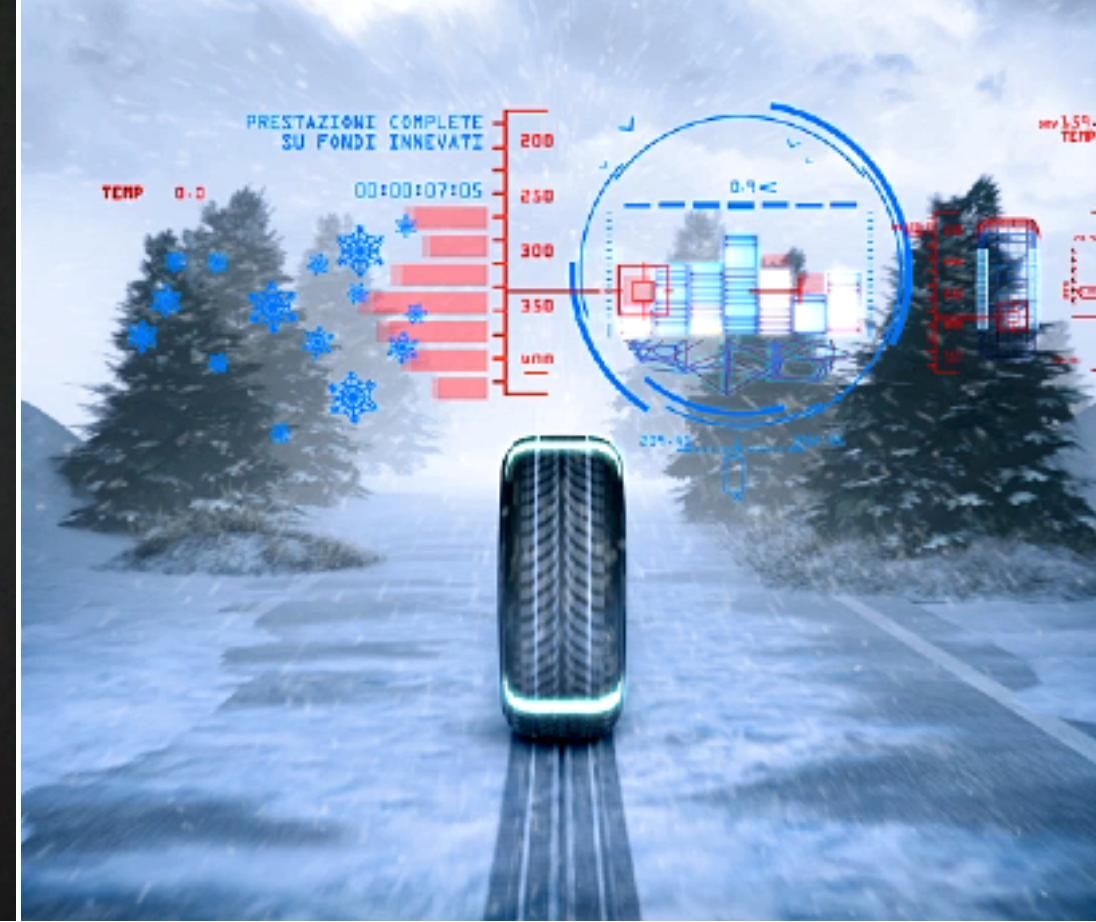
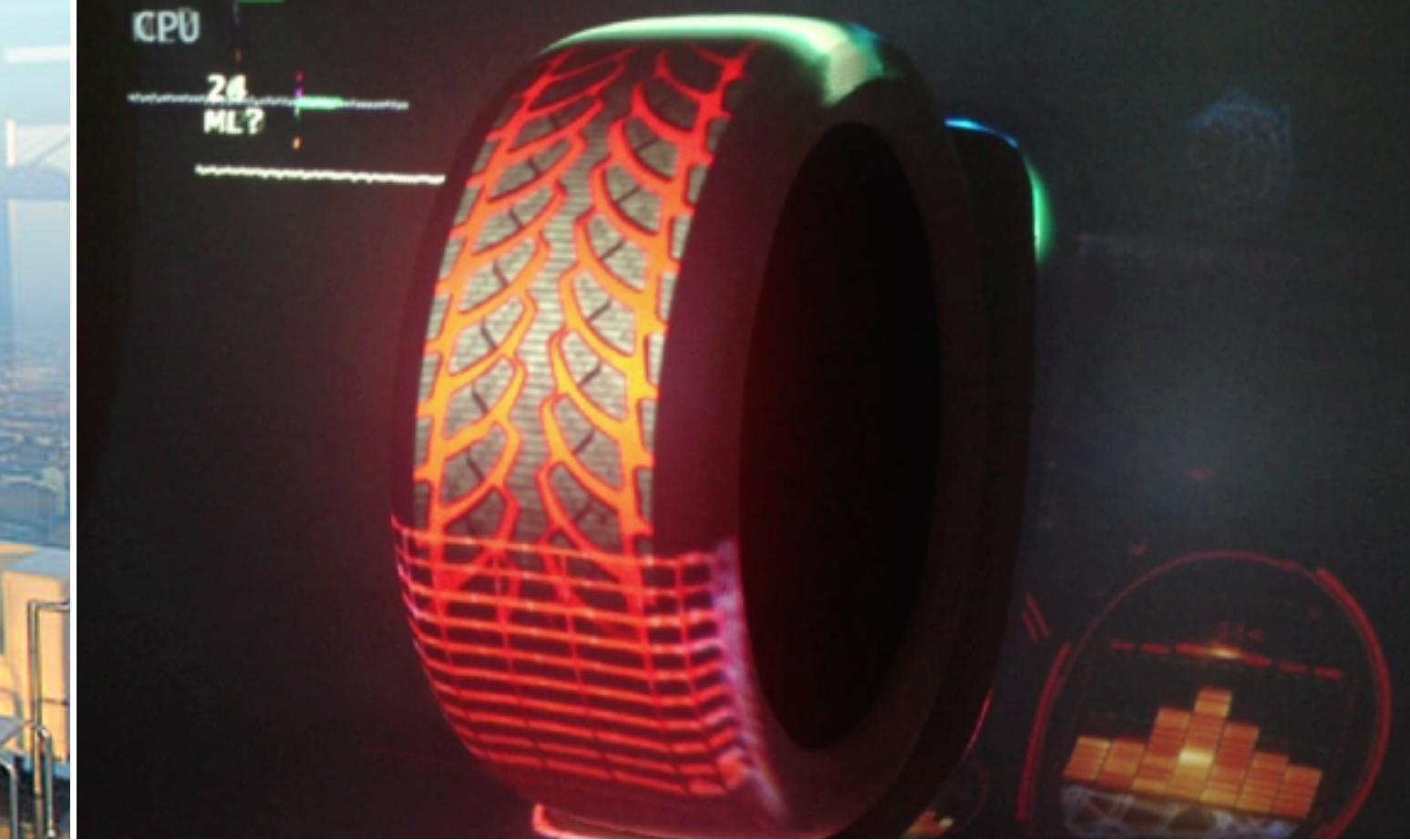
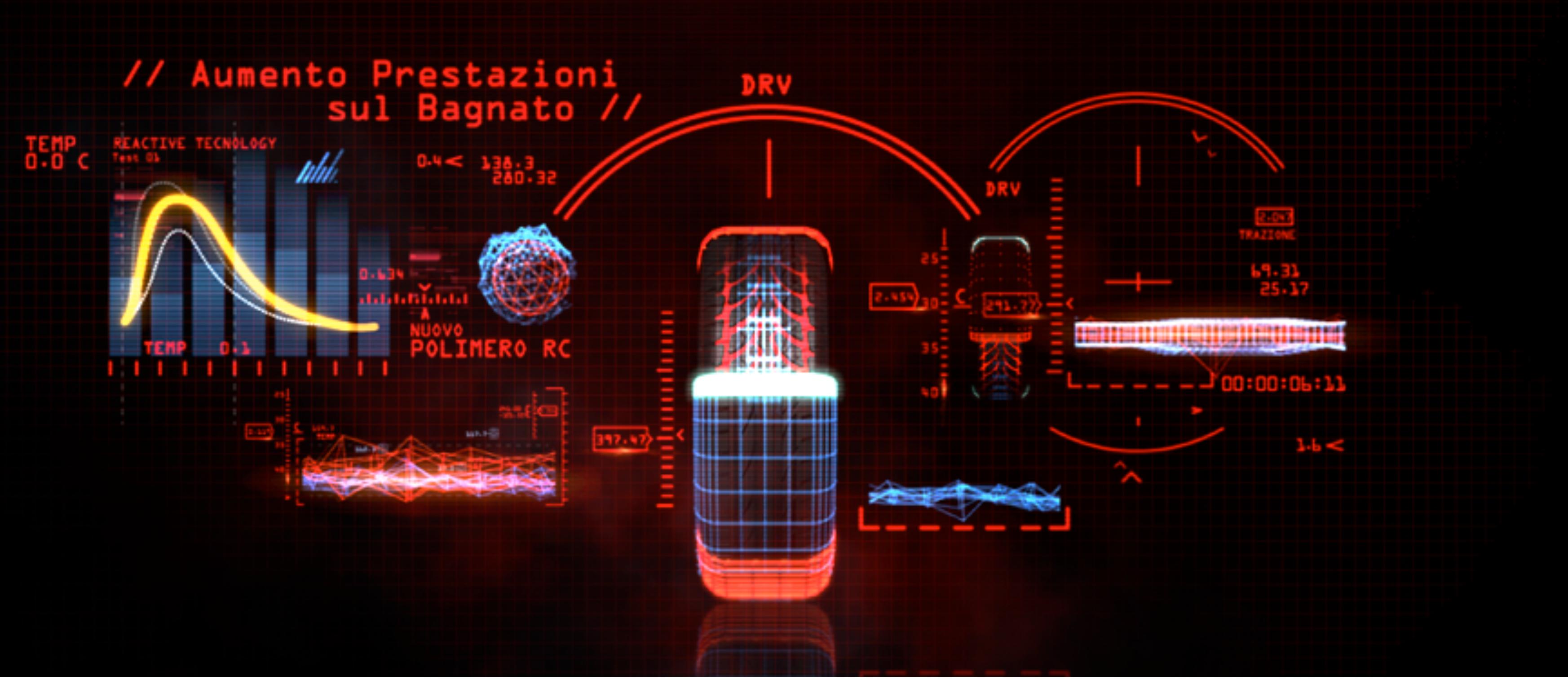




# Asus

## Authentic Beauty

During the Milan Design Week 2013, Asus featured its “Authentic Beauty” exhibition showcasing their innovative products. Thanks to the 3D projection mapping each installation involved a multi-sensory journey, able to attract the visitor's attention. The five different installations aimed to show the peculiar characteristics of each new Asus product leading the exhibition to generate immediate social and press reactions.



# Bridgestone

Press Event

For the launch of the new summer/winter tires (Potenza S001 - Blizzak LM32) Bridgestone organised a spectacular press event on the top of one of the most prestigious buildings in Milan. A portion of the event included a 3d projection mapping video installation, We created an immersive experience which enabled the audience to explore the different tyres features, while these perform on different weather conditions.