COMPANY PROFILE

PHANTASYA

SERVIZI E COMUNICAZIONE

2021

CREATIVE AGENCY

Phantasya, in its 16 years, was able to reinvent the ordinary
concept of communication agency and transform it into a creative agency
capable of respond to every challenge with high-profile concepts and creative
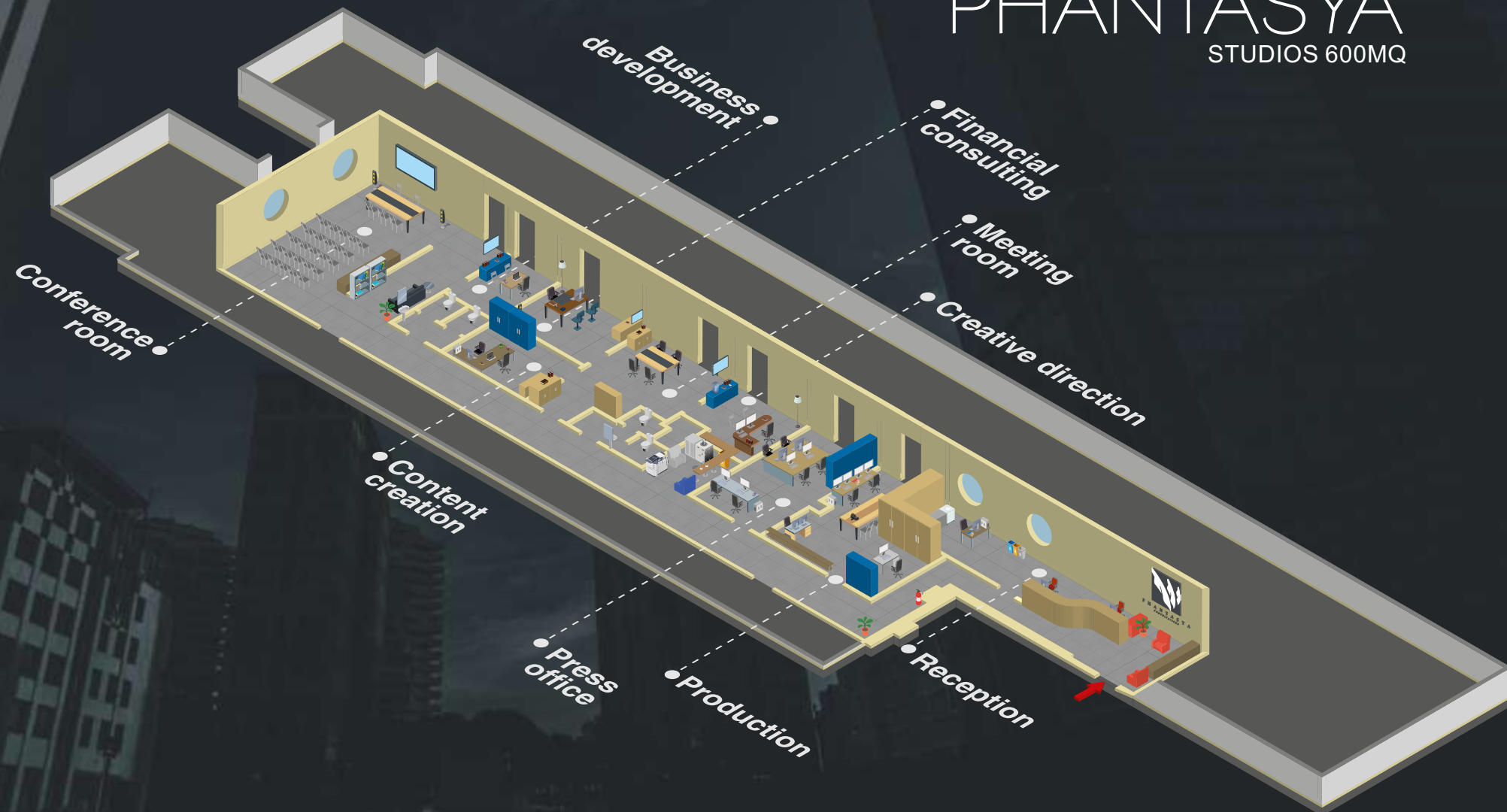and technological solutions

So, creativity
Phantasya, thinks that the word creativity has a very wider meaning: it's not only an
invention in an artistic sense , but also, is a connection between different realities,
which means: to create innovative solutions and adds opportunities for
strategic development.

