



CONSTANT INNOVATION AS A STRATEGY AND A PRODUCTIVE TECHNIQUE.

Quality, beauty and wonder as a result.



01. ABOUT US

We carry out international immersive projects focused on the conception, design, production, distribution, installation, promotion and management of permanent and travelling multimedia exhibitions of great cultural appeal and originality.

Multimedia exhibitions, applications, audiovisuals, educational products for the digital market and traditional publishing, accessories and merchandising dedicated to all our productions.



Crossmedia Group endeavours to highlight artistic heritage worldwide. Founded in 2008 in Florence, it has taken a key role on an international scale as a producer and distributor of innovative formats and strategies for multimedia exhibitions, apps, educational and editorial products, content and exhibitions for museums, organizational bodies and large businesses.

In compliance with their mission, Crossmedia Group, in whose ownership a major international financial partner has entered, has decided to focus its attention on the realization of 'edutainment' projects. These are centered on the conception, production, distribution and installation of temporary and permanent immersive shows, marked by their great appeal, originality and drama.

A format of cultural entertainment to be enjoyed by all, while especially accomplished at engaging with the younger generation who have been brought up with new forms of media, due to the theatricality and contemporary narrative language.





**OVER 1,000,000
TOTAL VISITORS.**



Proof of this is the huge public success obtained from Klimt Experience, Da Vinci Experience, Monet Experience, Renaissance, Modigliani Art Experience and the more recent Inside Magritte and Van Gogh & the bohemians. Over 1,000,000 total visitors of which circa 60% under 35.

Artists, works of art, ideas, and stories of universal fame and timeless appeal, give life to interactive exhibitions produced and carried out with the most state-of-the-art technology by an interdisciplinary pool of professionals. Between 2018 and the first half of 2019, Crossmedia Group productions will be programmed in Germany, China, Sud Corea, USA, and in the main South American countries. Also in 2018 Crossmedia Asia was opened in Hong Kong for the implementation of distribution and development projects in Asia.





**THE NEW SPACE
DEVOTED TO
IMMERSIVE ART**



CATTEDRALE DELL'IMMAGINE

Walking down the very central Via di Por Santa Maria in Florence, the street connecting Via Calimala to Ponte Vecchio, we come across a small street that, like a wormhole, rips up the thick fabric of hotels, cafes, restaurants, and shops and throws us into a future made of art, creativity and technology: we are at the Cattedrale dell'Immagine, the new space devoted to immersive art. Here high impact visual modern digital technologies developed by Crossmedia Group create a unique emotional context, where history, tradition, and art meet the languages of modernity, creating total narrations, destined to shape the image of generations to come.

The Cattedrale is located inside the deconsecrated church of Santo Stefano al Ponte, one of the many hidden gems in the city of Florence. Renowned to Florentines because of its concert business that started in 1983, the excellent acoustics of the place enhance instrumental musical executions and make concerts the main collateral activity of the Cattedrale dell'Immagine today.



02. WHAT WE DO

**Constant innovation as a strategy and a productive technique.
Quality, beauty and wonder as a result.**

Our shows are now synonymous with an immersive multimedia format of great quality, designed for entertainment of the general public. Operating from our permanent office in Florence we manage a network of partners and agents, guaranteeing key presence.



WHAT MAKES OUR EXHIBITIONS UNIQUE





International brand

The concept of each exhibition is developed after an accurate analysis of the potential value and reputation of the brand into the international market.



Mass appeal

To improve our decisions, we constantly examine the statistical reports on worldwide exhibitions, that's why we are able to understand audience habits and to anticipate the new styles and trends of people of all ages and cultural backgrounds.



Entertaining

Our first mission is the visitor's satisfaction; we strongly believe that the time spent attending an immersive exhibition must be above all a pleasant experience. We always follow Horace's teachings: to instruct and delight.







Educational

The sensorial stimulation given by an immersive show allows to expand the individual visual and emotional perception, favoring the understanding and learning of the represented contents in an innovative and captivating way, be they historical, sociocultural, scientific or artistic.



Prestige and reliability

Before any production starts a committee of experts gives rise to a long preliminary work of research and in-depth analysis. Historians, art critics, professors of communication techniques, as well as museum curators, contribute to the project development and support the director in the narrative selections.



Direction

We entrust the direction of our multimedia exhibitions to video-makers with a strong international experience. Professionals who give their soul and intellect to their works, according to a new interpretation of the theme treated simultaneously visionary and realistic.





