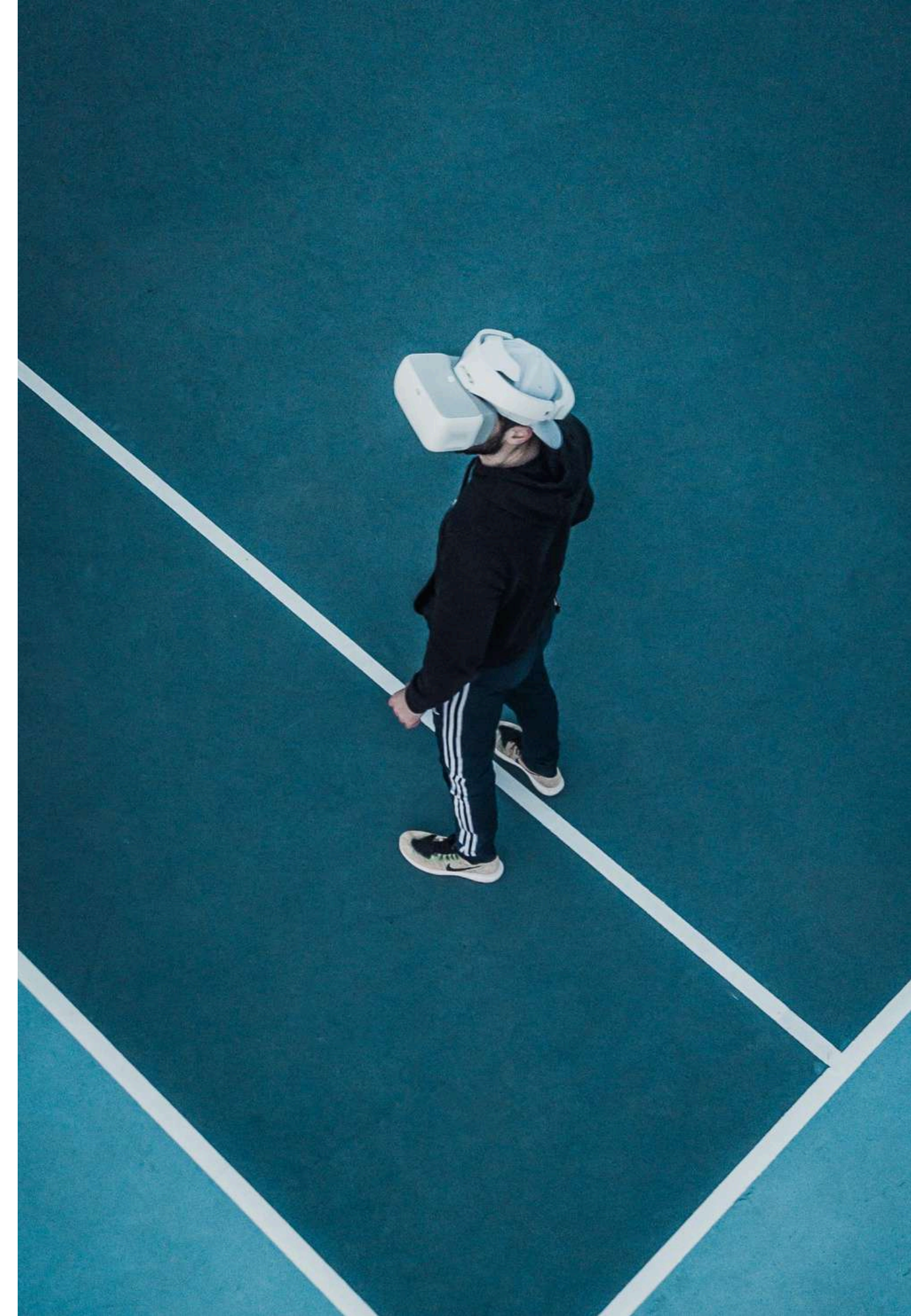
A large crowd of people, mostly men, are seated in rows, all wearing VR headsets. They are looking forward, seemingly engaged in a virtual experience. The scene is dimly lit, suggesting an indoor event or exhibition space. A yellow rectangular box is overlaid on the center of the image, containing the text "Why VR?".

Why VR?

Virtual reality (VR) is becoming an increasingly present tool within contemporary communication not only in reference to a context strongly related to entertainment or the world of gaming.

More and more often, during events or at booths of trade fairs, one comes across stations dedicated to VR.

That of virtual reality has proven to be an extremely EFFECTIVE language to communicate their content by companies, creative studios, brands and public institutions.





The immersive component creates a preferential channel in which the viewer easily indulges in a passive or active reception of messages and information.

The particular mode of fruition has made it possible to amplify the storytelling tool and pursue new and original avenues to describe one's experience, brand, or the story of the product one wants to market.

