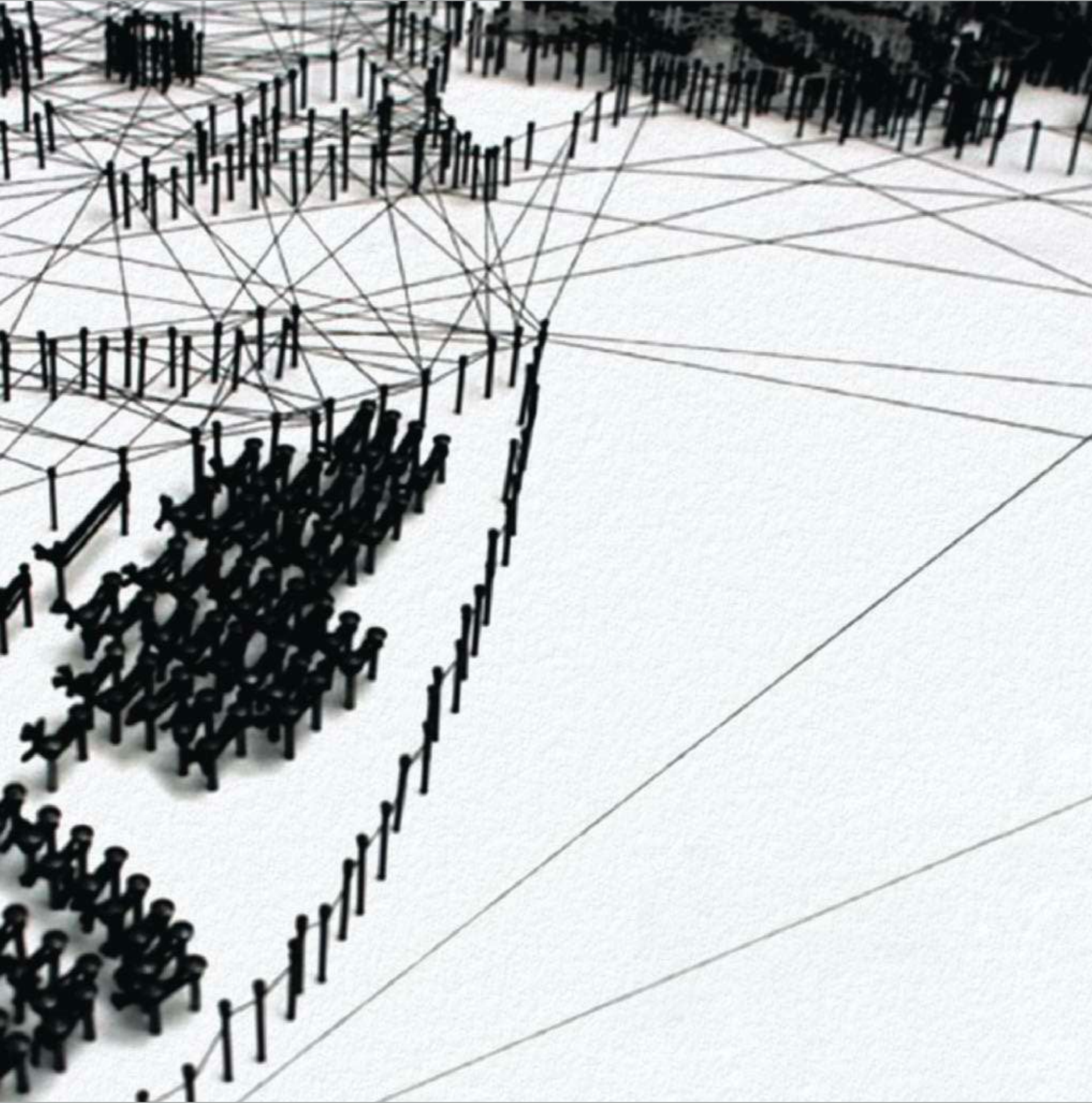




creative between

SIMMETRICO

2022 Company Profile

WHEN WONDER BECOMES NARRATION

WHEN WONDER

“It is only with the heart that one can truly see;
the essential is invisible to the eye.”
Antoine de Sainte-Exupery

NARRATION



TABLE OF CONTENTS

Simmetrico Company Profile

1. Simmetrico	4
2. Simmetrico Methodology	5-8
3. Pavilions and Exhibitions	9-75
4. Live Events	76-94
5. Architectural Design	95-107



SIMMETRICO

Simmetrico was born in 2007 from the vision of its founder Daniele Zambelli to allow **creativity** to be the driver of a project while also integrating all other elements from the onset.

Today the company **is a multidisciplinary agency specialised in design, planning and production of Expo pavilions, events, museums and cultural projects all over the world.**

International projects are developed and delivered through our **team of experienced creatives, designers, project managers, engineers and multimedia experts.**

Since its foundation, Simmetrico has been creating and implementing **multifaceted communication projects**, being responsible from conceiving creative concepts to the implementation and installation.

