



We are **WhatWeAre**.

WhatWeAre is a collective of consultants specialised in the design and production of immersive environments.

WhatWeAre is a team of professionals from different fields with specific skills: user experience, system integration, architectural mapping, content creation, photogrammetry, software development for interactive applications, augmented and virtual reality.

We start from the experience of the people who will live in the spaces, taking care of every detail, from the technological set-up to the visual impact. Whether it is enriching an exhibition path or giving new life to a traditional space, our integrated approach ensures a harmonious, high-impact result.

We find the right balance between technology and experience to deliver projects that exceed expectations, both ours and our clients'.

The **core team**, made up of Andrea Nadalini (*Art Director*), Michele Fucci (*AV Engineer*) and Enzo d'Annibale (*Virtual Reality Designer*), is joined on each project by a well-established network of companies and professionals.

Andrea Nadalini  Art Director

Audio Video Engineer  **Michele Fucci**

Enzo d'Annibale  VR Designer

WhatWeAre was founded in 2019 from the union of diverse professional backgrounds, bringing a broad and complete design vision.

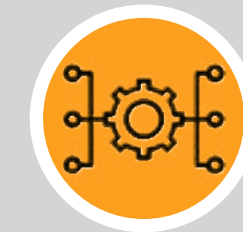
Our independence is a defining trait: we choose the best technological solutions for each project, free from constraints or predefined models. This allows us to create tailor-made solutions, with a team of specialists assembled ad hoc to best meet the needs of every client.

This is **what we do**.

WhatWeAre creates museum exhibits, architectural mapping, immersive installations, virtual events, audio/video engineering projects, and virtual and augmented reality applications.



