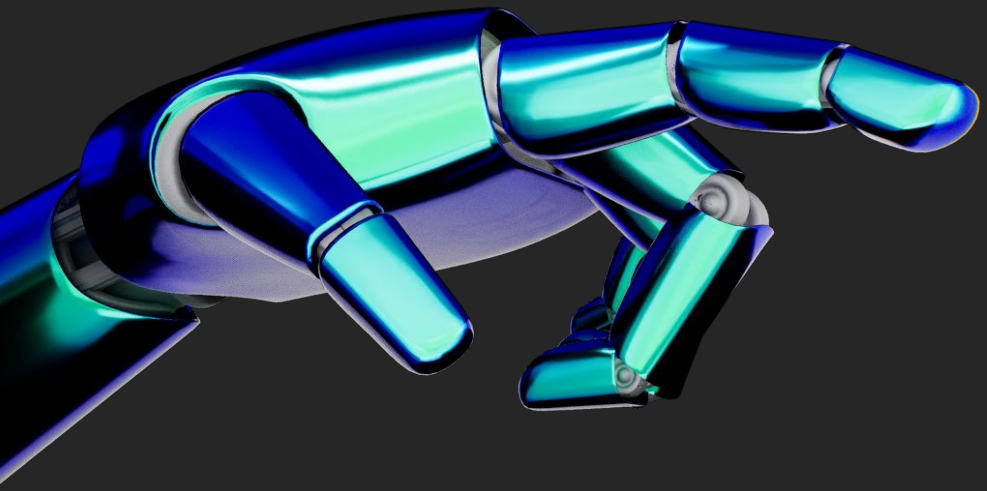
# WE — SHAPE EXPERIENCES

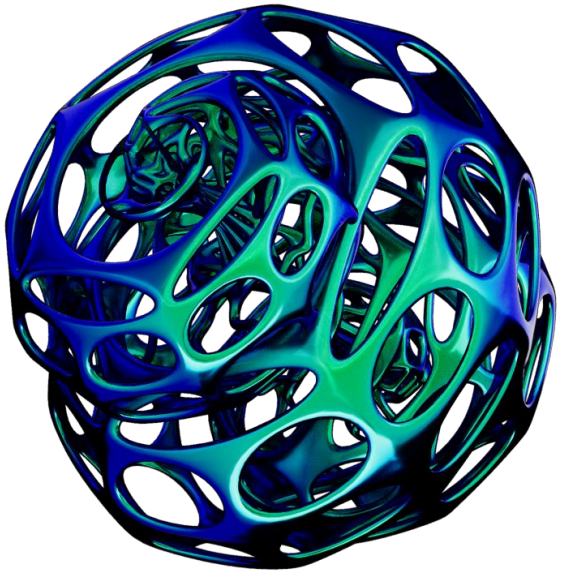


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# MISSION

Click the icon
to watch the project



WE DESIGN TAILOR-MADE VISUAL EXPERIENCES FOR BRANDS, EVENTS AND CULTURAL SPACES. WE COMBINE AESTHETIC RESEARCH AND DIGITAL TECHNOLOGY TO CREATE PROJECTS AUDIENCES REMEMBER. WE LOVE TO EXPERIMENT, BUT WE LEAVE NOTHING TO CHANCE: EVERY PROJECT IS CAREFULLY PLANNED AND DELIVERED ON TIME AND ON BUDGET.

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# WE ARE AELION

WE ARE A MULTIMEDIA AND VISUAL DESIGN STUDIO BASED IN BOLOGNA. WE GIVE SHAPE TO LIGHT, SPACE AND DIGITAL CONTENT FOR COMMUNICATION AND ENTERTAINMENT.



FOR OVER TEN YEARS, WE'VE BEEN BRINGING IDEAS TO THE STAGE.



Our team brings together designers, motion artists, developers and stage technicians. Every project starts from the place and the audience it is made for: a façade, a stage, a booth, a museum.

Video mapping, generative AI, live shows and immersive installations are our tools. The goal is always the same: to give people something they will never forget.




BRIGHTEN UP
YOUR IDEAS

# WHAT WE DO

WE USE TECHNOLOGY TO AMPLIFY REALITY, NOT TO REPLACE IT. FOUR AREAS OF EXPERTISE, ONE TEAM: FROM CONCEPT TO STAGE.