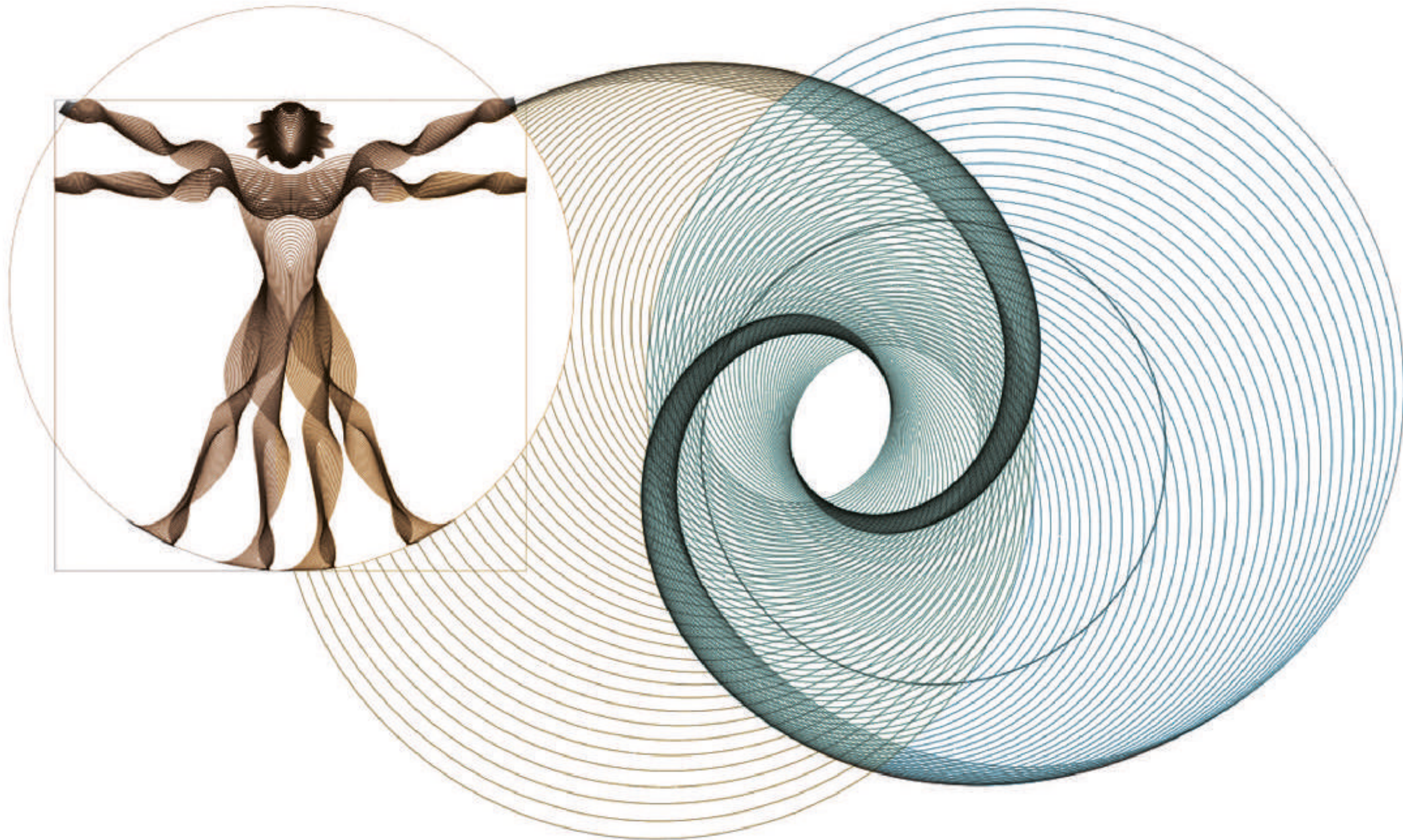
The key approach to the work is the **integration of the initial idea, content, media technology and design into one harmonious project**, in which each detail meets a single macro communication task.

Solid project management, planning and control systems together with the **working methodology** allows us to deliver complex projects, offering tailor-made solutions and bespoke creative projects.

Simmetrico works all over the globe, having its operative **offices in Milan, Dubai and Jakarta.**

