



ART

+TECHNOLOGY

+INTERACTION

SAME  
SAME  
BUT  
DIFFERENT

Art  
&  
Multimedia

Interaction  
&  
Experience

Exhibitions  
&  
Cultural  
Heritage



Just Loop it

**(un)Professionals**

**(un)Reliable**

**(un)Believable**

Loop projects:  
interactive visions and digital design  
for augmented experiences.



## Awards

- 2015, Winner of ArteLaguna, Art for Business, Venice: "BeSides", interactive installation
- 2014, Winner of the Contest for a permanente Artwork in International Airport "Karol Wojtyla", Bari: "Drop Fall", interactive artwork
- 2013/2014, Winner of Comune di Bologna competition for videoprojection on Piazza Maggiore: "Recondite Formelle", interactive videomapping
- 2014, Winner of Creathon Contest, Lubec Pisa: "Holoblo", culture&technology project and design
- 2008, Winner of YouBlu Viral Contest by Derby: "Veramente Classico", short movie
- 2007, Second Prize, Short Animation Movie, Future Film Festival, Bologna: "Piccionaia 1", short 3d movie
- 2007, Winner of Best Short Animation Movie, Cortoons Festival, Roma: "Piccionaia 1", short 3d movie
- 2006, Second Prize, Short Animation Movie, Future Film Festival, Bologna: "Limbo ArtHistory", short 3d movie
- 2005, Second Prize, Short Animation Movie, Evermotion contest: "Tank You", short 3d movie
- 2006, Winner of MamBO, Comune di Bologna Grant for Innovative Companies
- 2000, Winner of MamBO, Comune di Bologna Grant for Innovative Companies

Case study

# Shanghai World Expo Bologna Pavilion



## **Layout project and interactive installation design**

of the Bologna Pavilion at Shanghai World Expo 2010  
(with Antonio Mastrorocco).

The square, the tower, the arcades (portici), and an interactive tour by bike in Bologna streets.

## **Shanghai World Expo - 2010**

Video: <https://www.youtube.com/watch?v=UqEovkdkTlo>



Case study

# Drop Fall

**Permanent interactive artistic installation** on water as common good.

15 meters high sculpture composed by three elements:

- a lighting cloud
- a LED drop which falls from the center of the cloud
- a massive monolith containing suggestive holograms with sea effects.

The monolith transforms all the travellers in drops: every photo-drop added in the sea of the monolith activates the cloud and the LED drop.

**Karol Wojtyla International Airport - Bari - 2015**

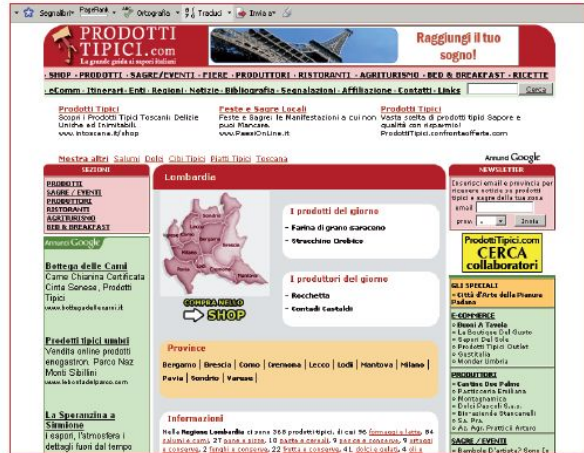
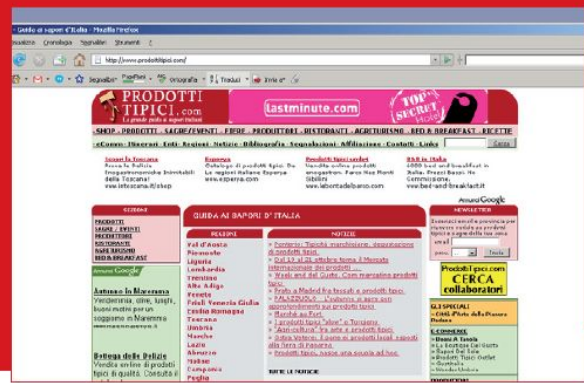
Video:

<https://www.youtube.com/watch?v=SnQJldzl04s>






**PRODOTTI TIPICI.com**  
www.prodottitipici.com  
nato nel 1998  
raggiunge oltre  
8.000 lettori al giorno  
oltre 250.000 al mese  
(settembre 2007)



**GUIDA AI SAPORI D' ITALIA**

REGIONI	NOTIZIE
Val d'Aosta	» <a href="#">"Scopri Piacenza", prodotti tipici in vetrina anche negli ...</a>
Piemonte	» <a href="#">PROVINCE: NAPOLI; MOSTRA MERCATO PRODOTTI TIPICI</a>
Liguria	» <a href="#">Sagra dell'Uva, del vino e dei prodotti tipici</a>
Lombardia	» <a href="#">52° sagra dell'uva, del vino e dei prodotti tipici</a>
Trentino	» <a href="#">SALUTE: CON BIODOMENICA IN PIAZZA IL BIOLOGICO A KM ZERO - Alimentazione</a>
Alto Adige	» <a href="#">XXVII "Sagra del Miele" ... Sortino si tinge di ambra</a>
Veneto	» <a href="#">Riconoscimento denominazione comunale per i prodotti tipici</a>
Friuli Venezia Giulia	» <a href="#">Colliano: Mostra Mercato Nazionale del Tartufo e dei prodotti ...</a>
Emilia Romagna	» <a href="#">I riflettori sulla norcineria italiana: da domani il mercato ei ...</a>
Toscana	» <a href="#">Natura e storia, festa al Circeo</a>
Umbria	
Marche	
Lazio	
Abruzzo	
Molise	
Campania	
Puglia	
Basilicata	
Calabria	
Sardegna	
Sicilia	

**STATISTICHE**

Nel nostro archivio sono presenti:  
**6084 prodotti tipici** | **8275 produttori**  
**2917 agriturismi** | **4845 ristoranti**  
**5489 sagre/eventi** | **3458 B&B**

**TUTTE LE SAGRE ED EVENTI DI OGGI 6 OTTOBRE**

SPECIALE DI PRODOTTITIPICI	SHOP DI PRODOTTITIPICI
 <b>Città d'Arte della Pianura Padana</b>	<b>Gastronomia</b> <b>Vino &amp; Olio</b> <b>Carne &amp; Insaccati</b> <b>Viaggi Gastronomici</b>
CATEGORIE PRODOTTI	CATEGORIE PRODOTTI
<ul style="list-style-type: none"> <li>» Formaggi e Latte</li> <li>» Salumi e Carni</li> <li>» Pane e Pizze</li> <li>» Paste e Cereali</li> <li>» Pesce e Conserve</li> <li>» Ortaggi e Conserve</li> <li>» Funghi e Conserve</li> <li>» Frutta e Conserve</li> </ul>	<ul style="list-style-type: none"> <li>» Dolci e Gelati</li> <li>» Condimenti, Aromi e Spezie</li> <li>» Oli e Grassi</li> <li>» Liquori ed Infusi</li> <li>» Grappe e Distillati</li> <li>» Vini</li> <li>» Miele</li> <li>» Bevande</li> </ul>

**Sito dismesso nel 2015**

Cosa può succedere a Bologna in una torrida giornata d'estate?

Case Study

# Piccionaia

# Piccionaia (Pizunèra)



Abbiamo vinto  
il 2° premio  
al FutureFilmFestival 2007!  
Si vede?



3d animated cartoons in Bologna Dialect.

2 DVD with cartoons, documentaries, extra contents.

2nd prize Future Film Festival 2007

Video 1: <https://www.youtube.com/watch?v=N3DfYF1hmv4>

Copyright by Loop srl



Case study

# Torre aumentata

**Augmented Tower** is the transformation of a medieval Bologna Tower in an artistic and interactive space.

Climbing up the tower, you find 12 floors each with a different installation that is referred to the history of the Bologna towers.

A discovering and emotional journey inside a tower , with blowing interaction, 360° projections, videomapping, augmented reality, etc.

**Torre Prendiparte - Bologna - 2014**

Video:

<https://www.youtube.com/watch?v=pweIaog7Lh4>

Case study

# Picasso in the Cube

## **Immersive Videoprojection**

The political passion of the father of Cubism in an interactive Cube.