Personne
Ceci n'est pas une pipe.

village à
l'horizon

Ceci n'est pas une pipe.

cheval de plom
nuage

Personnage assis

Ceci n'est pas une pipe.

Personne

l'horizon

Ceci n'est pas une pipe.

Ceci n'est pas une pipe.

Personnage assis

Ceci n'est pas une pipe.

Personne

Ceci n'est pas une pipe.

Personne

l'horizon

Ceci n'est pas une pipe.

Ceci n'est pas une pipe.

Personnage assis

Ceci n'est pas une pipe.

Personne

Ceci n'est pas une pipe.

Personne

l'horizon





Technical direction

The expertise and the constant updating allow us to successfully complete a technologically complex endeavor, designed and carried out in accordance with the basic principle of multimedia representation: the use of technology must never be a goal in itself, rather a means for the enhancement of the contents of which it is an instrument.



Easy transfer, set-up and deinstallation

The exhibition format designed by Crossmedia Group is the only solution of its kind that can optimize time and costs for the transfer, installation and deinstallation of the equipment. By using a modular system, regardless of the size and architectural style of the exhibition spaces, it can be transformed in an immersive location in a short time.



Direct and supplementary revenues

The productions signed Crossmedia Group generate an important range of revenue opportunities: ticketing, sponsorship, merchandising, audio guides, catalogue, additional events, photo opportunities, hospitality, food & beverage.



03. OUR PRODUCTIONS

The foundations of our work lay on the realization of international projects based on the planning, production, distribution and set-up of immersive multimedia exhibitions, both permanent and temporary, characterized by a strong appeal, originality and spectacularity.

A cultural entertainment format that can be enjoyed by everyone, but that, thanks to the spectacularity and contemporaneity of its narrative language, can especially engage the generation that has grown up with new media.





A CULTURAL ENTERTAINMENT FORMAT



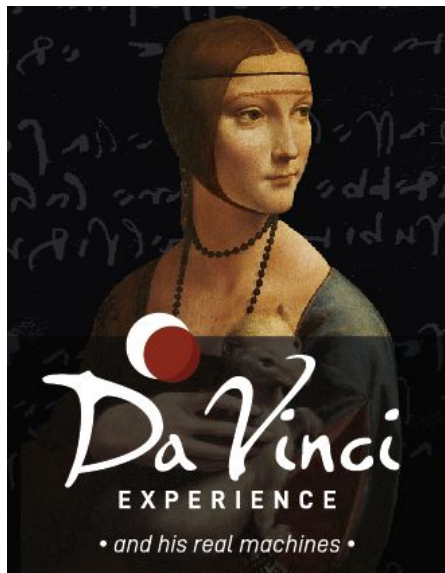


Da Vinci
EXPERIENCE

DA VINCI EXPERIENCE 500

MAE (Ministero degli Affari Esteri) OFFICIAL PRODUCTION
FOR THE 500TH ANNIVERSARY OF LEONARDO'S DEATH

An innovative project, depicting Leonardo's genius, his boundless knowledge and eclecticism.