IMMERSIVE SPACES



SYSTEM INTEGRATION



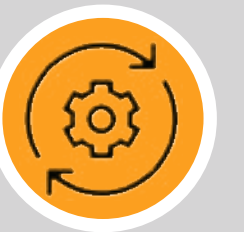
MUSEUM PROJECTS



ART & DESIGN



VIRTUAL SPACES



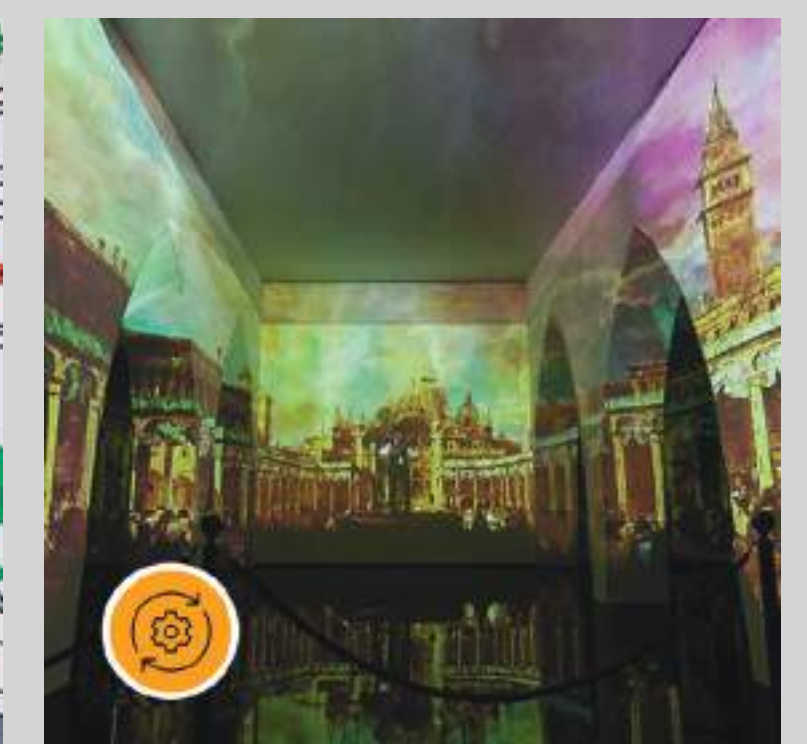
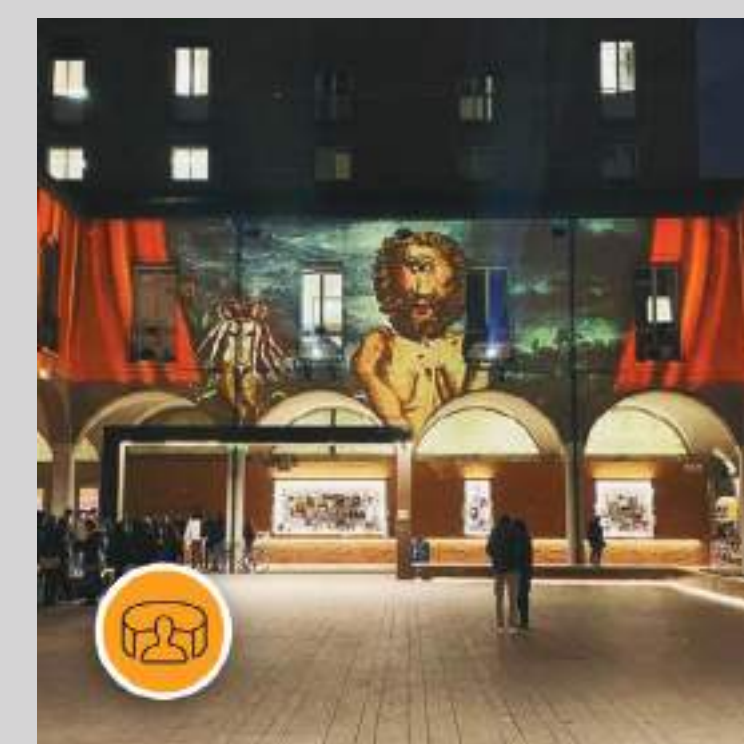
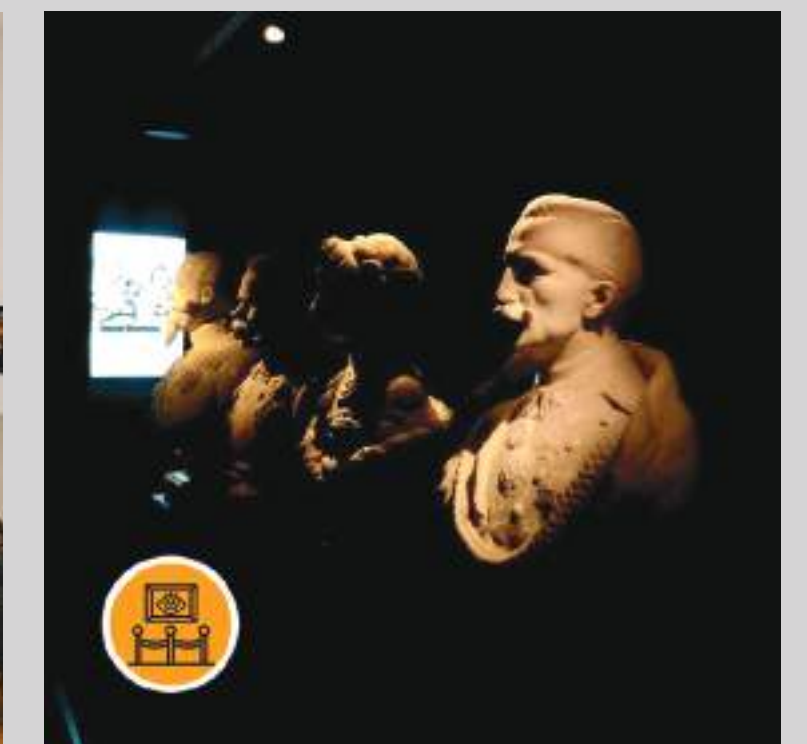
DIGITAL RESTORATION

WhatWeAre supports projects across every stage: from concept to design, from installation to content production, including project management, supplier sourcing, procurement support and scouting for innovative solutions.

One of the main strengths of **WhatWeAre** is its many national and international partnerships with resellers, exhibit builders, construction firms and tech companies, which make it possible to follow the whole process and offer cutting-edge solutions for interactive experiences, playful mapping and holography.

This is **how we do it**.

A selection of the latest projects by **WhatWeAre**.



MOTUS HYPERCUBUS



Motus Hypercubus is an interactive sculpture conceived by **WhatWeAre** and created together with **CNR ISPC**, **Istituto Modartech** and the **Piaggio Museum**.

Motus Hypercubus, a sculpture suspended above its container, is an invitation to touch and to look actively, in dialogue with the visitors of the *Piaggio Museum* through the artefacts that surround it.

Starting from tactile interaction with outfits designed and made by *Modartech* students and with Piaggio vehicles from the past and the near future, and moving ever deeper towards the vanishing point at the centre of the hypercube, *Motus Hypercubus* leads us to discover an ever-evolving Universe.

Touching the design objects takes us on a leap back towards the vanishing point where creativity, research and technique converge.