Design, Production and Promotion
Phantasya designs museum, itineraries and creates exhibition spaces; produces
multimedia, videographic, 3D reconstructions, digital restorations in the context of
conservation of cultural heritage, three-dimensional modeling and animations for
cinema and television, virtual reality applications. Promotes with effective marketing
strategies, projects and the business of companies that are entrust for strategic
management.

PHANTASYA

STUDIOS 600MQ

Business development

Financial consulting

Meeting room

Creative direction

Conference room

Content creation

Press office

Production

Reception

CREATIVE AGENCY

Design

Exhibition design
Exhibitions set-up
Event Planning
Content Creation
Business Development

Exhibition design

Phantasya manages the artistic direction of museum activities and exhibitions, from the conception of the museum project, to the setting up until the promotion. The museum itineraries are conceived starting from a storytelling, in this way each exhibition became an experience. The audience's imagination is stimulated by the fusion of creative elements like multimedia exhibits, screenplay, documentaries, original soundtracks, communication activities, creation of brand and visual identity, realization of the set-up, architectural project, lighting and language adaptations.

Works

Lapis - I segreti della Pietrasanta	Napoli (IT)
Leonardo da Vinci - El rostro de un genio	Puebla (MX)
Salvador Dalí - La Persistenza degli Opposti	Matera (IT)
Salvador Dalí - L'eleganza del Surrealismo	Capri (IT)
Salvador Dalí - ENIGMA	Prague (CZ)
Salvador Dalí - DA GALILEO AL SURREALISMO	Siena (IT)
Caravaggio - Immersive experience	Catania (IT)
Leonardo and His Outstanding Circle	Beijing (CN)
Il percorso di Vaglio - Leonardo da Vinci	Vaglio (IT)
Lab Experience	Napoli (IT)
Exnovo Materials - Ecomondo	Rimini (IT)

In progress
DOMA - Complesso monumentale San Domenico Maggiore
Pompei Experience - Ex Istituto Sacro Cuore
Monastero San Gregorio Armeno
Frida Kahlo - Nata con una rivoluzione
Qatar Soccer Museum
Salvador Dalì Museum Bruges
Egò Gallery Copenaghen

Lapis - I segreti della Pietrasanta

"Lapis, i segreti della Pietrasanta. Dalla Fabrica Ecclesiae a una grande Fabbrica della cultura" is an exhibition which accompanies the reopening to the public of the crypt and the underground cavity of the cathedral of Santa Maria Maggiore in Naples.
Lapis is a charming route 4.0 that connects events of the complex with the history of Naples through a journey among historical artifacts and multimedia exhibits.

Design	Production	Promotion
Reliefs	Descriptive content	Poster campaign
Museum concept	Layout graphics	Social campaign
Architectural project	Multimedia content	Communication media
Visual identity	Spot	Website
Museographic project	Soundtracks	Advertising
Artistic direction		
Technical direction		

Leonardo da Vinci - El Rostro de un Genio

The Tavola Lucana, or Table of Acerenza, was found in 2008 and has been recognized as a self-portrait of Da Vinci. The work is the central axis of this interactive exhibition, inaugurated in Puebla, Mexico, in which art and technology are combined to offer a unique sensory experience that traces the life and work of this Renaissance icon. Phantasya has created the museographic project, the multimedia exhibits, the mini documentaries, the original soundtracks for the commercial.
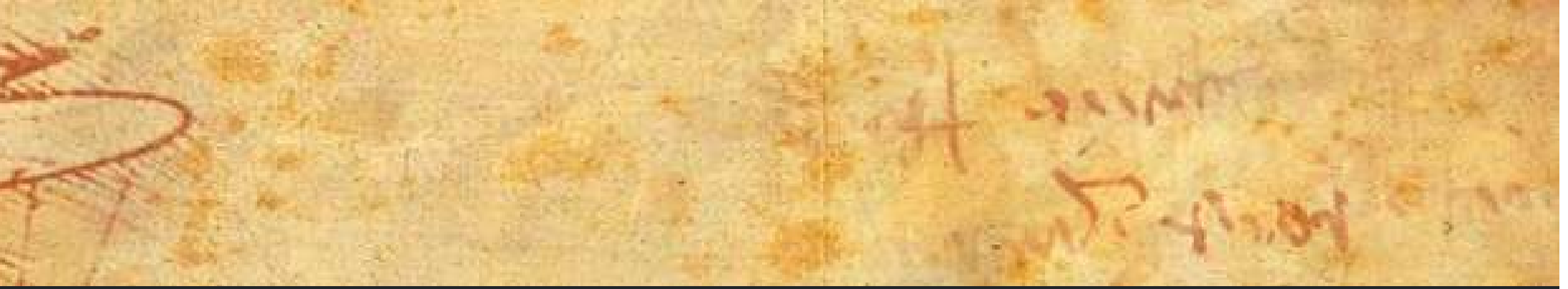
Design	Production	Promotion
Museum concept	Descriptive content	Design of communication media
Architectural project	Layout graphics	
Visual identity	Multimedia content	
Museographic project	Spot	
Artistic direction	Soundtracks	
Technical direction		