2. SIMMETRICO METHODOLOGY

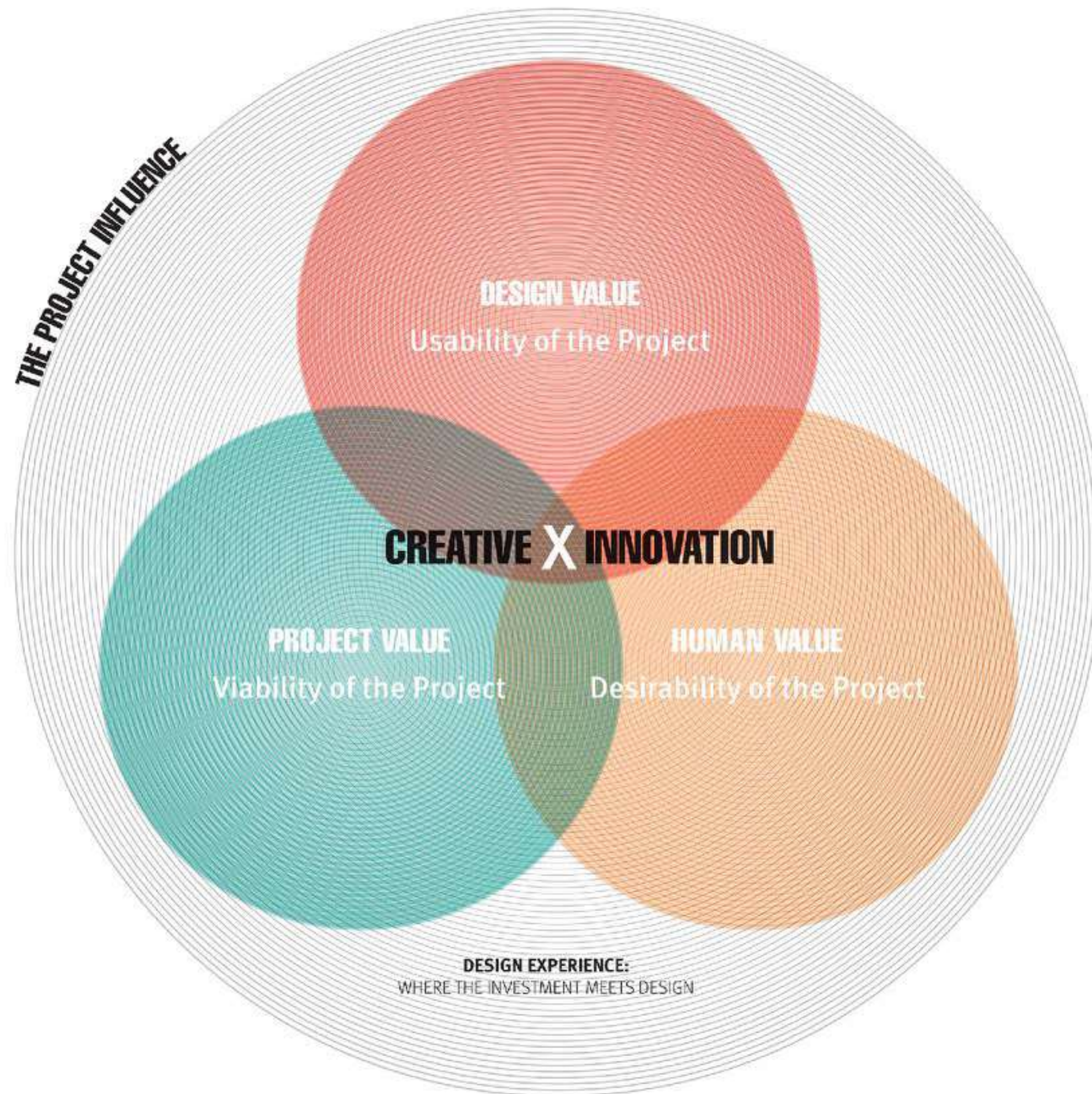
DESIGN FOR HUMAN



Experience is human.
Experience is sensory.
Experience is wonder.
It's personal, it's culturally
and contextually relevant.
It's aspirations.
And that's the point.

WE DESIGN (INTENTIONAL) EXPERIENCE

DESIGN EXPERIENCE - A STRATEGIC APPROACH



Design Experience means to draw a strategic framework that enhances the investment through the maximum creative and innovative project potential.