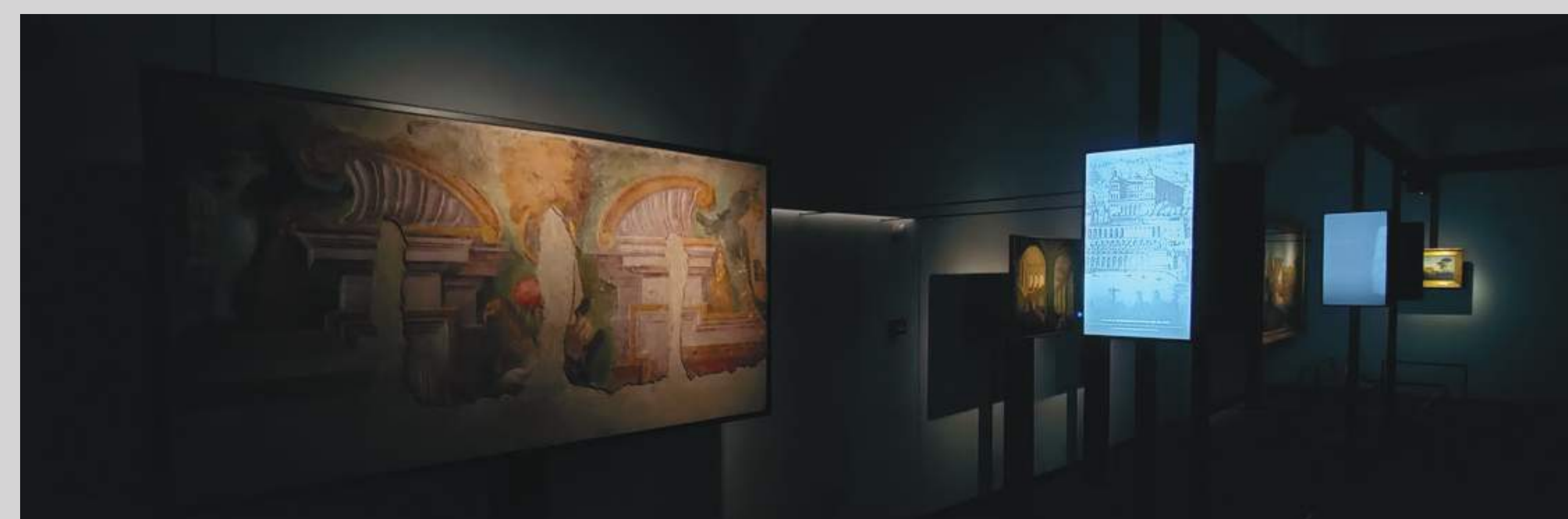
We instinctively perceive three spatial dimensions. We know how to take dimensions away from space, to simplify and represent objects and ideas. We easily read shapes on a plane or sequences of lines and points. But imagining one more dimension is an almost impossible challenge.

The hypercube is the projection, into the three-dimensional space natural to our perception, of a four-dimensional figure. It represents in space a phenomenon that escapes our perception: a volume that, closing in on itself, reminds us of the limits of our understanding and invites us to look further.

MUSEO DI PALAZZO REALE



WhatWeAre worked with **ARTLED** and the architecture studio of **Giovanni Francesco Frascino** on the multimedia design of the new *Museo della Fabbrica di Palazzo Reale* in Naples.



The permanent installation sits in a unique location, where minimal architectural solutions blend harmoniously with a space of strong character. This approach enhances both the rooms and the works and models on display, guiding visitors through a fluid and engaging narrative.

All the videos along the path are synchronised to create a cohesive experience, while precise lighting highlights the details of the nineteenth-century architectural models on display. The audio narration, spread across the different areas of the museum, blends seamlessly with the visual and lighting elements, keeping a delicate balance between technology and exhibition space.