**FLORENCE, CATTEDRALE
DELL'IMMAGINE**

13 May 2017 - 8 Oct 2017
12 May 2018 - 4 Nov 2018

**ASPEN,
ASPEN MEADOWS CAMPUS**

6 Aug 2017 - 9 Aug 2017

ARESE (MILAN), IL CENTRO

16 Feb 2018 - 1 May 2018

**BEIJING, SUNKEN CENTRAL
PLAZA**

9 Jun 2018 - 9 Sept 2018

**SHANGHAI, LUJIAZUI
FINANCIAL CITY WORLD ART
CENTER**

22 Nov 2018 - 3 March 2019

**TREVISO, SALA BORSA -
CAMERA DI COMMERCIO**

19 Apr 2019 - 4 Aug 2019

**LIMA, MINISTERIO DE
CULTURA**

9 Apr 2019 - 8 Jun 2019

**SANTIAGO, MUSEO
ARTEQUIN**

9 Jul 2019 - 5 Aug 2019

**SAN PAOLO, MUSEO DE
CIDADE DE SÃO PAULO**

2 Sept 2019 - 7 Oct 2019

Da Vinci
EXPERIENCE

WATCH THE TRAILER





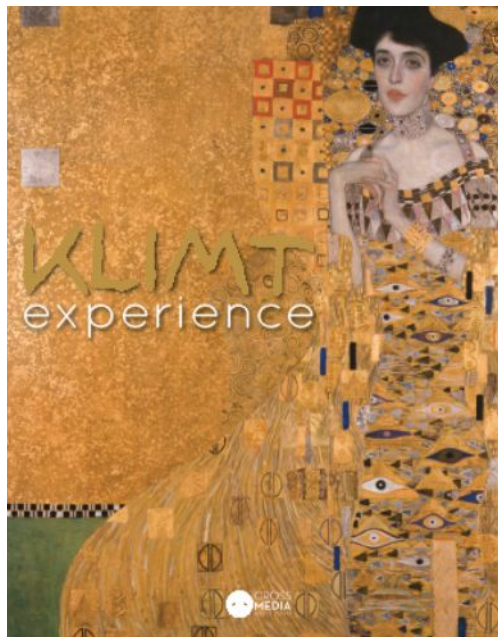
KLIMT.
experience

GUSTAV
KLIMT.

1862 - 1918



KLIMT EXPERIENCE



The triumph of an art without borders, a mixture of plastic arts, design, architecture and jewelry.

FLORENCE, CATTEDRALE DELL'IMMAGINE

26 Nov 2016 - 1 May 2017

CASERTA, PALAZZO REALE

7 Jun 2017 - 7 Jan 2018

MILAN, MUDEC

26 July 2017 - 7 Jan 2018

ROME, SALA DELLE DONNE

10 Feb 2018 - 10 Jun 2018

SHANGHAI, HONGQIAO ART CENTER

13 July 2018 - 13 Oct 2018

NAPLES, BASILICA DELLO SPIRITO SANTO

20 Oct 2018 - 3 Feb 2019

KLIMT.
experience

WATCH THE TRAILER





**INSIDE
MAGRITTE**
emotion exhibition



INSIDE MAGRITTE Emotion Exhibition



Thanks to an important collaboration with the Succession Magritte, Crossmedia Group brought to life one of the most important immersive experiences dedicated to the art of the Belgian master.

Inside Magritte – the first digital and multisensory monographic exhibition suspended between reality and fantasy.

MILAN
FABBRICA DEL VAPORE
9 Oct 2018 - 10 Feb 2019

**INSIDE
MAGRITTE**
emotion exhibition

WATCH THE TRAILER



Monsieur Monet, que l'hiver ait
été sa vision de leur
habite, en peignant, Giverny
sis près de Vernon, dans Le Louvre.
(Stéphane Mallarmé)

Monet
experience
and the impressionists



MONET EXPERIENCE and the impressionists



An immersive project that will change your point of view about Impressionism.

**FLORENCE,
CATTEDRALE DELL'IMMAGINE**
18 Nov 2017 - 1 May 2018

Monet
experience
and the impressionists

WATCH THE TRAILER

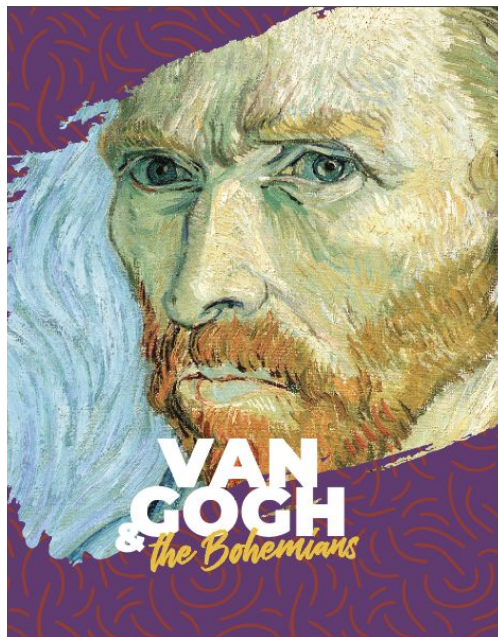




**VAN
GOGH**
& *the Bohemians*



VAN GOGH & THE BOHEMIANS emotion exhibition



A digital narration determined to emotionally involve the audience in the controversial personal and artistic events part of the life of **Vincent van Gogh**, one of the most famous and admired artists of all times. Along with him, the production focuses on the lives and the works of some of the greatest painters of the time who all share, even if in the different expressive forms of their artistic production, a tormented life of non-conformity: **Paul Cézanne, Paul Gauguin, Henri de Toulouse-Lautrec, Sautin, Modigliani.**

