



VITRUVIO
VIRTUAL
REALITY

La bellezza ovunque.

COMPANY PROFILE



Vitruvio Virtual Reality

Founded in 2013, it is a studio composed of designers, authors and 3D artists with heterogeneous skills and specialised in the writing, design, realisation and production of commercials and short films, virtual tours for exhibitions or fashion events, metaverse, virtual and augmented reality experiences.

Structure

Partners

Alessandro Agostini
Maurizio Agostini
Sandro Selva

Art direction

Simone Salomoni
Ubaldo Righi

Graphic design & coding

Alessandro Balladelli
Leonardo Di Stasio
Alessandro Reggiani
Filippo Rimondi
Isma Sadek

Information Technology

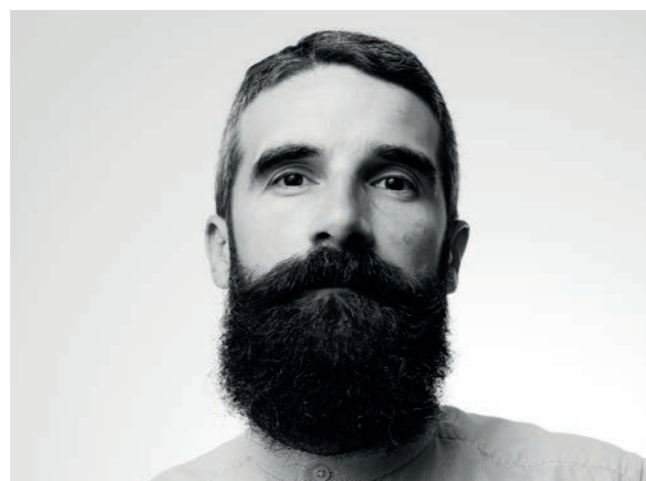
Ramdas Malaguti
Alejandro Martinez Rey
Luca Grasso
Piepaolo Strocchi

Administration

Davide Bovi
Laura Rambaldi

Vitruvio Virtual Reality is a brand specialized in extended reality and computer graphics owned by ASSA SRL, a company founded in 2002 with two business branches: graphic design and information technologies.

2.



Alessandro Agostini

chief executive officer

At the age of twenty, he founded the company and began a specialisation path in graphic design, brand identity and web design that matured and was accomplished thanks to his many years of collaboration with architect Claudio Silvestrin.

From architecture to design and fashion where he has been working for over fifteen years on the design of multimedia interventions in exhibitions and fashion shows.

With the creation of Vitruvio Virtual Reality, he then specialised in the fields of extended reality, metaverse and crypto art, becoming a teacher of UX and UI design for AR and VR.

He regularly gives lectures at Politecnico di Milano, Ca' Foscari University in Venice and Polimoda in Florence, exploring the relationship between art, fashion and new technologies.



Maurizio Agostini

extended reality specialist

Gifted with a strong predisposition for artistic drawing, he approached 3D modelling software from a very young age.

His constant study and passion led him to become one of the best 3D modellers in Italy and one of the leading experts in Lightwave 3D and Octane render, for which he received awards from various professional magazines. After modelling for the most important architecture studios, he enrolled in the Oculus developer programme and specialised vertically in VR and AR, dedicating himself to the study of the Unity and Unreal Engines.

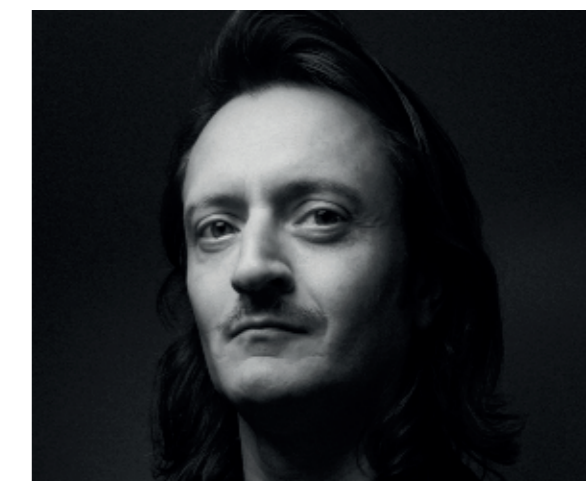
Today he is recognised as one of the most experienced in Unreal, for which he is also a lecturer.



Ubaldo Righi

art director

A pupil of AG Fronzoni in his "scuola bottega" for the "inscape and graphic design" course in Milan, he specialised in corporate and design identity, dealing with the management and coordination of visual communication projects from the creative phase to serial production. In charge of graphics and visual communication at Iosa Ghini Associati, he developed projects for Ferrari, Maserati, Natuzzi Group, Alitalia. He then founded the company Esagono Cremisi - to pursue research, planning, management and coordination of corporate image and design strategy for private companies - and the Mr.Less & Mrs.More brand for interior design and self-production of furniture in sheet metal. Since 2016 he has been Art Director of Vitruvio Virtual Reality.