Salvador Dalí - The Persistence of Opposites

The exhibition was opened in Matera, in 2018, at the rock complex of Madonna delle Virtù and San Nicola dei Greci and includes about 200 works by the Catalan master.
Phantasya created the museographic project, starting from the concept based on four main themes that created the subdivision of the works. Also, Phantasya created the multimedia exhibits, the documentary, the original soundtracks and promotional supports.

Design	**Production**	**Promotion**
Reliefs	Descriptive content	Poster campaign
Museum concept	Graphic design	Social campaign
Architectural project	Multimedia content	Interactive totem
Visual identity	Teaser	Communication media
Museographic project	Spot	Website
Artistic direction	Documentary	Teaser
Technical direction	Soundtracks	Spot

Salvador Dalí - ENIGMA

The exhibit has been opened in Prague 10th December of 2019, the art gallery "Salvador Dalí - Enigma" hosts more than 100 works by the Catalan artist in a structure of about 500 square meters in the historic center of Prague.
Phantasya created the museographic project, the concept, the set-up solutions, also it produced the multimedia exhibits, and designed the layout of the communication media.

Design	Production	Promotion
Reliefs	Descriptive content	Communication media design
Museum concept	Graphics design	Interactive totem
Architectural project	Multimedia content	Website
Visual identity	Spot	
Museographic project	Soundtracks	
Artistic direction		
Technical direction		

Caravaggio - Immersive Experience

Caravaggio - Immersive Experience is a journey that retraces the last stages of the artist's tormented life and that, is reflected in his works. The multimedia project looks like a film, thanks to the use of cuts of light, columns original sound, scripted voiceovers.

The path tells the artist's torment and his compositional technique that makes him a director ante litteram, the inspiration of the painter towards homeless people, meanigful characters, the experience in the streets of seventeenth-century Rome, the condemnation and the exile, the focus on the grim and violent scenes in his works, the Sicilian experience.

Design

Reliefs
Museum concept
Architectural project
Visual identity
Museographic project
Artistic direction

Production

Descriptive content
Graphics design
Multimedia content
Promotional spot
Soundtracks

Promotion

Communication media design

DESIGN

DOMA

Complesso monumentale San Domenico Maggiore

The site of San Domenico Maggiore is a frame in which you intends to create a museum itinerary that has as its primary objective the revaluation and use of spaces at the monumental complex declared a World Heritage Site by Unesco. A path that through art and the testimony of the figures whose stories are connected with the site.
The journey is able to tell the preciousness and the charm of the location, the heartbeat of Naples. Phantasya has designed three narrative strands: History, Religion and Philosophy

POMPEI EXPERIENCE

Pompei Experience - Former Sacred Heart Institute
The institute of the Sacred Heart is the perfect museum center for exploring two souls of Pompeii: the pagan and the religious one.

The pagan, ancient and Roman soul, represented by the petrified city in the eruption, e the religious, mystical and popular one, in which the Sanctuary is dedicated to the Virgin. A permanent museum experience in the Institute (located very close to the excavations) unfolds between these two cultural poles of attraction.

MONASTERO SAN GREGORIO ARMENO

San Gregorio Armeno Monastery
The museum that is less objective and more narrative, the design idea starts from an optimal treatment of the museum heritage in an aesthetic way, perceptive way and communication way. All that brought to the multimedia disclosure of cultural and scientific contents.