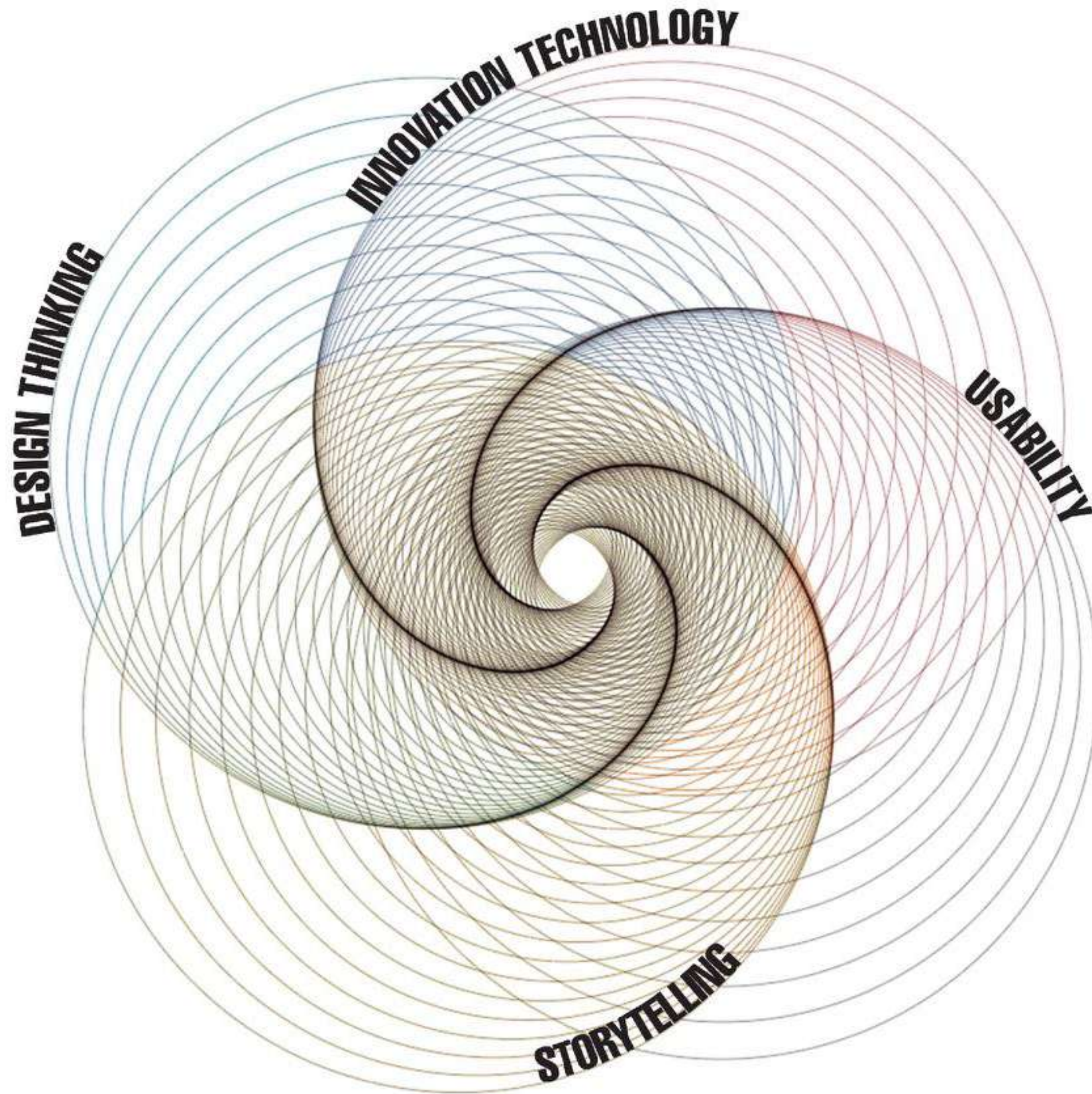
This is achieved by combining the three value areas of the project:

Design value: design thinking and technical innovation at the service of the visitor experience.

Project value: storytelling able to give vitality and durability to the project, transforming it into a legacy for the territory.

Human value: project development deals with the aspirations and the desires of the visitors and the territory inhabitants.

DESIGN EXPERIENCE - AN INTEGRATED APPROACH

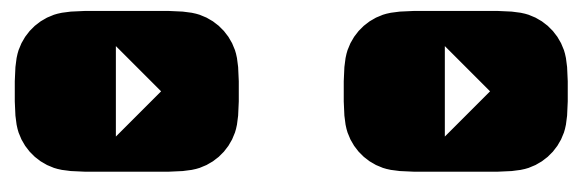


Design Experience means **to set up a methodological structure** where all the creative and technical disciplines are involved simultaneously at the same working table, nourishing each other.

Through this approach, design thinking, innovation technology, storytelling and usability are gathered **to service** a single center of attraction - **the visitor experience**.

3. PAVILIONS AND EXHIBITIONS

- . EXPO PAVILIONS
- . EXPO EXHIBITIONS
- . TRADE SHOWS PAVILIONS
- . MUSEUMS AND EXHIBITIONS



VIDEO LINK:
<https://vimeo.com/330825814>

<https://vimeo.com/649131722/424d71edf9>

AZERBAIJAN PAVILION EXPO 2020 DUBAI

AWARDS:



PURPOSE: Experience design for the National Exhibition in context of International EXPO - Promotion of the Republic of Azerbaijan

FORMAT: National Expo Pavilion

YEAR: 2021-2022

LOCATION: Dubai, UAE

AZERBAIJAN PAVILION - EXPO 2020 DUBAI



For Expo 2020 Dubai, Azerbaijan once again entrusted their pavilion to Simmetrico, positioning it in the thematic district dedicated to Sustainability. The pavilion was designed with a **strong focus on the environment and natural heritage**: Azerbaijan is considered one of the world's 25 biodiversity hubs.

“**Seeds For The Future**”, the official theme of the Pavilion, clearly explains the key message behind the project, which is the awareness that only by **investing in the future now, people can secure a sustainable tomorrow**. The structure is transparent as a leaf but as solid as a tree.

The exhibition involved visitors through stories and reflections on our future. Case studies teach visitors about a country that has managed to make great strides during its young history. Key areas of content focus on Azerbaijan's commitment to **global challenges** such as safeguarding and environmental improvement, diversifying the economy and **investing in human capital and sustainable development**.

This was a complete **turn-key project**, from the very first phase of conception to pavilion delivery, including interior exhibitions and visitor journey.