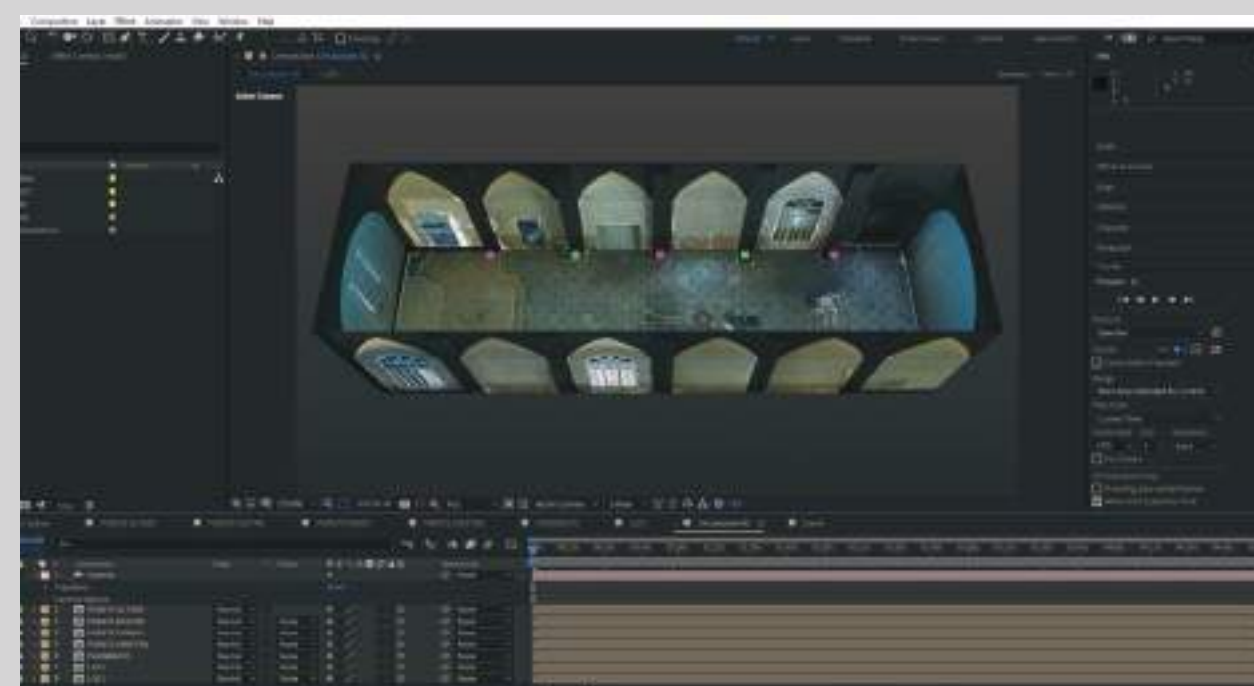
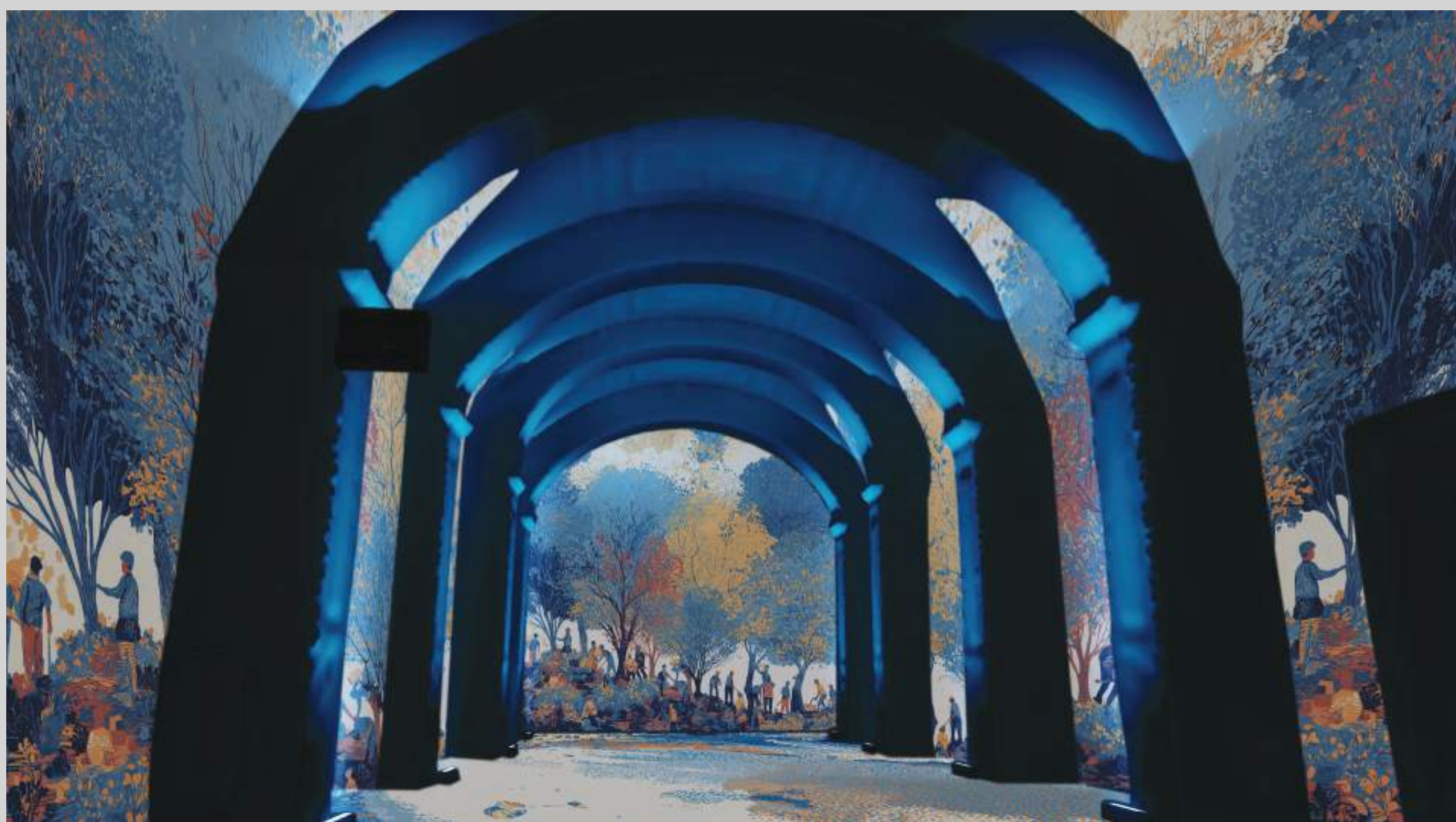
A centralised control room makes it possible to monitor and manage both individual areas and the whole visit, from an intuitive, advanced touchscreen station.



