

Imagis Lab presents

# VIRTUAL REALITY & BEYOND

Thursday  
March  
23rd  
2.00pm-6.30pm

Politecnico di Milano, Campus Bovisa  
Via Candiani 72, Castiglioni Room  
(B1 Building, 3rd floor)

A seminar edited by  
Mariana Ciancia, Ilenia Mariani  
and Francesca Piredda

2.15-2.45pm: Welcome and introduction

2.45-3.30pm: The New Business of Immersive Experiences Production.  
Gianluca Ferremi (Visyon - [visyon360.com](http://visyon360.com))  
& Andrea Papini (Toboga - [toboga.com](http://toboga.com))

3.45-4.00pm: Designing Feelings. The house of Alessandro Mendini.  
Alessandro Agostini & Alejandro Martinez Rey  
(Vitruvio Virtual Museum - [vitruviovirtualmuseum.com](http://vitruviovirtualmuseum.com))

4.15-5.15pm: VR medium and it's language development. First steps into a VR storytelling  
Oliver Pavicevic ([oliver.graphics](http://oliver.graphics))  
& Patrizio Giampietro

The audiovisual experience multiplies the forms and contexts of use. Storytelling for branding and for social communication experiments modes of interaction and target audience involvement through immersive experiences. Social media integrate live streaming modalities, technologies and devices originally developed within the digital entertainment market. We can enter imaginary worlds using a subjective point of view, moving through fictional spaces as if they were real, simulating design solutions, exploring places and meeting people far away as if they were in presence. Narratives and images are conveyed according to a peculiar point of view, editing and post-production have a different but essential role.

Through the testimonies of artists and practitioners, we want to reflect on grammars, processes and practices that are shaping around the technologies of virtual reality and 360° video.

The following are relevant questions that we would address:

- Can we identify new grammars? What is the role of aesthetics?
- Are new or specific skills required?
- What is the role of the design in shaping immersivity? How can we design properly, according to a user-centred approach?
- What will be the role of the Web? Can we stream the immersive experience live? Can we imagine a collective fruition of these contents?
- From a business perspective, which are the markets of reference?

The seminar develops the topics addressed in the courses:

Master of Product Service System Design  
Visualization & Prototyping course  
"FILM-LIVE. Participatory experiences beyond cinema"

Prof: Chiara Ligi & Francesca Piredda  
Tutors: Ilenia Mariani & Simona Venditti

Master of Communication Design  
Complex Artifacts and System Design Studio  
"Interactive Transmedia Narrative For New Media"

Academic Year 2016/2017  
Prof: Mariana Ciancia & Ilenia Mariani  
Tutor: Simona Venditti