A Cube with videoprojection on the walls and a touchscreen in the center. Three masterpieces of Picasso. For each masterpiece, a dramatic animation: the air raid of Guernica, the Franco-like catholic chicken-marquise that pays crowd, the Korea execution.

**Mostra Picasso e le sue passioni -**

**Castello Ursino, Catania - 2015**

Info e Video: <http://www.loopmm.com/works/picasso/>

Case study

All that is solid  
melts into air



### **Blowing Interactive Videoprojection**

A video-projection shows the Damien Hirst's famous skull, reproduced in 3d, suspended in space.

A metal spiral in front of the projection, where people are asked to blow.

When they blow, the diamonds are detached from the skull and float away in the space.

The more you blow, the more the diamonds are blown away.

Finally the pear-shaped pink diamond in the forehead blows away.

The skull remains naked, until some more blows make it melt away into air.

**Marcona3 Showroom - Fuorisalone, Milano - 2014**

Video: <https://www.youtube.com/watch?v=eyMyZ1kk9U>

Copyright by Loop srl



Case Study

# Out of pocket

**Interactive installation** with weight/pressure sensors and hologram .

Lay **your personal objects** on the surface and you'll see a world growing depending on objects weight.

Kinetica Art Fair - London - 2014

Video: [https://www.youtube.com/watch?v=FdS\\_7BBvC9s](https://www.youtube.com/watch?v=FdS_7BBvC9s)

Case study

# FlowAR

**Augmented Reality** Installation

Card flowers become real and animated.

Showroom 3V - Castelmaggiore (BO) - March 2012

Video: <https://www.youtube.com/watch?v=sf7j669034Q>

Case Study

# Hera Container

Layout and interactive design of traveling container "CASAHERA".

Various locations - 2007

## Case study

# SPILL LIFE 2

### **Interactive Videoproiection**

Spill the water in the well and see the life growing.

As you stop spilling, the life vanishes.

The temporary art installation gives visitors the opportunity to interact with nature in a cloister through the gesture of spilling to stimulate growth. Generated by this ancient gesture of spilling, the still life comes alive again in digital form.

**Bologna Water Design and Artefiera**

**Whitenight, 2015**

Info and video:

<http://www.loopmm.com/works/spill-life-2/>



## Case study

*besides* 

### **Interactive Videoproiection**

In BESIDES, the viewer is reflected on a seemingly ordinary mirror, on whose surface fluffy and light elements like feathers, leaves and petals do fly once in a while, as well as a hole with the words "Blow here", inviting the viewer to interact.

It is breath that activates the work and triggers original communication of the Pas de Rouge products.

**Winner of ArteLaguna Prize, Art for Business, 2014**

Info and video:

<http://www.loopmm.com/works/besides/>





Case study

# Recondite Formelle

## Interactive Architectural Videomapping

Recondite Formelle (secret sandstone panels) is an interactive work of art dedicated to the decorative sandstone panels of the Podestà Palace.

Passers-by, walking on the Crescentone (the round walkway in the middle of Piazza Maggiore), liven up an interactive video projection on the whole façade of the Podestà Palace, an ever-changing landscape that combine flowery with abstract patterns.

Technology enables passers-by in the square to revive the sandstone panels and makes them move on the façade of the Podestà Palace.

**Piazza Maggiore - Bologna - 2014**

Info and video: <http://www.loopmm.com/works/recondite-formelle/>

Copyright by Loop srl

Case study

# Dalì Experience

# DALÍ

## EXPERIENCE

200 OPERE  
IN MOSTRA

Project, contents, interactive installations of **Dalì Experience**,  
exhibition held in Bologna, Palazzo Belloni, 2016-17

BOLOGNA - PALAZZO BELLONI  
25 novembre 2016 - 7 maggio 2017

Case study

# The Wall

Giambattista Piranesi  
Arnaldo Pomodoro  
Giuseppe Uncini  
Matteo Pugliese  
Mimmo Rotella  
Lucio Fontana  
Hitomi Sato  
Pink Floyd  
Christo

the

WALL

EXHIBITION

HISTORY | ART | MULTIMEDIA

Palazzo Belloni  
Bologna Via Barberia, 19

24 NOV  
2017

06 MAY  
2018

Project, contents, interactive installations of **The Wall**,  
exhibition held in Bologna, Palazzo Belloni, 2017-18