**FLORENCE,
CATTEDRALE DELL'IMMAGINE**
6 Dec 2018 - 5 May 2019

**VAN
GOGH**
& *the Bohemians*

WATCH THE TRAILER

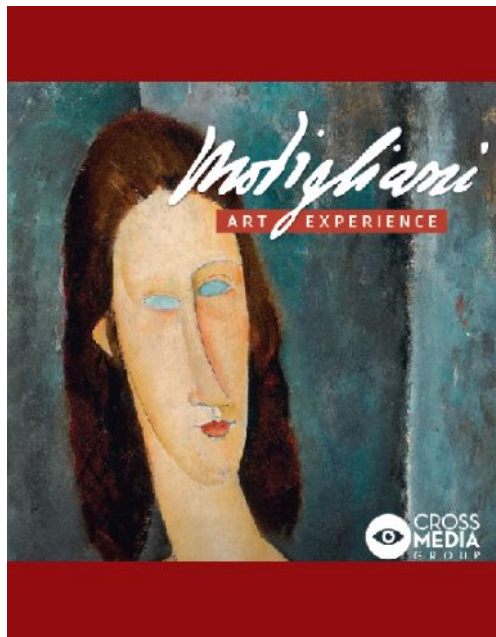




Boccioni
ART EXPERIENCE



MODIGLIANI ART EXPERIENCE



A fascinating narration, recreated through the use of images, sounds, music, evocations and suggestions, that will recreate in front of the eyes of the visitors the universe of the painter and sculptor **Amedeo Modigliani**. It will also project the audience into the Parisian background, of which Modi – the ultimate "cursed artist" – was the absolute protagonist.

MILAN, MUDEC
20 Jun 2018 - 4 Nov 2018

Modigliani
ART EXPERIENCE

WATCH THE TRAILER





RENAISSANCE
文艺复兴2018



VR
Experien
VR

RENAISSANCE
2018

RENAISSANCE
文艺复兴2018
心临其境 *from Art to HeArt*

Buona arte
FIRENZE

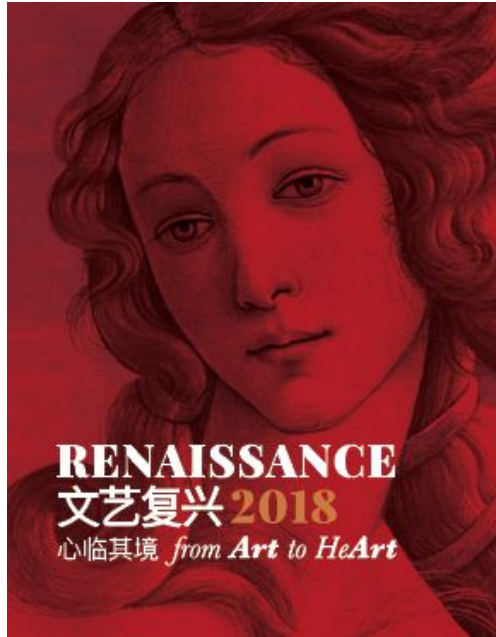
文艺复兴
• 广州沉浸式艺术展

2018/10/18-2018/10/17

Close 10PM



RENAISSANCE from Art to HeArt



In 2018 Crossmedia Group had its debut in the Asian market, with two musts of our catalogue such as Da Vinci Experience and Klimt Experience, and with a brand new production: **Renaissance**.

A way to relive the past, a multimedia journey to recount and live an artistic and cultural period of the history of Europe that developed in Florence between the end of the Middle Ages and the beginning of the Modern Age. An exhibition to enter the atmosphere, the life and the ideas of a time that changed the world.

GUANGZHOU

8 Aug 2018 - 17 Oct 2018

RENAISSANCE
文艺复兴2018
心临其境 *from Art to HeArt*

WATCH THE TRAILER

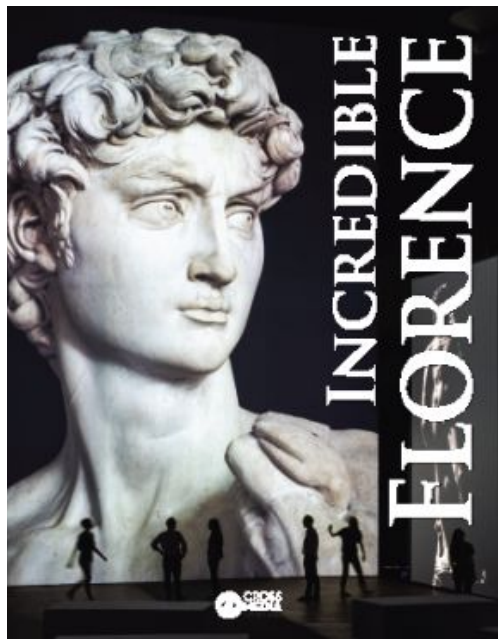




INCREIBLE
FLORENCE



INCREDIBLE FLORENCE



2000 years of Florentine art and history as you have never experienced before.