## 01/ IMMERSIVE ARTS

Video Mapping, Lighting Design, Holograms, LED Installations

## 02/ DIGITAL CONTENT

Web Design, Graphic Design, 2D & 3D Animation, Video Production, Photography

## 03/ LIVE EXPERIENCE

Live Visuals, Creative Direction, Production, Event Management

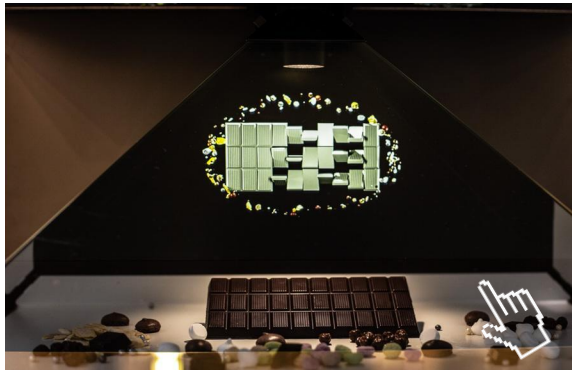
## 04/ FUTURE TECH

Generative AI, Interaction Design, Interactive Installations, Virtual Production

# SCULPTING LIGHT & SPACE

## 01/ IMMERSIVE ARTS

CREIAMO ESPERIENZE IMMERSIVE DOVE SPAZI, SUPERFICI E ARCHITETTURE DIVENTANO STRUMENTI NARRATIVI.







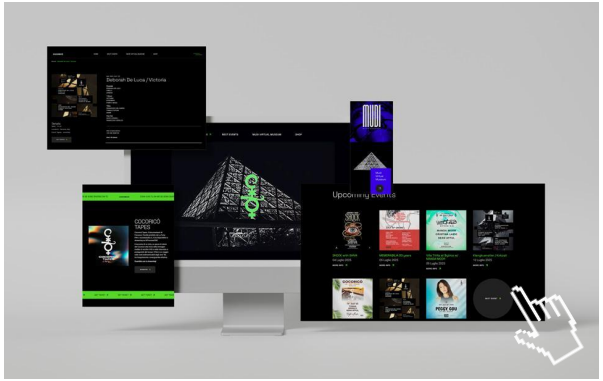

With video mapping, lighting design and LED installations, we transform monuments, squares, theatres and event venues into living scenography.

We design light and content around the real geometry of every surface, to build a precise atmosphere and enhance the place even before the message.

## 02/ DIGITAL CONTENT

WE TELL BRAND STORIES WITH IMAGES THAT MOVE AND STAY IN MIND, DESIGNED TO LAST.



# WE BRING STATIC IDEA TO LIFE

2D and 3D animation, motion graphics, video, photography and web design: every piece of content is part of a single visual system, consistent from website to social media, from screen to stage.

We follow each project from idea to delivery, using generative AI where it speeds up production or opens up new aesthetic possibilities.







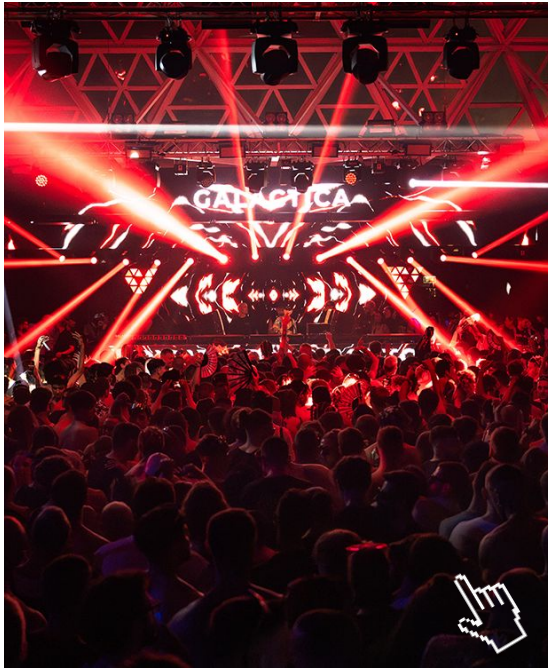

Corporate events, fashion shows, concerts and live performances: we take care of creative direction, visual content, show direction and technical coordination.

One team for the entire stage production means fewer handovers, fewer surprises and more time for what really matters: the show.

# BEYOND THE SCREEN

## 03/ LIVE EXPERIENCE

FROM THE FIRST IDEA TO THE FINAL APPLAUSE,
ONE CREATIVE AND TECHNICAL PARTNER FOR EVENTS
AND SHOWS CRAFTED DOWN TO THE LAST DETAIL.

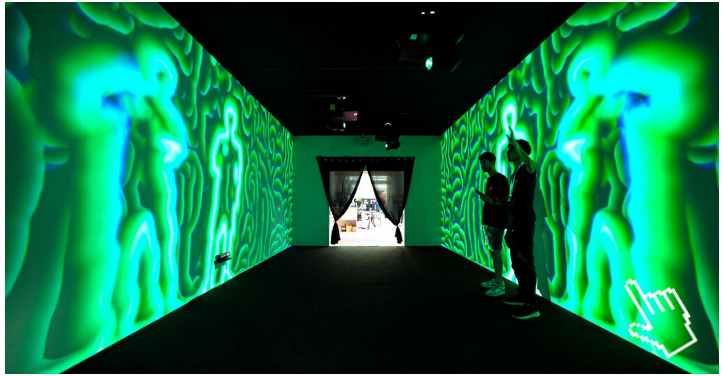


## 04/ FUTURE TECH

WE EXPERIMENT WITH GENERATIVE AI, INTERACTION DESIGN AND VIRTUAL PRODUCTION TO CREATE INSTALLATIONS THAT RESPOND TO PEOPLE.