AZERBAIJAN PAVILION - EXPO 2020 DUBAI

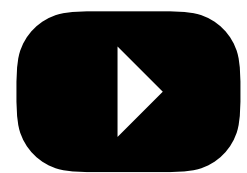


SCOPE OF WORK

- Turn-key project (from conceptualisation to construction and exhibition works)
- Architectural Design, BIM modelling, Construction Management
- Landscape Design
- Experience Design
- Content Interpretative Planning
- Content: design, production, ingestion and programming
- Set up: design, production and installation
- Technical project: executive design and production, including interactive solutions

KEY DATA

- 1,456 sqm. 3 story pavilion
- 5 motion-activated interactive kinetic “flowers”, triggering tailored video content displayed on 16 LED columns
- 2 interactive touchscreen tables
- 1 interactive touchscreen transparent monitor
- 5 interactive LED screens, 1x5m, built into tree-shaped sculptures, motion controlled by special designed triggers



VIDEO LINK:
<https://vimeo.com/649134003/b8e2364b9c>

MONTENEGRO PAVILION EXPO 2020 DUBAI

AWARDS:



PURPOSE: Creative Concept adaptation and Final Design development

FORMAT: National Expo Pavilion

YEAR: 2021-2022

LOCATION: Dubai, UAE

MONTENEGRO PAVILION - EXPO 2020 DUBAI



“Blessed by Nature”, a simple, but authentic pavilion for the Republic of Montenegro’s first step on Expo’s global stage.

The aim of the project was to realise the pavilion of the Republic of Montenegro at Expo 2020 Dubai. Being the first time that the country participates in a World Expo with its own pavilion, Simmetrico’s first objective was to accompany the country in the research of the right key message through which to share its culture and opportunities, and to do it in a way that could make its story stand out among 192 national pavilions. Simmetrico also had an important target objective: Expo 2020 Dubai is set to welcome a highly differentiated audience, among which a large number of families and schools is expected; for this reason, the values of edutainment played a central role in the development of the pavilion’s contents and installation. These were, in fact, designed with the aim to stimulate the younger Emirati visitors to engage with the culture and the opportunities of a new and foreign country.



MONTENEGRO PAVILION - EXPO 2020 DUBAI

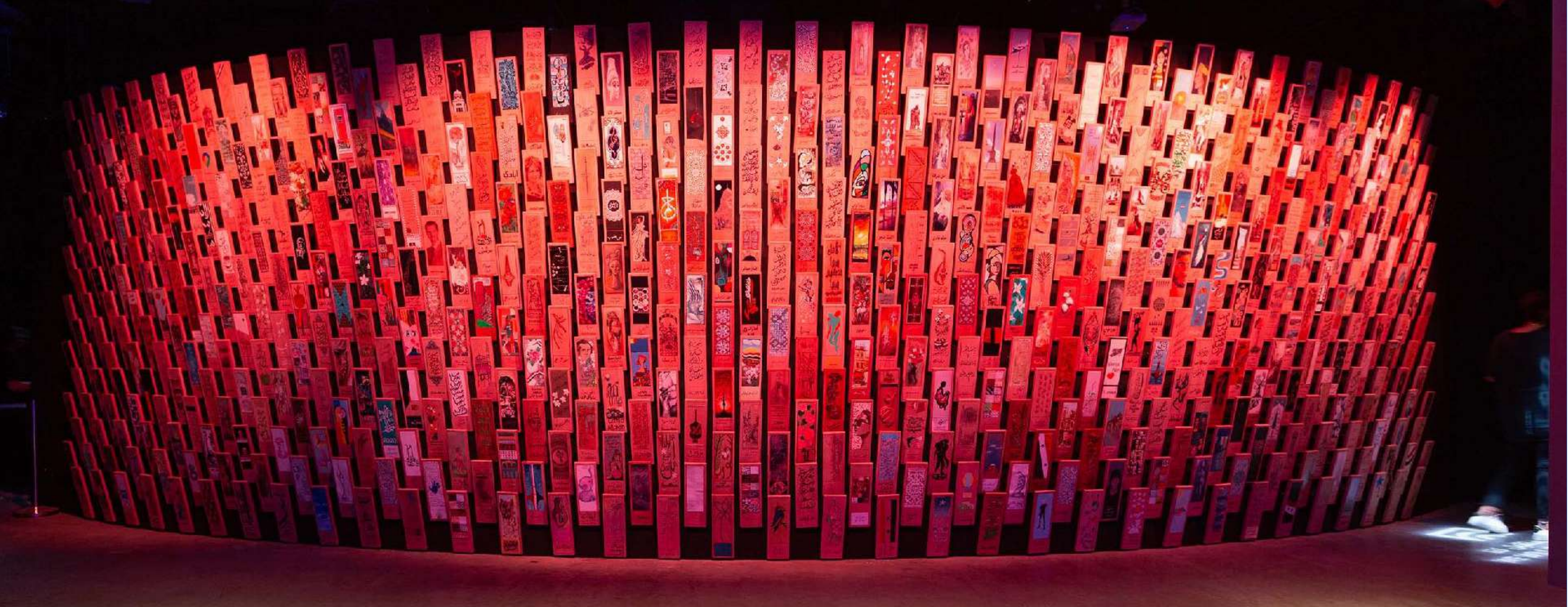


SCOPE OF WORK

- Creative Concept adaptation and Final Design development
- Integrated Project Management
- Expo procedure advisory and consultancy
- Visitor experience design
- Content: research, design, production, ingestion and programming
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions engineering
- On site and remote assistance

KEY DATA

- 400 sqm. pavilion
- 4x3m interactive wall
- 5x3m shaped video projection
- 2 interactive totems, motion controlled by custom designed triggers
- Glowing digital forest made of 184 plexiglass carved pipes and 184 controlled spotlights
- Pavilion soundtrack and interactions' sound effects bespoke concept and production



SYRIA PAVILION EXPO 2020 DUBAI

AWARDS:



PURPOSE: Final Design development

FORMAT: National Expo Pavilion

YEAR: 2022

LOCATION: Dubai, UAE

SYRIA PAVILION - EXPO 2020 DUBAI



Simmetrico was in charge of construction design and production of the **Syria Pavilion at Expo 2020 Dubai**, located in the Mobility District.