**FLORENCE,
CATTEDRALE DELL'IMMAGINE**
17 May 2016 - 15 Nov 2016

INCREDIBLE FLORENCE

WATCH THE TRAILER



A vibrant, multi-colored nebula with a white diamond shape in the center containing the text "MOON AND BEYOND". The nebula features a mix of blue, purple, orange, and red hues, with numerous bright stars scattered throughout. The text is centered within the white diamond.

MOON
AND
BEYOND

MOON AND BEYOND



On the occasion of the Fiftieth anniversary of the moon landing, **Moon and Beyond** – the narration of the moon in all its infinite declinations, from its literary, cultural and artistic imaginary, to its conquest by Man, relived through original **NASA** material.

GUANGZHOU
September 2019

MOON AND BEYOND

WATCH THE TRAILER

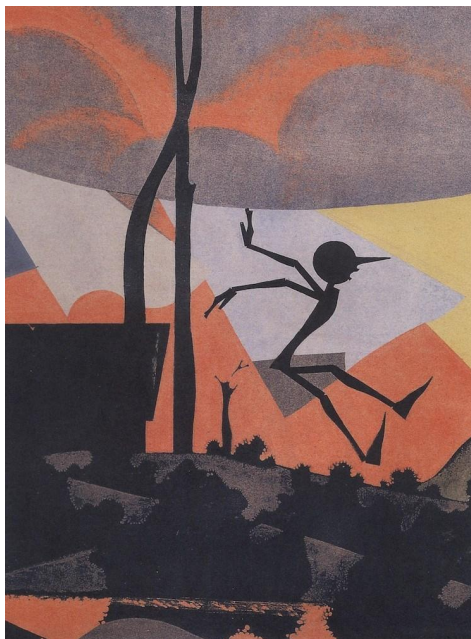


An artistic illustration featuring Pinocchio, Geppetto, and the Fox and Cat. Pinocchio is on the right, a tall, thin silhouette with a large, pointed hat. Geppetto is on the left, a smaller figure in a red coat and white shirt, looking towards Pinocchio. The Fox and Cat are also on the left, with the Fox's head and the Cat's body visible. The background is a textured, abstract landscape with a large, spotted mountain peak. A white diamond shape is centered in the image, containing the text 'INSIDE PINOCCHIO'.

INSIDE
PINOCCHIO

very serious trouble...

INSIDE PINOCCHIO



The story of the most famous wooden puppet in the world becomes an immersive experience with the **Leo Mattioli's** illustrations.

FLORENCE, PALAZZO GERINI

from 13 May 2019

ROME

Coming soon

INSIDE PINOCCHIO

WATCH THE TRAILER



COMING SOON





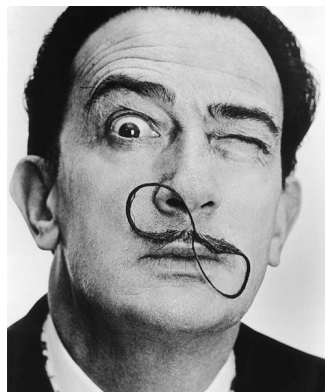
Raffaello2020

There is another date marked on our calendars: 6 April 1520. After 2019, a year dedicated to the celebrations for Leonardo, 2020 will mark 500 years since the death of another immense artist: Raffaello Sanzio, known as Raphael. For this reason, Crossmedia Group is ready to celebrate this anniversary with a spectacular production: Raffaello 2020.



INSIDE FRIDA KHALO

An icon, a myth, a woman. The most important Mexican painter of the 20th century. Inside Frida will be another great production that Crossmedia Group will produce in the months to come. A one-of-a-kind exposition event dedicated to the great Frida Khalo.



INSIDE DALÌ

After the success of Inside Magritte, also because of the precious collaboration with Succession Magritte, Crossmedia Group is planning another great production dedicated to a universal artist. We will soon be launching Inside Dalí, a monograph focused on the Spanish master.





www.ctcrossmedia.com