Self-supporting solutions, scenographic installations, multisensory journeys and integrated modules (exhibition-didactic-scenic) intend to make the Museum modular and extensible e equip it with innovative technologies for the presentation of the museum heritage.
Also, they want integrate exhibition-didactic sections aimed for people with disabilities.

DESIGN

FRIDA KAHLO
LA VERA STORIA DI UN'ARTISTA

NATA CON UNA RIVOLUZIONE

FRIDA KAHLO - The true story of an artist
Born with a Revolution inside.

Through the thematic exhibition of photographs and documents, virtual reconstruction of historical settings and the presence of large hologram projections and exhibits multimedia will define Frida's personality, a fierce, rebellious and a desperate woman, who was suffering, but was able to demonstrate that, pain, does not define human beings, but it meant, expression, and a fuel revolution.

Exhibition set-up

Design, multimedia exhibits, storytelling but also communication supports:
all of that is inside an exhibition space by Phantasya.
An effective retail interior design project, in fact, allows companies to
better convey their positions, but thanks to the supports that can tell a story,
so the company can communicate in directly and exert way trough
an emotional impact on your target reference.

Works

Sierolat - Dubai e Parigi
Korofì - Corner vendite
Surrealist Space - VicenzaOro January 2020
15 WFITN - Congress of World Federation of Interventional and
Therapeutic Neuroradiology
ALIS - Assemblea Generale 2019
AMIItalia - Medica 2016 - 2019 | Arab Health 2020
RISLAB - SMAU 2018 e 2019
Stiltocco - VISCOM
Ecoservice - Stand Ecomondo

Surrealist Space

15 WFITN

ALIS 2019

Sierolat

Event Planning

The event planning is a moment of interaction and dialogue with the public, for this reason they have an essential communicative and relational value in managing relations with the target and stakeholders.
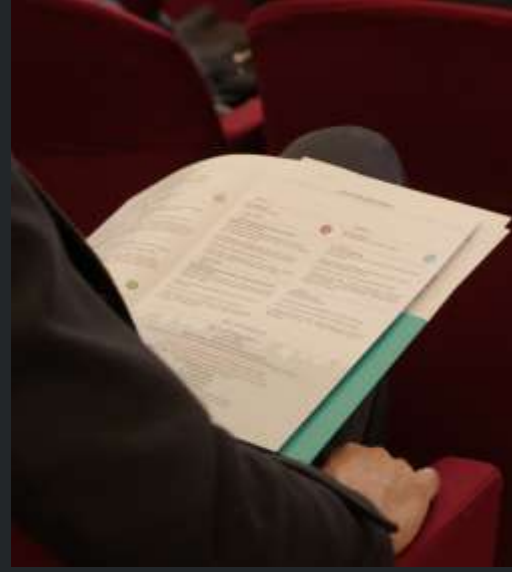
Phantasya carries out promotional events, cycles of events and appointments high-profile institutional, with the aim of launching or promoting a product or a company, create spaces for discussion or for the disclosure of different themes, exchange experiences and synergies, from which opportunities can emerge of business and useful proposals for economic and social development.

Works

Innovation for safety in public transport - RisLab
National Forum on Circular Economy - Environment Editions
Tax 4.0 open innovation - Fantozzi & Associati
Enterprise 4.0 - Incentives, investments - Fantozzi & Associati
Industry 4.0: Tax incentives and investments - Fantozzi & Associati
Cyber Physical Security in the banking universe - CNS
Innovation and advantageous taxation - Fantozzi & Associati
Excise duties on energy products and electricity - Fantozzi & Associati

DESIGN

DESIGN

ISTP 2019

Forum Nazionale Economia Circolare

Tutto attorno a piano di gente intorno a ...
Dei ragazzi, a terra, giocano tra di loro.

FRANCESCO, il boss, guarda in camera con le ...

Una ragazza si mette dello smalto sulle unghie; ...
dietro di lei parlano tra di loro.

EST. BARRIO PORTORICANO - GIORNO DA 00.10 A 00.1

2   Eris sta appoggiato ad un motorino insieme a degli ...
passano una canna e fumano. Eris guarda Francesco ...
I due si scambiano un cenno amichevole. Eris nota ...
dell'occhio TATI, una bellissima ragazza sudamer...
camminare al fianco di SANTACROCE, il braccio d...
... spalla erge un insegna consumata del ...