IMMERSIVE SPACES @ FOQUS



WhatWeAre takes part in the design and implementation of a permanent, immersive and interactive multimedia installation, conceived to turn a historic architectural space into a dynamic, enveloping environment. The project aims to create an experience that goes beyond traditional exhibition formats, letting visitors immerse themselves fully in visual and sound narratives that actively respond to their presence and movements.



The space was designed with a strong emphasis on interaction and play, making it ideal for many uses: from complex narrative exhibitions to educational play activities for school groups, through to an advanced conference-room set-up. This functional versatility is one of the cornerstones of the project, allowing the installation to adapt quickly to different needs without complex technical work.

The visitor experience was carefully designed to be sensory and participatory, turning visitors from passive observers into active creators of the content around them. Immersion is ensured by continuous projection on the side walls, end walls and floor.

The project treats accessibility and functional versatility as essential operating principles. Physical obstacles were removed entirely by using suspended structures to mount the projectors and sensors, leaving the space free for wheelchair users, families with pushchairs and large groups such as school classes. The walking surface was levelled with a modular raised floor that hides the cabling and evens out the historic ground, while ensuring safe and comfortable passage at every point of the installation.

LUXARDO MUSEUM



WhatWeAre worked with *Studio Architetti Mar*, *Gruppo Fallani* and *Sesto Senso* on the design of the immersive spaces and the content production for the new *Luxardo Corporate Museum*.



A large immersive multi-projection opens the immersive path, telling the story of the Luxardo family from the processing of marasca cherries to the tragic Istrian-Dalmatian exodus, from a family's drama to its will to start again.

The media server developed by **WhatWeAre** interactive studio made it possible to simulate the environment in real time to test the content, to carry out warping and blending in record time, and to export content directly for payout on BrightSign.

The story of how Sanguè Morlacco is made is told through an indoor projection mapping, which takes visitors through the production stages, from harvesting and pressing to exporting the product.

A long documentary corridor immerses visitors in the final years of the Second World War with an 8-metre-long multi-projection, recounting the tragedy of the foibe and of the Istrian-Dalmatian exodus through documents and testimonies, narrated in the first person by Franco Luxardo.

WhatWeAre also designed and programmed the centralised control room that runs and manages all of the Museum's equipment.



BRIGATA AEROMOBILE FRIULI



WhatWeAre designed and built the control and training room for the *Friuli Airmobile Brigade* in Bologna.

The space operates 24/7, with a permanent staffed post run by rotating personnel. Ease of use was as much a design priority as the robustness of the systems, given the number of integrated functions, from remote monitoring of operations to training and multi-user conferencing.