Since 2022 Loop is consultant of UNOPS (United Nations Office for Project Services) on the EU4Culture Project financed by UE, for the multimedia content design in Cultural Heritage sites in Albania

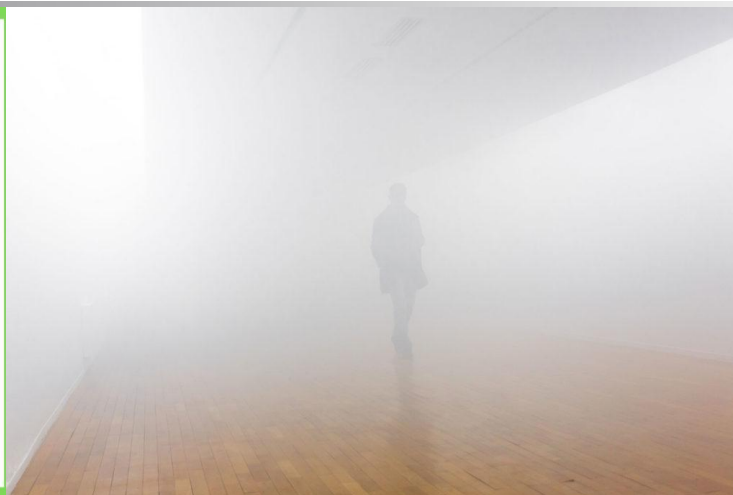


EU4Culture Project: Remediate the effect of the earthquake on Albania's cultural heritage through the revitalization of affected cultural heritage sites and monuments

The Locations:

- Venetian Tower in Durrës
- Hammam in Durrës
- Ethnographic Museum Kruja
- Ethnographic Museum Kavaja
- Bashtova Castle



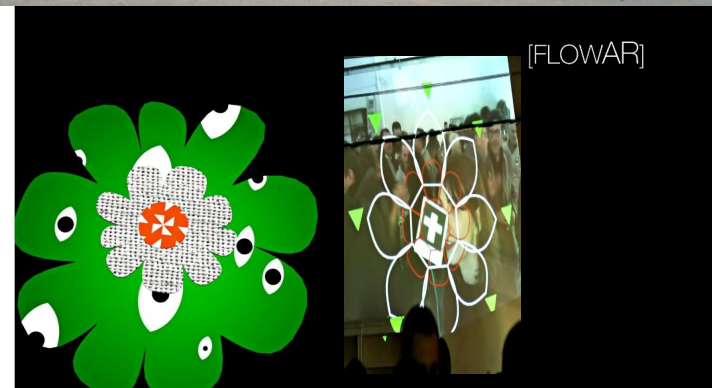


Loop has won two grants from the TOCC - PNRR 2023-2024

- 1) **NebbiaVR (FogVR):** an original experience in Virtual Reality on the Fog.

The Fog is a typical immersive environment (immersive as VR) but where you lose your usual and reassuring references and perceptions. Fog is diminishing because of climate change, there are many cultural and artistic references to the Fog. Fog is beautiful and disturbing.

- 2) **giARdini aumentati (aumented gARdens):** a series of AR (Augmented Reality) Apps that could transform any natural place in an experience by using your smartphone. A FlowAR that appears on your screen, a Tree that tells you its story, a trail in a park that talks about its territory, a garden in the neighborhoods where you can find an Augmented Experience.



# Every Loop you take

## Loopers

- Claudio Mazzanti - Content and User Experience  
+39 340 4793842 [c.mazzanti@loopmm.com](mailto:c.mazzanti@loopmm.com)
- Patrizio Ansaloni - Art Direction and User Interface  
+39 339 5339306 [p.ansaloni@loopmm.com](mailto:p.ansaloni@loopmm.com)



# Earth, Wind & Fire & Loop

Loop srl - Bologna - Italy  
PI 02226101208  
[www.loopmm.com](http://www.loopmm.com)