Simone Salomoni

director and storyteller

Graduated in philosophy with a thesis in contemporary Italian literature, he immediately approached the world of stories, in all their forms. One of the first in Italy to understand the narrative potential of virtual reality, he began collaborating with Alessandro and Maurizio Agostini in 2013, co-designing the Vitruvio Virtual Reality brand.

Author and director of commercials, short films and immersive short films, he teaches creative writing in Giulio Mozzi's Bottega di Narrazione, storytelling and screenplay for 3D cinema in courses financed by the Emilia-Romagna region.

The immersive short film "As I Lay Dead", which he wrote and scripted, was selected at the Venice Film Festival's Venice Gap Financing programme.

He is the author of the novel "operaprima".

3.



As I lay dead
Shortlisted Venice Gap Financing Market at Venice Film Festival
CGI short virtual reality film - 2023



Nel Tumulto
M9 - Museo del '900
CGI site-specific video installation - 2023



VVR Fashion Metaverse
MAD awards Interior Design Magazine
Metaverse - 2023



Party like a DeeJay
Radio DeeJay
Webgl interactive map - 2023 - 2022



Cuckoo Clock
Atelier Biagetti
NFT - 2022



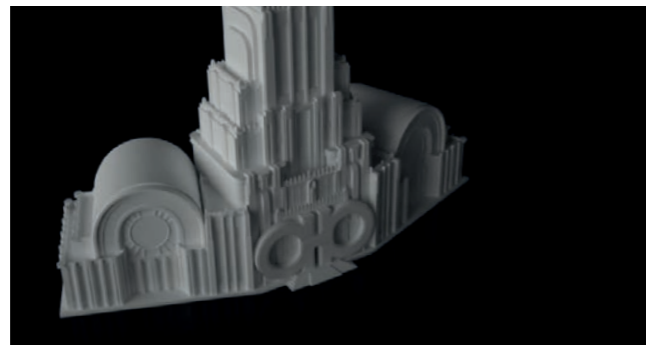
Venezia 3021
Fondazione Ca' Foscari
CGI site-specific video installation - 2021



Fondazione Farmafactoring - La lunga vita
Silvestrin Associati
Virtual exhibition - 2021



M20 - Human Logo campaign
Videomobile
Commercial video in CGI - 2021



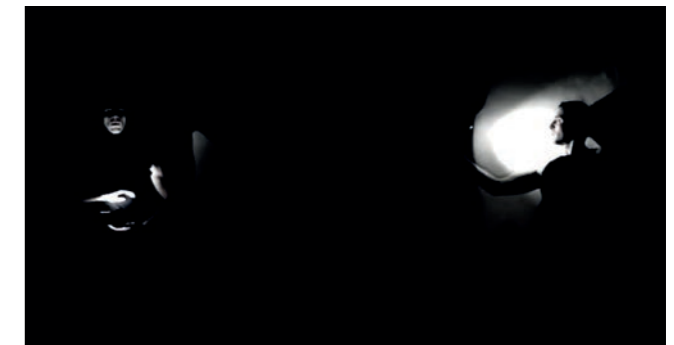
Ferragamo digital experience
FRANK. studio
interactive object - 2021



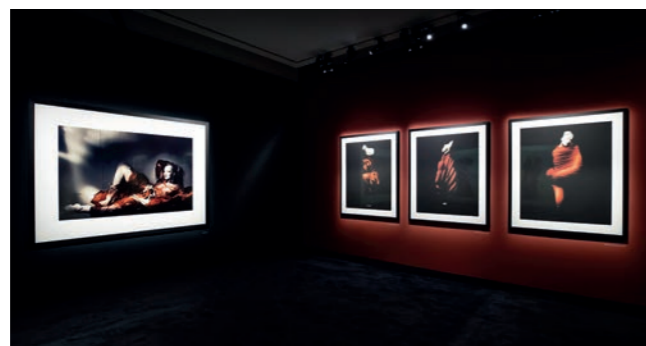
Bulgari virtual showroom
Silvestrin Associati
Virtual showroom - 2020 + 2021



GIADA virtual house
Silvestrin Associati
Virtual exhibition - 2020



Ombraluce
Compagna della quarta
VR experience - ZED Festival 2020



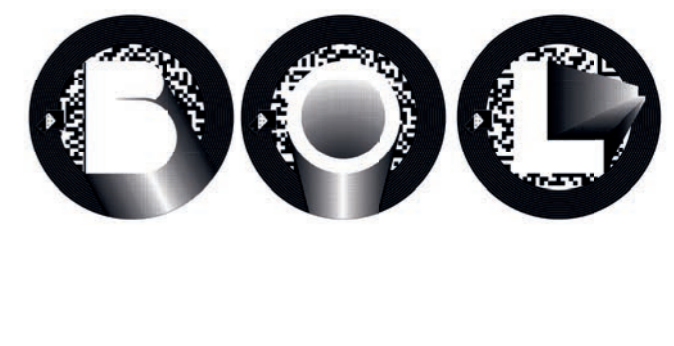
Paolo Roversi - Studio luce
Silvestrin Associati
Virtual exhibition - Museo d'Arte della città di Ravenna 2020