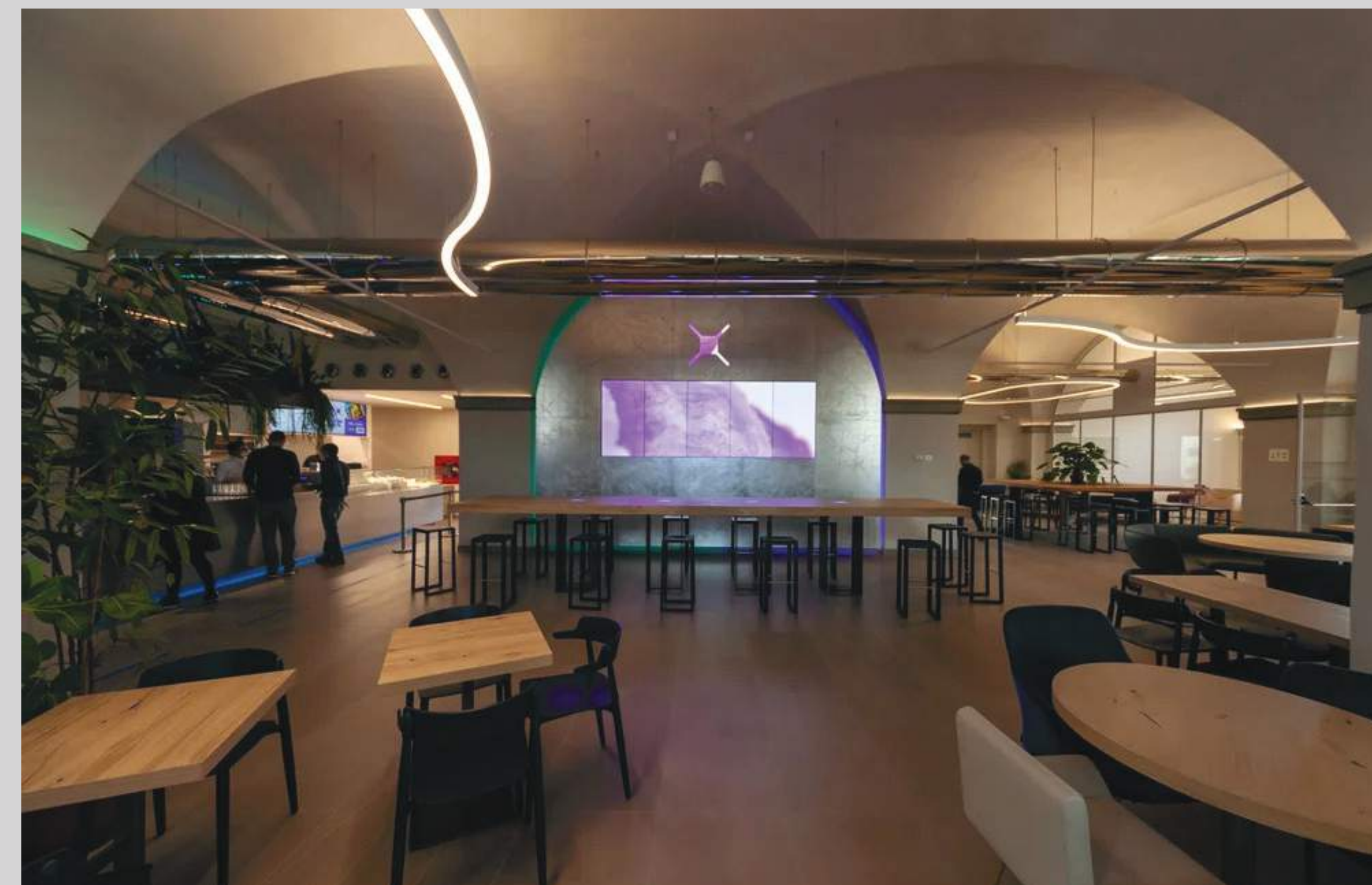


The room is designed for real-time monitoring and display of the training stations, through a broadcast-grade control room that routes every video source to the projectors, to the pop-up monitors on the central table and to the rack-mounted control screens, using either preset configurations or manual source routing.

INNOVATION CENTER / NANA BIANCA



WhatWeAre, together with *Copyworld*, designed and installed the audiovisual systems for the *Innovation Center* at the *Granaio dell'Abbondanza* in Florence.



The former granary in Piazza del Cestello hosts coworking spaces, training and multi-purpose conference rooms, the *Nana Bianca* startups, the 210-seat *Auditorium* and *The Stellar* restaurant.