More than 1.500 Syrians from all over the world participated in the Pavilion creation, entitle “**We Will Rise Together**”, to frame the history and narrate the rising of their country.

Since the dawn of documented history, the Syrian people have contributed major achievements to the development of human history. The Syria Pavilion showcases a rich civilization that has laid the foundation of the connections in the modern world and wants to rise again and claim its place in the world. It was Syria that was home to the first crop, first Alphabet, and first music note and poem. The visitor journey winds through the history, culture and art heritage of this millenary land.

Key installations:

- . “**Pioneers of Agriculture**” reproduces a wheat field and informs visitors on the Syrian agriculture variety through 352 tiles illustrating the different crops growing on the territory.
- . “**Together**” showcases the work of 60 Syrian artists. According to their very personal point of view, these incredible artworks carry the idea of being Syrian.
- . “**We Will Rise**” is composed of 552 tiles created by Syrian citizens from all over the world and narrating several stories of ordinary people.
- . “**First Music Note**” and “**First Alphabet**” witness the primacy of Syria in the cultural sphere by reproducing the first score ever written and the first characters of the Aramaic alphabet from which all languages descend.



SYRIA PAVILION - EXPO 2020 DUBAI

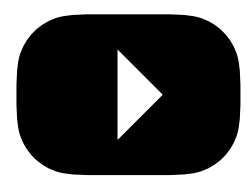


SCOPE OF WORK

- Final Design Development
- Project Management
- Expo procedure advisory and consultancy
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions
- On site and remote assistance

KEY DATA

- 280 sqm. pavilion
- 2,850 total tiles
- 1,500 hand decorated tiles by Syrians all over the world
- First Alphabet tile replica display
- 3 months project turn around



VIDEO LINK:
[https://vimeo.com/
manage/videos/
671907472](https://vimeo.com/manage/videos/671907472)

29 THEMATIC DISTRICT PAVILIONS EXPO 2020 DUBAI

PURPOSE: Creative Creation, production and installation

FORMAT: National Expo Pavilion

YEAR: 2022

LOCATION: Dubai, UAE

29 THEMATIC DISTRICT PAVILIONS



Simmetrico was appointed by Expo 2020 Dubai to support 29 International Participants in **developing their exhibition content, from conception to production** (content creation, digitalisation, printing and installation) for their respective Thematic District Pavilions. The Simmetrico Team **worked in collaboration with the Participants and their Expo 2020 Country Managers** to support content design, development, production and delivery in order to provide a unique visitor journey, complementing their chosen theme and reaching their key participation deliverables.

29 International Participants: ASEAN, Belize, Bosnia and Herzegovina, Burkina Faso, Central African Republic, Dominican Republic, Federated States of Micronesia, Independent State of Samoa, Kingdom of Lesotho, Kyrgyz Republic, Moldova, Mongolia, Nepal, North Macedonia, Paraguay, Republic of Albania, Republic of Cabo Verde, Republic of Cameroon, Republic of Costa Rica, Republic of Guyana, Republic of Haiti, Republic of Honduras, Republic of Kiribati, Republic of Namibia, Republic of Niger, Republic of Tajikistan, Republic of Togo, Republic of Vanuatu, Tuvalu.



29 THEMATIC DISTRICT PAVILIONS

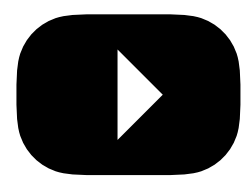


SCOPE OF WORK

- Content Creation and Production
- Countries' liaison and management
- Graphic Design
- Photography selection
- Graphic production & installation
- Experience Design enhancements

KEY DATA

- 9 month project
- 29 International Participants
- 7 different timezones
- 29 Thematic District Pavilions
- 29 Unique creative concepts
- 3 Expo Districts
- Over 2,500 individual graphic elements production and installation
- Over 45 dedicated Simmetrico team members



VIDEO LINK:
<https://vimeo.com/693920556>

BOSNIA AND HERZEGOVINA PAVILION EXPO 2020 DUBAI

PURPOSE: Experience Design, production and installation

FORMAT: National Expo Pavilion

YEAR: 2022

LOCATION: Dubai, UAE

BOSNIA AND HERZEGOVINA PAVILION



Simmetrico was appointed for the **refurbishment** of the Bosnia and Herzegovina Pavilion at Expo 2020 Dubai. **With minimal turn-around time** and **operational constraints** the Simmetrico team delivered on time, and on budget.