# THE AUDIENCE IS THE SHOW

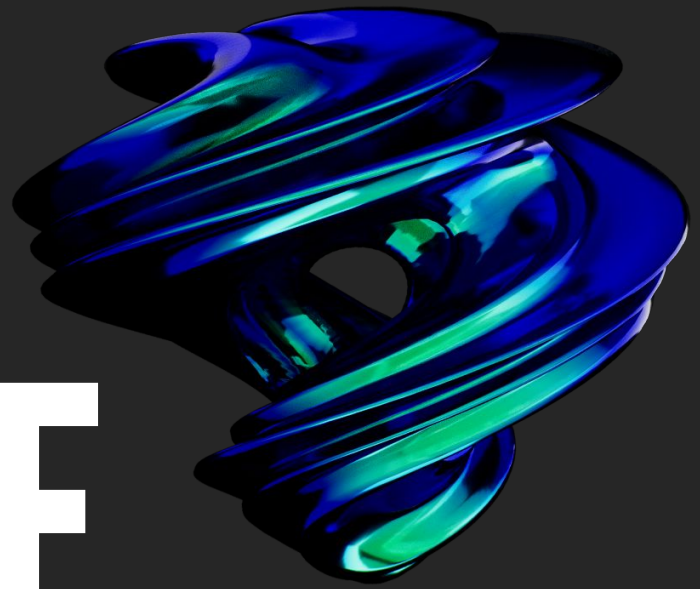







Works that react to movement, voice and presence: the audience stops watching and starts taking part.

We test every technology in our studio before taking it on stage, so innovation reaches the client already proven and ready to perform.



# THE METHOD

## ANALYSIS

We start from goals, context and constraints. Together, we define timing, budget and priorities.

## CONCEPT

We develop the concept, choose the right technologies and build a tailor-made team.

## PRODUCTION

We produce content and visual systems in-house, with full control over every detail.

## SHOWTIME

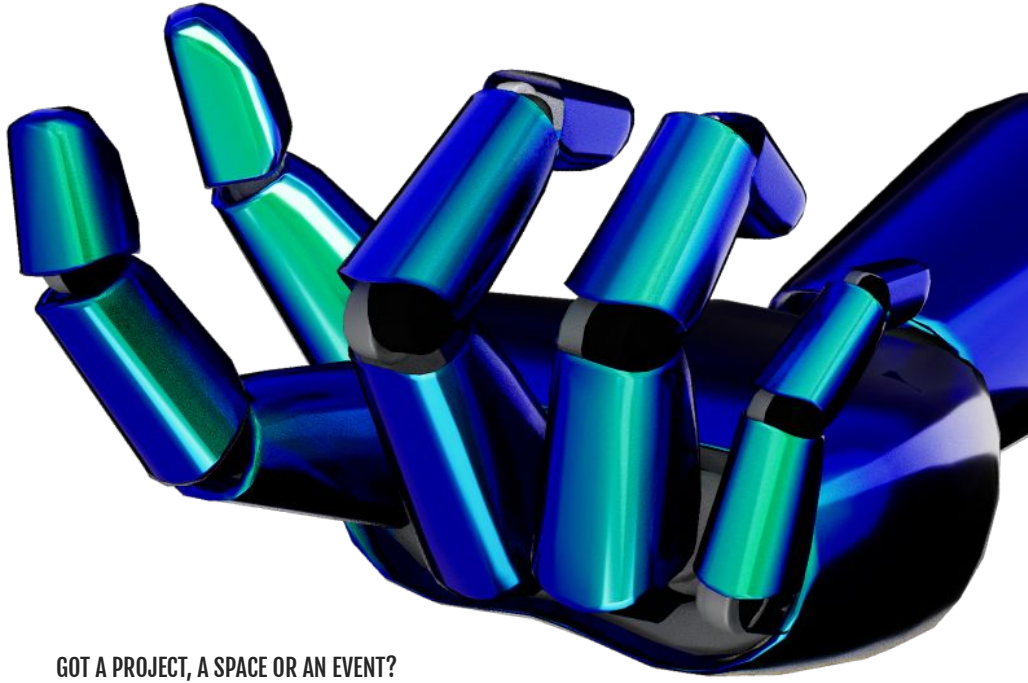
From set-up to live direction, we're on stage with you until the very last minute.

MULTIMEDIA

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VISUAL DESIGN

# GET IN TOUCH



GOT A PROJECT, A SPACE OR AN EVENT?

TELL US ABOUT IT.


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