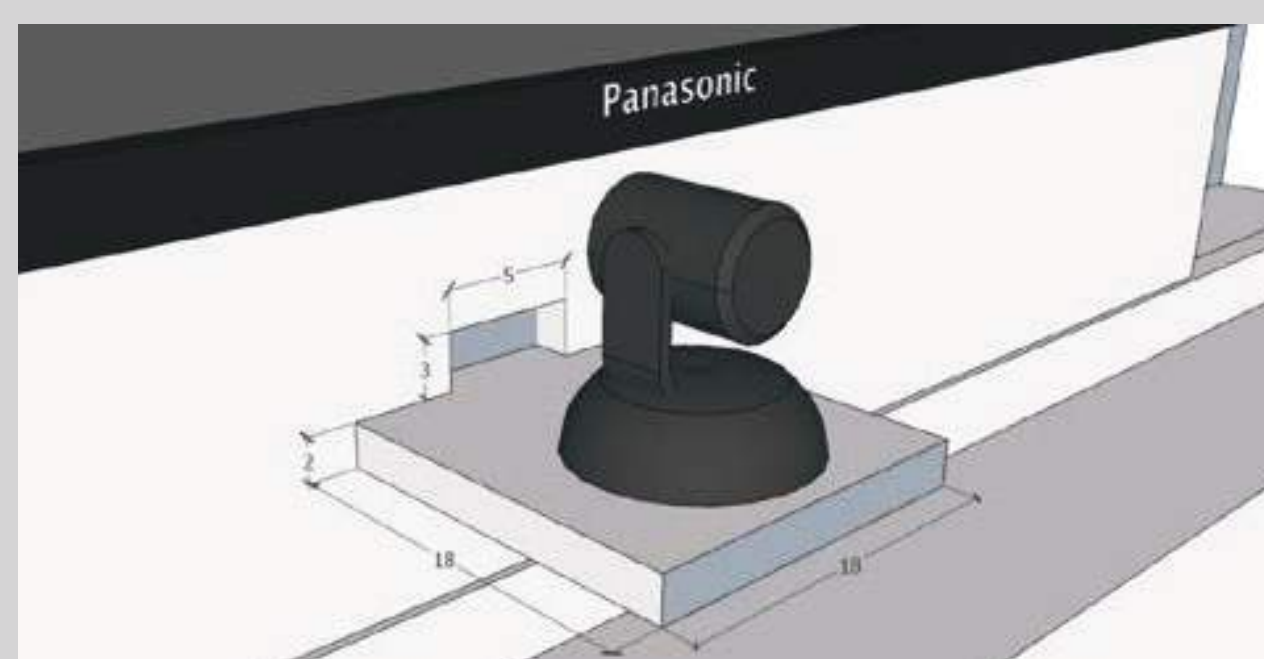
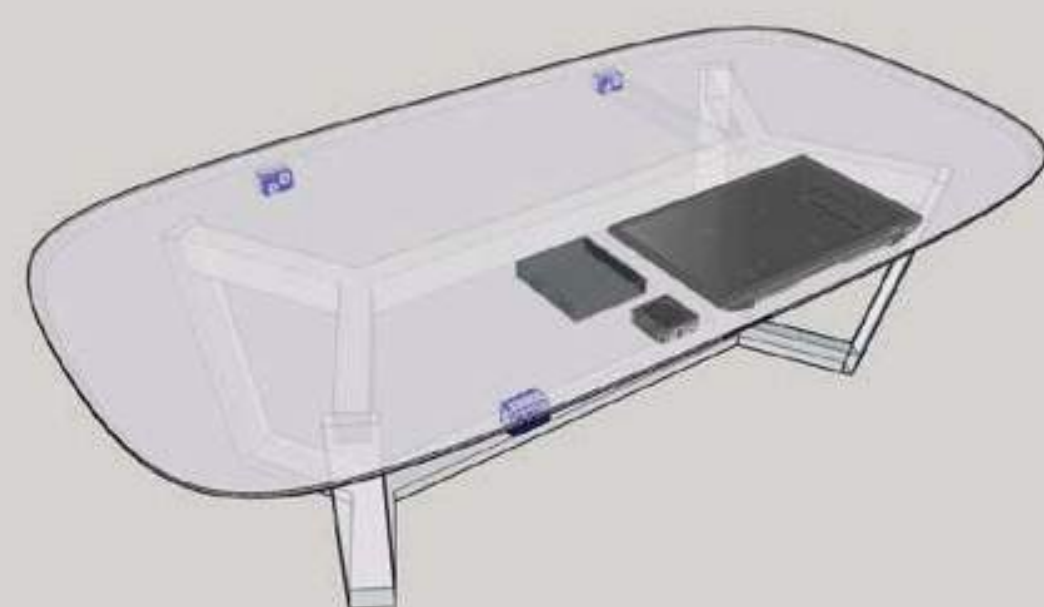
INTERMODA FIRENZE



WhatWeAre designed the virtual showroom for *Intermoda Firenze*, setting up an automated control-room system to run video conferences presenting products within the client's premises.