Content Creation

Phantasya designs stories and content. Starting from the objectives of each reality to promote, Phantasya conceives an identity, a story to tell, messages that have to spread, study the channels to convey them in the best way, evaluating the tones and languages and planning times and contexts of disclosure, so they can produce a positive impact, build a bond and speak directly with the target audience.
The creation of content is also the activity that lies at the basis of museum tours: Phantasya is very attentive to the creation of a narrative thread that links works, multimedia contents and staging.

Works

Lapis - The secrets of Pietrasanta
Leonardo da Vinci - El rostrum of a genius
Salvador Dalí - The Persistence of Opposites
Salvador Dalí - The elegance of Surrealism
Salvador Dalí - ENIGMA
Caravaggio - Immersive experience
LAB Experience
The path of Vaglio - Leonardo da Vinci
Lab Experience
Exnovo Materials - Ecomond

Business development

Part of Phantasya's business is based on consulting.
In addition to promoting companies, Phantasya takes care of launching or
develop the business, she does all of that through a consultancy activity aimed at
identify the market sectors where it is possible to position a product or
service, supporting the company in building a commercial network and
supporting it throughout the launch or relaunch phase.

Production

Graphic design
Web design
3D digital design
Video
CGI & VFX
App development
Virtual Reality
Cultural Heritage
Photo shooting

Graphic design

Just as the visual impact is at the base of the relationship that binds a company to its customers, the creation of innovative visual solutions is at the base of all the creative activities of Phantasya.

In the domain of graphic design there are the creation of logos, interfaces web, communication supports, animations and all that a company can use or an institution need to graphically express their identity, directions and objectives.

Web design

Visiting a website represents a moment of one-to-one dialogue between user and a brand, for this reason the website is one of the most important brand touchpoint and a strategic relational tool.
In each web project, Phantasya is all about building experience and a positive impact, characterizing each site with principles of simplicity, optimization and organicity that contribute to making it unique the user experience.

Work

daliamatera.it
daliacapri.it
daliprague.cz
amiitalia.com
clubnauticodellavela.it
polopietrasanta.com
petrianabasket.it
schoolinmotion.it
ultranetitalia.com
koire.eu
asdsportingsalaconsilina.it

3D digital design

Modeling, texturing, lighting and rendering are the steps to follow to develop a three-dimensional shape to be inserted in virtual spaces. Phantasya creates 3D models that are used in different fields: industrial for product prototyping, medical for training purposes and that of the conservation of cultural heritage to restore and digitize ancient works.

Works

Universiade Napoli 2019 - 3D design/animation mascotte Partenope
ECOSERVICE - 3D design/animation
AIDme - 3D design/animation
Packaging Surrealist Universe Gold - 3D design
HIF SmokHer - 3D design
Sirio Home - 3D design/animation
Refettorio Santa Maria delle Grazie - 3D modeling
Basilica Santa Maria Maggiore della Pietrasanta - 3D modeling

Video

Exciting is not for everyone. It is perhaps the most complex challenge to narrator a story, but through the creation of atmospheres, colors, sounds, dialogues and moving images can affect the emotional sphere of those who receive them.

Phantasya takes up this challenge on a daily basis and has specialized
Also creates cinematic videos for museums and brand promotion.
He makes documentaries, corporate videos, commercial, video branding,
series and promo from the script to the post production to tell the story
of its customers.

Works

Smarty Saver - Spot
AIDme - Spot
15 WFITN - Corporate Video
ASI Caserta - Corporate Video
ASI Naples - ASI video project ... edited
Caravaggio - Immersive experience - Spot
Leonardo da Vinci - El rostro de un geniio - Spot
Salvador Dalí meets Palladio - Spot
Salvador Dalí - ENIGMA - Spot
Salvador Dalí - The elegance of Surrealism - Spot
Salvador Dalí - The Persistence of Opposites - Spot
Leonardo da Vinci - Vaglio - Spot
Lapis - The secrets of Pietrasanta - Spot
School in Motion - Corporate Video
Italian Exhibition Group - Showreel
Astana 2017 - Corporate video
ECOMONDO 2016 - Ex Novo Materials - Corporate video

CGI & VFX

These are special effects which, as the expression itself suggests, they add something to each production, amplify its impact and they integrate the stories with a bit of computer magic. With Computer Generated Imagery and Visual Effects you can create new, suggestive, real, fantastic or informative elements that united are able to transform the shot scenes of a video.