WHAT IF
self production
VR experience - Artefiera 2020



Leggero - Tributo a Freak Antoni
self production
VR experience - Bologna Rock - Mambo 2019



Bologna Rock 1979
Associazione Beatstream
AR experience - Bologna Rock - Mambo 2019

Vitruvio Virtual Reality Portfolio

4.

Vitruvio Virtual Reality Portfolio



SKA and ASTRI virtual reality experiences
INAF
VR documentary - 2019



Il richiamo di Cthulhu
Visioni Future - Manifesta 12
AR experience - 2018



Dr Bright the pickling superhero
web advertising series
Commercial video in CGI - 2018 - 2021



Synapse
Enrico T. De Paris - View Conference
VR experience - 2017



Centro Direzionale Unipol
Mario Cucinella Architects - Triennale di Milano
VR experience - 2017



Museo Etrusco / Fondazione Rovati
Mario Cucinella Architects - Triennale di Milano
VR experience - 2017



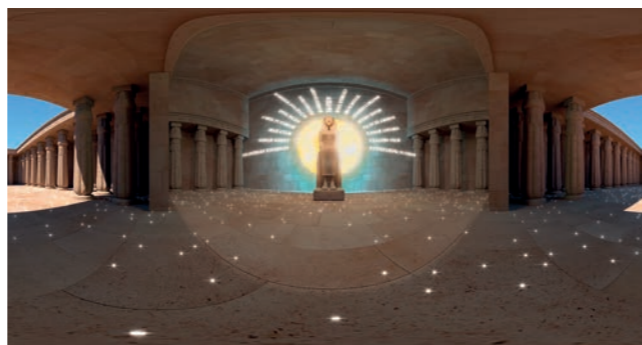
Centro Arti e Scienze Golinelli
Mario Cucinella Architects - Arte Fiera
VR experience - 2017



Carlo Scarpa Experience
with Paradisoterrestre - Milano Design Week
VR experience - 2017



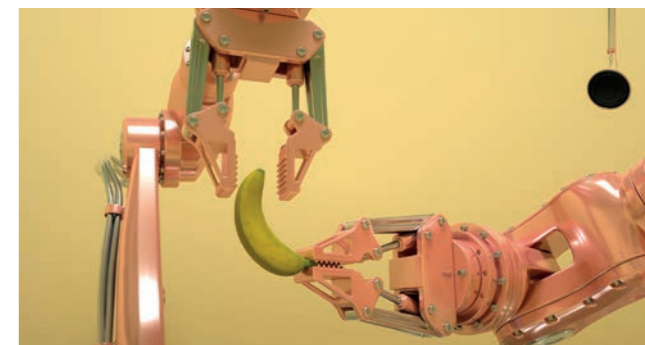
Casa doutdo / Fondazione Seragnoli / Alessandro Mendini
VR experience - Biagetti, Cucinella, Dalisi, De Lucchi, Giovannoni, Guerriero, Iosa Ghini, Libeskind, Naj Oleari, Pecora, Piano, Silvestrin, Vigo



Casa doutdo / Fondazione Seragnoli / Alessandro Mendini
Nanda Vigo - Coraggio delle donne
MAMBo, MADRE, MAXXI, MART, MAST. 2016 - 2017



Casa doutdo / Fondazione Seragnoli / Alessandro Mendini
Michele De Lucchi - Civiltà
MAMBo, MADRE, MAXXI, MART, MAST. 2016 - 2017



Casa doutdo / Fondazione Seragnoli / Alessandro Mendini
Alberto Biagetti - Vitalità
MAMBo, MADRE, MAXXI, MART, MAST. 2016 - 2017



Casa doutdo / Fondazione Seragnoli / Alessandro Mendini
Daniel Libeskind - Incontro
MAMBo, MADRE, MAXXI, MART, MAST. 2016 - 2017



Antolini Lifestyle
Claudio Silvestrin - Marmomacc
VR showroom - 2016



Casa Malaparte
self production - Bologna Design Week VR
experience - 2015

website:
vitruviovirtualreality.com

publications:
vitruviovirtualreality.com/publicazioni

With partner agencies we have been involved in works for:
Amica, BMW, Borbonese, Cotton Belt, CP Company, D&G, Energie, Jeager Le Coultre, Killah, L'Espresso, La Repubblica, La Rinascente, Mercedes, Scavolini, Sixty, Triumph, Vanity Fair, Vogue.