VR is therefore a high-impact tool, simple and incisive at the same time, ideal for intriguing

and leaving the mark of one's work in the memory of the audience.



Examples

VR STORYTELLING

Telling an experience,
a place, a story through virtual reality.
Interviews, environmental filming,
immersive spaces where the audience
can listen and experience the topic,
entering inside real environments
in “contact” with those who live and work
in them, stimulating curiosity and interest
in being not only a spectator,
but in some way, part of the story.



VR AMBIENT

To reproduce through a 3D reconstruction a real environment, a studio, a showroom, a booth to be able to live a realistic or fantasy immersive experience.

To be able to show a sampling of products, objects, various components and interact with them by modifying their appearance or models.

To create an exhibition, an event where the most significant elements of one's professional history are gathered in a single environment and to be able to convey comprehensive information through simple interaction.

To contextualize or de-contextualize one's own experience, projecting it in a 3D environment that comes as close as possible to the image one wants to communicate.



Try different finishes

Instantly change the look and feel of the kitchen by selecting a different material finish.



VR ambient

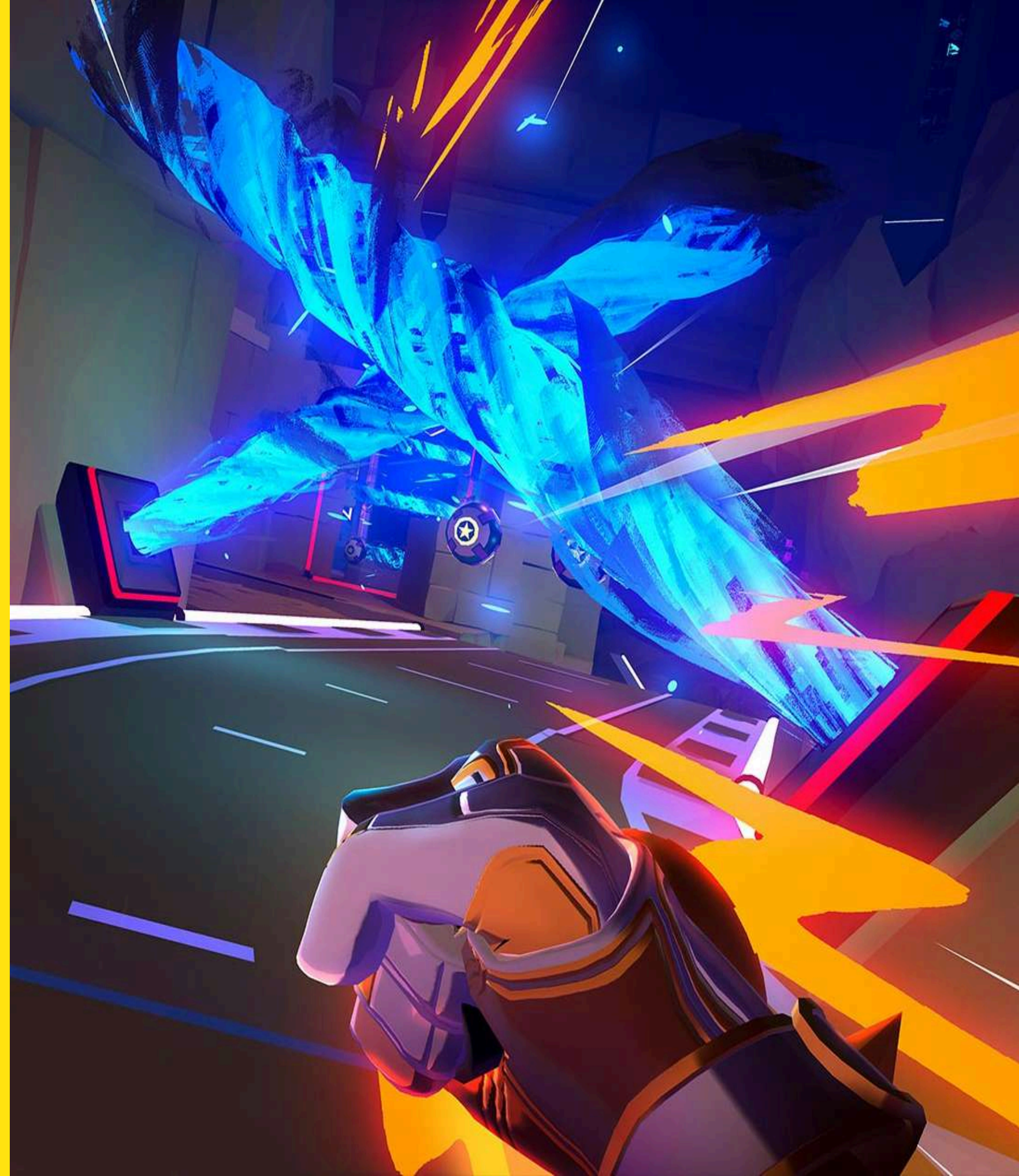
VR GAMING

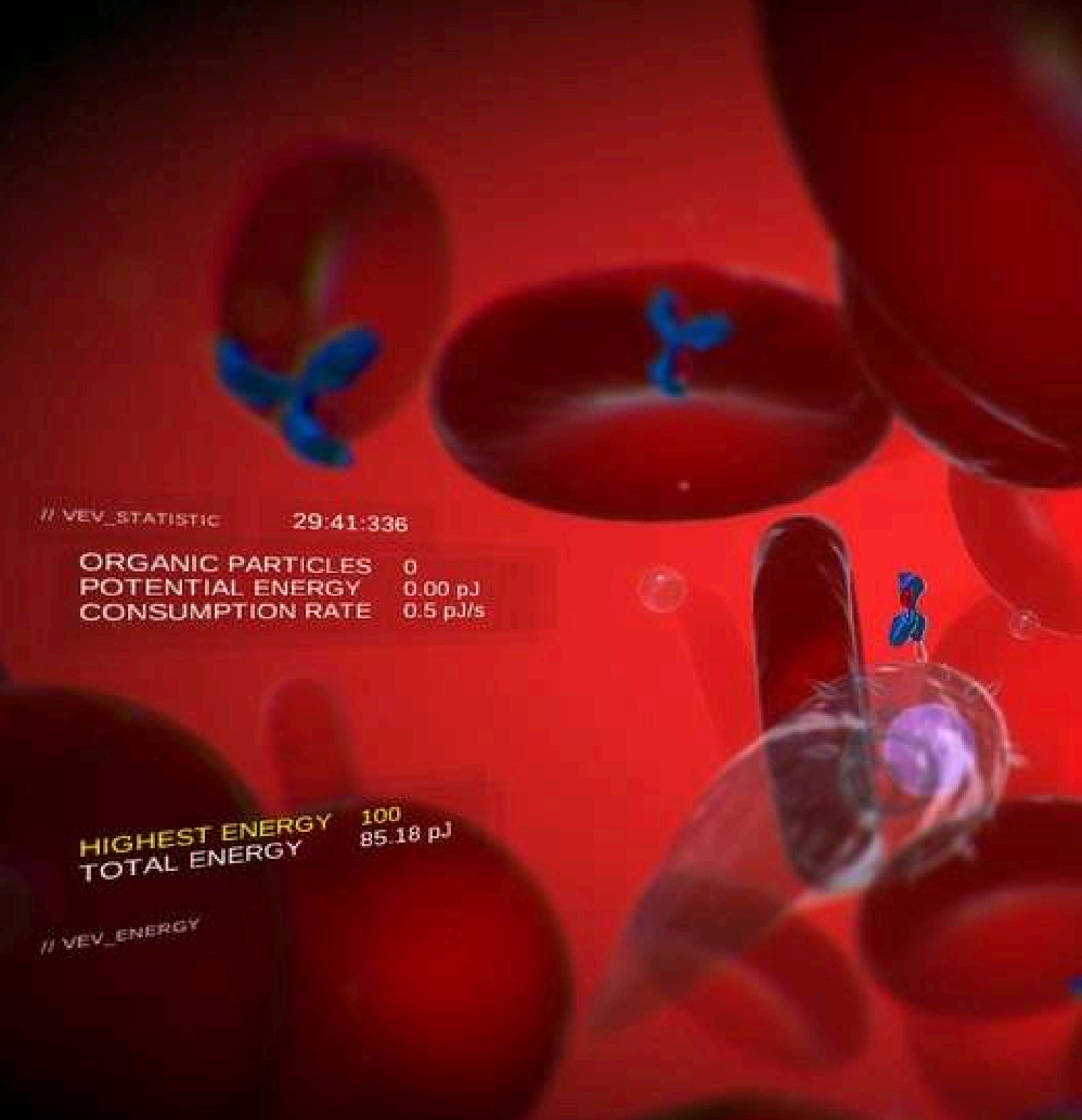
Bring your audience closer to our ideas, our content, through a fun, intense and immersive playful video experience.

The game as a vehicle for sharing.

A medium that allows to reach in a transversal way to an even wider target audience, with lightness and irony.

Involve and train the subjects of your company in a process of GAMIFICATION, to learn, compare and improve.





VR gaming

VR LEARNING

Use VIRTUAL REALITY as a support for distance or classroom training, to accompany didactics with an IMMERSIVE experience that amplifies the training value of a corporate workshop or refresher course. And, again, to develop a practical simulation part of the experience to accompany the theoretical basis and train staff even in the impossibility of being in a specific physical location.





Virtual reality is the technology by which the experience itself is perceived.

Jaron Lanier

Let's keep in touch!

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