Works

men and Volcanoes - RAI Documentary | Directed by Enzo Franco
The White War - RAI Documentary | Directed by Enzo Franco
AIDme - Bracelet tutorial
Universiade Napoli 2019 - Mascot presentation video
Sirio Home - Spot
Riccardo Gualino - Hologram
Salvador Dalí - The Persistence of Opposites - Hologram
Caravaggio - Immersive experience - Hologram
Leonardo da Vinci - El rostro de un genio - Hologram

Uomini e Vulcani
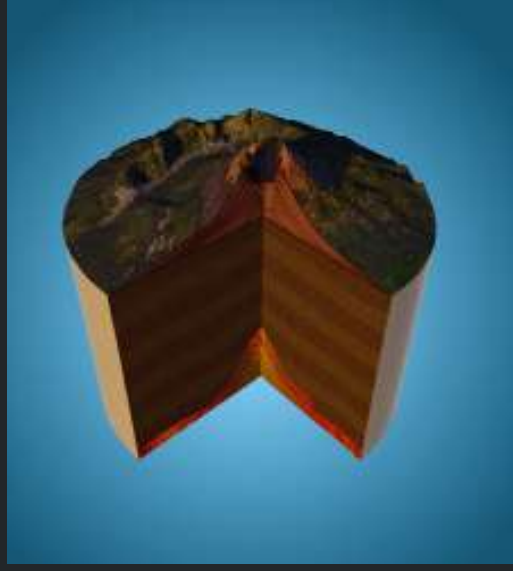
Guerra Bianca

AIDme - il bracciale salvavita

IN POCHI ISTANTI
L'INTERFACCIA
VERRÀ VISUALIZZATA
NEL TUO BROWSER

Sirio Home

App development

Interactivity is an essential component in building the experience of
a museum or brand itinerary.
Phantasya develops applications for interactive devices that serve to capture
the attention of the public, but also to attract the most
children with themed games. Some of these applications have a plus function
highly didactic, to allow young people to approach in a different way some themes.

Works

Lapis - The secrets of Pietrasanta - Interactive table and zSpace
Leonardo da Vinci - El rostrum of a genius - Interactive table
Salvador Dalí - The Persistence of Opposites - Interactive table,
interactive totem, Leap Motion
Salvador Dalí - ENIGMA - Interactive table and totems
Leonardo and His Outstanding Circle - Interactive table

Virtual Reality

Simulating realities that do not exist, or that have passed away, is one way to literally immerse the audience within the narrative.
Through a viewer you can see faithful reconstructions of places of the past, characters who through the centuries have populated cities of the present and fantastic elements that lead the visitor into the imagination of an artist.
It's not only that, virtual reality is also used for educational purposes because it allows you to see things directly from the reconstruction of the own internal.

Works

Lapis - The secrets of Pietrasanta
Leonardo da Vinci - El rostrum of a genius
Salvador Dalí - The Persistence of Opposites
The journey of Vaglio - Leonardo da Vinci

Photo shooting

A message, a story, a feeling that stop in one click:
the most exciting technological revolution of all time, but also one of the
pillars of advertising.

Phantasya realizes photo shoots that tell paths and identities
through the study of atmospheres and scenographies able to add value
to the subject to be promoted.

Industrial design

Industrial design is one of the sectors in which Phantasya has always operated, putting advanced technologies and skills at the service of companies design part of an high-profile solutions.

Works

Magister Ludi Aviation
Helicopter - Black Hawk
ILMAS Group
IMA - Southern Aerospace Industries
Selex Es - Foxbit
Pininfarina - SIPAL
AMII Italy
Lipobeam

Idrovolante ClipperSpirit

Shelter Cabinet

Black Hawk

AMI Italia

Cultural Heritage

Digital reconstruction and restoration represent great potential for
the conservation of the artistic and cultural heritage.
Through the 3D reconstructions of archaeological sites, the development
of virtual realities and digital restoration projects, Phantasya preserves
cultural heritage, making it the scene of immersive experiences,
and allowing the audience to live ancient times and assume a deeper
awareness of the artistic heritage.

