Loop srl
Graphic study

Location: Italy > Emilia-Romagna > Bologna
Website: http://www.loopmm.com/projects

Showcase description

Loop S.r.l Loop is a team of professional and creatives specialised in interaction design and 3D animation. Loop creates immersive ambients, interactive video mapping and artistic installations. Loop works with museums, events and fairs, using advanced technologies and 3D content. Loop projects Computer Visions and Interaction Design for Augmented Experiences The Loop Projects are freely and completely ideated and realized by Loop. These Projects are about the relationship between art, medium, message and spectator: Loop uses the space and the message as a building block for the creation. Focus of 2013 Projects is the requalification of the cultural local heritage with interactive installations, as Torre Aumentata (Augmented Tower) and the interactive artwork Recondite Formelle (secret sandstone panels) 2006 - Piccionaia 1 (Pizunèra) 2007 - Piccionaia 2 (Un bèl usèl) 2008 ? Pac Smart ? interactive GPS game for Smart - Rome 2009 ? Actrack ? interactive windows system 2010 - Stand of Bologna Project ? Shanghai Expo 2012 - FlowAR ? Augmented Reality installation for the event "difioreinfiore" - Bologna 2013 - All that is solid melts into air ? interactive videoinstallation with blow - Art City White Night - Bologna 2013 - Fuorisalone ? immersive set-up - showroom Marcona 3- Design Week - Milano 2013 - Torre Aumentata ? interactive digital installation and augmented reality in a middle-age tower - Bologna 2013 ? Recondite Formelle ? interactive artwork - Piazza Maggiore, Bologna CONTACTS Producer Laura Farolfi l.farolfi@loopmm.com T. +39 051222395 loopmm.com/projects loopmm.com/torreaumentata

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