The conceptualisation and design of this project pursued the following objectives:

- . To conceive a space whose features reflect the **identity of the heart-shaped country**;
- . To create an involving and effective storytelling highlighting Bosnia and Herzegovina's **natural beauties, traditions and multicultural heritage**;
- . To promote Bosnia and Herzegovina **opportunities**, in terms of tourism and business potential;
- . To share the values of the real heart of the country, its **people**, through **the devotion and passion** they put into everything they do.

The central installation represents the core and the synthesis of the pavilion. It is the heart that welcomes and unites all the geometrical elements that create the exhibition and tells the stories of **8 Bosnian talents**, who through their different paths and actions, demonstrate the attitude of devotion and passion to their country.

Another important corner is the traditional **Bosnian craftsmanship** wall that hosts both an authentic presentation of Bosnian main crafts and live performances of artisans.



BOSNIA AND HERZEGOVINA PAVILION



SCOPE OF WORK

- Experience Design
- Project Management
- Graphic Design
- Set up: executive design, production and installation
- Technical project: executive design, production and installation
- On site and remote assistance

KEY DATA

- 250 sqm. exhibition
- Immersive central installation
- Embedded showcases
- 10 Backlit Totems
- 1 month turn-around project
- 10-day installation without interruption for visiting guests



SENEGAL PAVILION - EXPO 2020 DUBAI

Simmetrico was appointed for the **refurbishment** of the Republic of Senegal Pavilion at Expo 2020 Dubai, **prior to the Presidential Visit**. **With minimal turn-around time** and **operational constraints**, Simmetrico worked 24/7 with multiple teams to ensure the delivery was on time and on budget.

Working with the Senegalese appointed creative team, Simmetrico guided the project and created bespoke set up and decorative elements to enhance the visitor journey.

The 250 sqm pavilion included multiple video displays, **10m wall graphic**, an iconic Baobab tree installation, and video-mapped maquette. The main visitor journey that ran the length of the pavilion was created to give insight in all that the country has to offer. The iconic **Baobab tree installation** created both a meeting point and social media moment for visitors, much like real Baobab trees in Senegal.

Having to work with multiple stakeholders spanning several timezones, Simmetrico’s strong Project Management skills along with experienced Production teams ensured that the client’s expectations were not only met, but exceeded.

SCOPE OF WORK

- Project management
- Final Design development
- Graphic Design
- Set up: executive design, production and installation
- Technical project: executive design, procurement and installation
- Content ingestion

KEY DATA:

- 220 sqm. exhibition
- Baobab tree installation
- Customized furniture
- 1 week production turn around



SAMEEM - EXPO 2020 DUBAI

Simmetrico was appointed as design and visitor experience consultant for the **SAMEEM - “The Story of our Culture” pavilion at Expo 2020 Dubai**.

The Simmetrico team worked closely with the **Expo Visitor Experience Team** and their consultants for content research and validation along with authentic live performances.

The visitor experience was conceived as a narrative path that actively engages visitors thanks to immersive and emotional experiences with a **“learning by doing” approach**, that delivers edutainment content with the effective support of **“human to human interaction”**. To transform the narrative plot into an authentic “human landscape” Simmetrico suggested to create **“live stations”** to enhance the idea of meeting people and listening to their stories and culture as if one is on a real journey, moving from one territory to another. Consisting of multiple encounters, intercultural dialogues and inspiring stories, visitors were left with a deeper understanding of these unique and aspiration people, the Emiratis.

Three emotional installations at the entrance of each ‘landscape’, present the **hero** as the special guide of the exhibition: the water well, the palm forest and the sea waves.

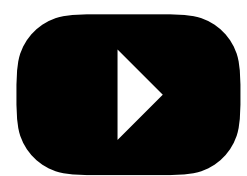
A **bespoke kaleidoscope audio-visual installation** offered visitors a creative glimpse into the landscapes and unique instagrammable moments, embracing the concept that where others see the horizon, Emirati people see it in a richer kaleidoscopic way, that unveils the true potential of what lies beneath.

SCOPE OF WORK

- Experience Design
- Multimedia installations design
- Graphic concept and executive design
- Photography, audio and videography design and production

KEY DATA:

- 300 sqm. open-air exhibition
- 10 live stations
- 3 hero installations
- Bespoke kaleidoscope audio-visual installation



VIDEO LINK:
<https://vimeo.com/221863722>

MONACO PAVILION EXPO ASTANA 2017

AWARDS:



PURPOSE: Experience Design for the National Exhibition in context of Regional EXPO - Promotion of Monaco