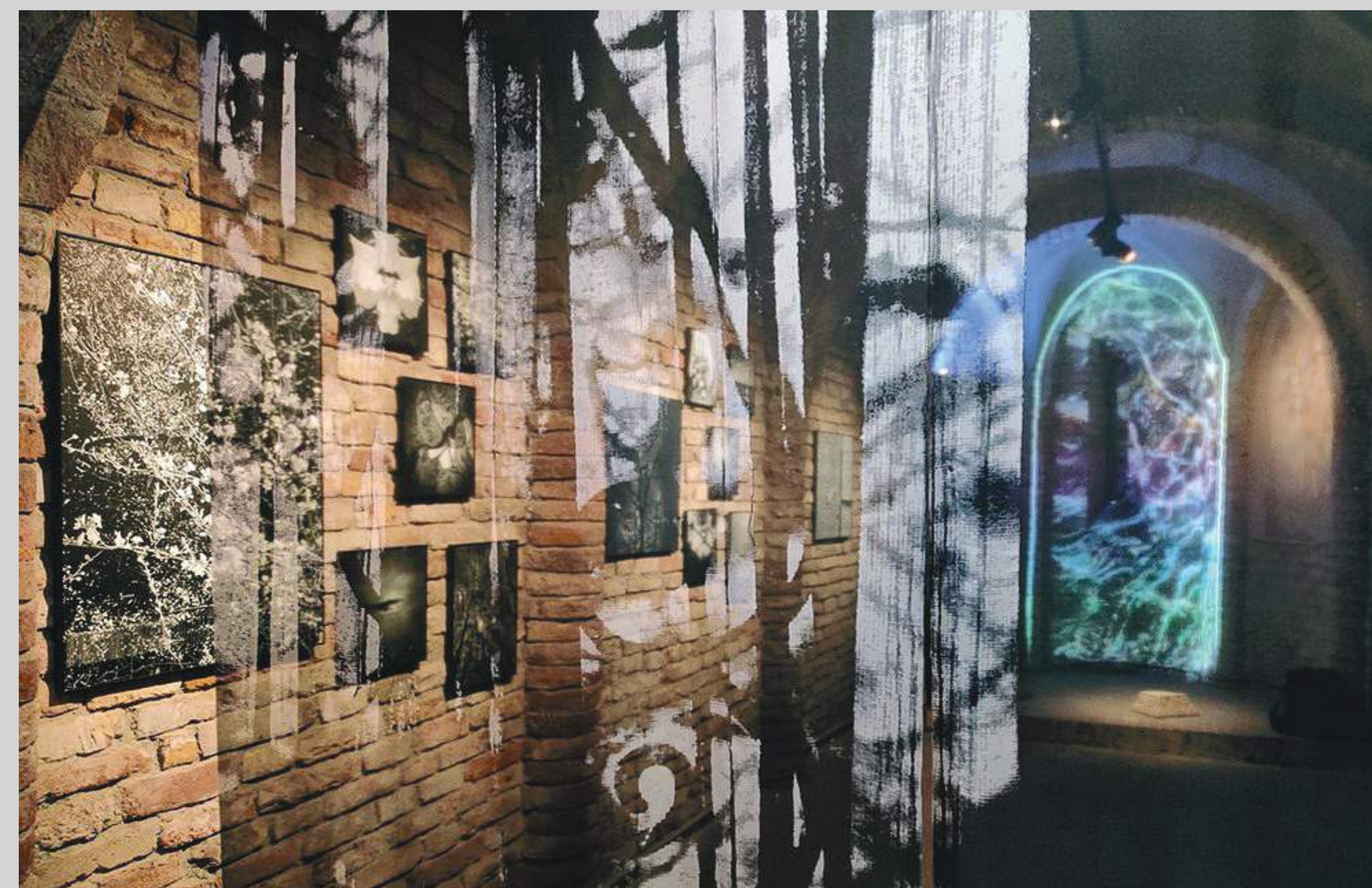
The hybrid solution makes it possible, with extremely simple operation, to present collections remotely through an auto-tracking multi-camera control room.



A SINGLE MOMENT



WhatWeAre contributed to the exhibition *A Single Moment* by Anna Caterina Masotti, on the occasion of ArteFiera/ArtCity 2024.



The project involved creating an exhibition path in the ancient crypt of San Zama in Bologna, during one of its first openings to the public.

The overall lighting and set design and the two projection mapping works in the niches guided visitors along the exhibition path, enhancing a historic place. The Roman-era floor and the seventeenth-century frescoes were brought into dialogue with Masotti's work, in an exchange between architecture, photography and wide transparent drapes revealing images and spaces.