Works

Superquark - Digital reconstruction of Villa di Poppea
The Rape of the Sabine Women - Digital Restoration
The Dancing Satyr - Digital restoration and 1: 1 scale reproduction
Tomb of Cardinal Guglielmo de Bray - Digital restoration ed
reconstructive hypothesis
Lapis - the secrets of Pietrasanta - Roman domus reconstruction
Bas-relief - Museum of the Imperial Forums - Digital restoration
Statue of Josemarìa Escrivà - Superintendence of Cultural Heritage of Naples
Gates of Paradise - Digital Restoration
Head of Marcus Aurelius - Digital restoration
Warrior of Capestrano - Digital restoration
Ercole Farnese - Digital restoration
Fori Imperiale - Digital restoration
Pio Monte della Misericordia Museum - Virtual tour of the museum
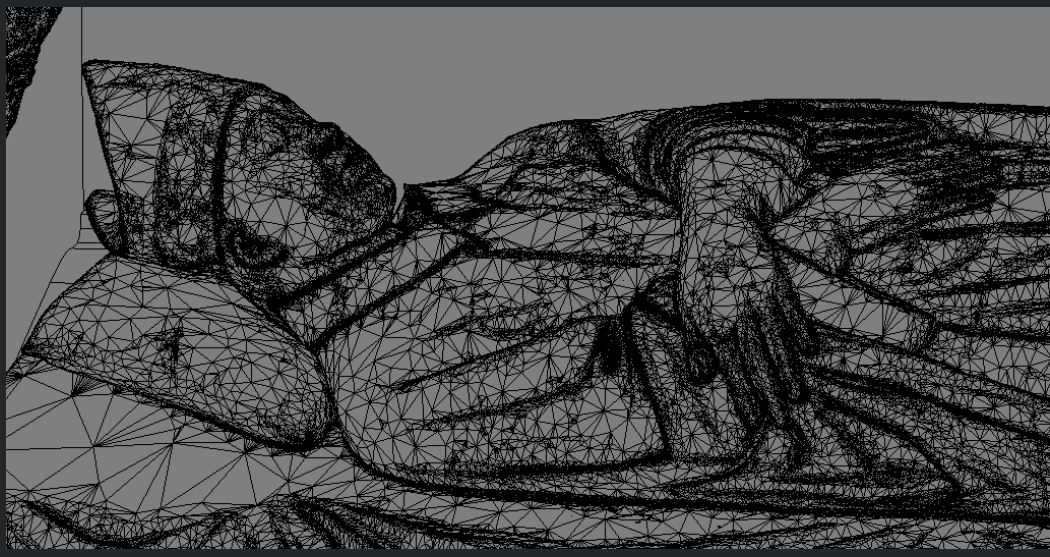Virtual Tour Grand Canal Venice - Virtual tour
San Francesco al Monte former convent - 3D reconstruction

Villa di Poppea

Il Satiro Danzante

Tomba del Cardinale de Bray

Domus romana

Promotion

Content management
Social media marketing
Web marketing & SEO
Ufficio stampa
Rassegna stampa

Content management

Communication is not a phenomenon that ends in a manifesto, at the contrary today more than ever it tends to assume continuous dynamics. Phantasya's communication projects are characterized by editorial plans aimed at the periodic disclosure of content through websites, social media and e-mail marketing campaigns, thus allowing the right flow of informations.

Social media marketing

Being present on social networks effectively means above all being able to continue to tell the story of a company in an area that is to users very familiar, in this way the positioning of the brand is consolidated in the own market field and work on a reputation.
To achieve these objectives Phantasya takes care of selecting the right channels, study the messages, the most suitable languages and the right graphic solutions to harmonize the social media marketing activity with the entire plan communication.

Web marketing & SEO

Traceability on the web is a fundamental component for the success of a company.

Search engines and the position of certain results have a key value in this scenario, often resulting in the positive or negative reputation of a company, for this reason it is important to study the right strategy and guarantee to sites optimal indexing through constant work on keywords, on exchange of links and phases of onsite and offsite activities.

Press office

Phantasya activates an information flow aimed at strengthening the image of its customers and to ensure correct information about products, initiatives and events promoted, using the resources of the web and the media to strengthen and convey a good image.

Press review

The newspapers are monitored through the press review more relevant to offer companies an analytical tool of the sector reference. Print monitoring is strategic for company management because they provide a clear picture of each fields and promptly identifies news, through the daily analysis of newspapers local, national and international.

PHANTASYA

SERVIZI E COMUNICAZIONE