FORMAT: National Expo Pavilion

YEAR: 2017

LOCATION: Astana, Kazakhstan

MONACO PAVILION - EXPO 2017 ASTANA

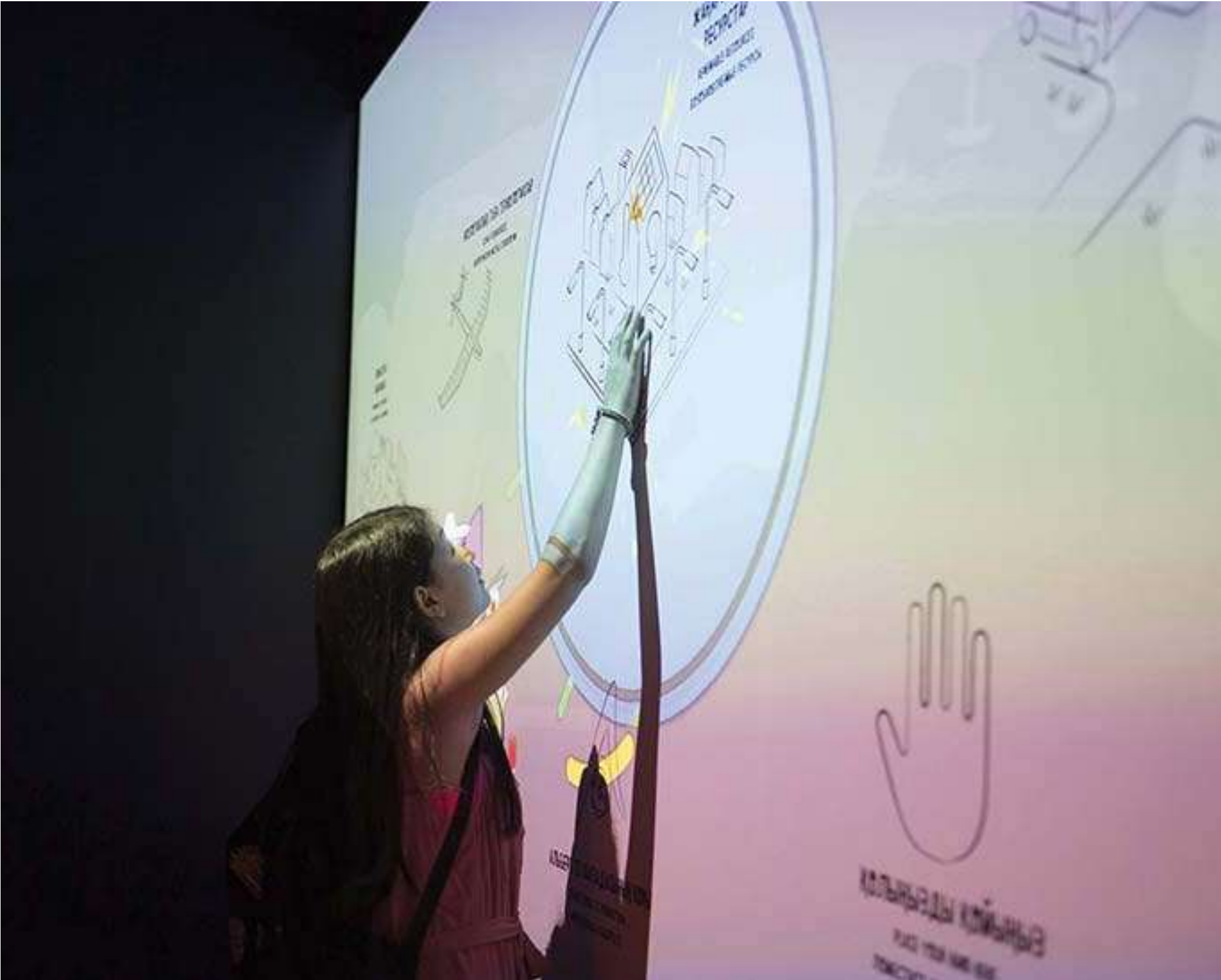


The **concept** at the basis of this project was the city reflected in **the sea which revealed the complex relationship between man and the environment**, where the limits could be transformed into the opportunity of a conscious growth. **The Pavilion explained the story of the commitment made by the Principality of Monaco towards the sustainable progress**, in which the new paradigms of urban development were integrated with the environmental protection.

The scenography highlighted the idea of such reflection: a **large kinetic installation** in the middle of the Pavilion **consisting of mirrored elements, reflected a projection that narrated the relation between the Principality of Monaco and the Mediterranean sea**. The integration between shapes, design and content are the unique expression of the sustainability and progress values, reminding the visitors of this relationship's awareness.



MONACO PAVILION - EXPO 2017 ASTANA

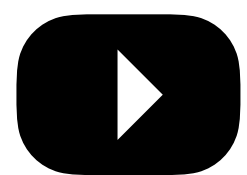


SCOPE OF WORK

- Experience Design
- Project Management
- Content: design, production, ingestion and programming
- Video projection mapping
- Set up: design, production and installation
- Technical project: executive design, production and installation, including interactive solutions engineering

KEY DATA

- 550 sqm. exhibition pavilion
- 16x6m kinetic mirrored Wave installation
- 16x5m reflecting floor video projection
- 3x2m interactive wall
- 3 Oculus VR goggles interactive installation
- 5x1m video-mapped maquette



VIDEO LINK:
<https://vimeo.com/223646428>

KAZAKHSTAN PAVILION EXPO ASTANA 2017

CERTIFICATE OF HONOUR:



PURPOSE: Project Execution for the National Exhibition in context of Regional EXPO

FORMAT: National Expo Pavilion/Museum of the Future

YEAR: 2017

LOCATION: Astana, Kazakhstan

KAZAKHSTAN PAVILION “MUSEUM OF THE FUTURE ENERGY” - EXPO 2017 ASTANA



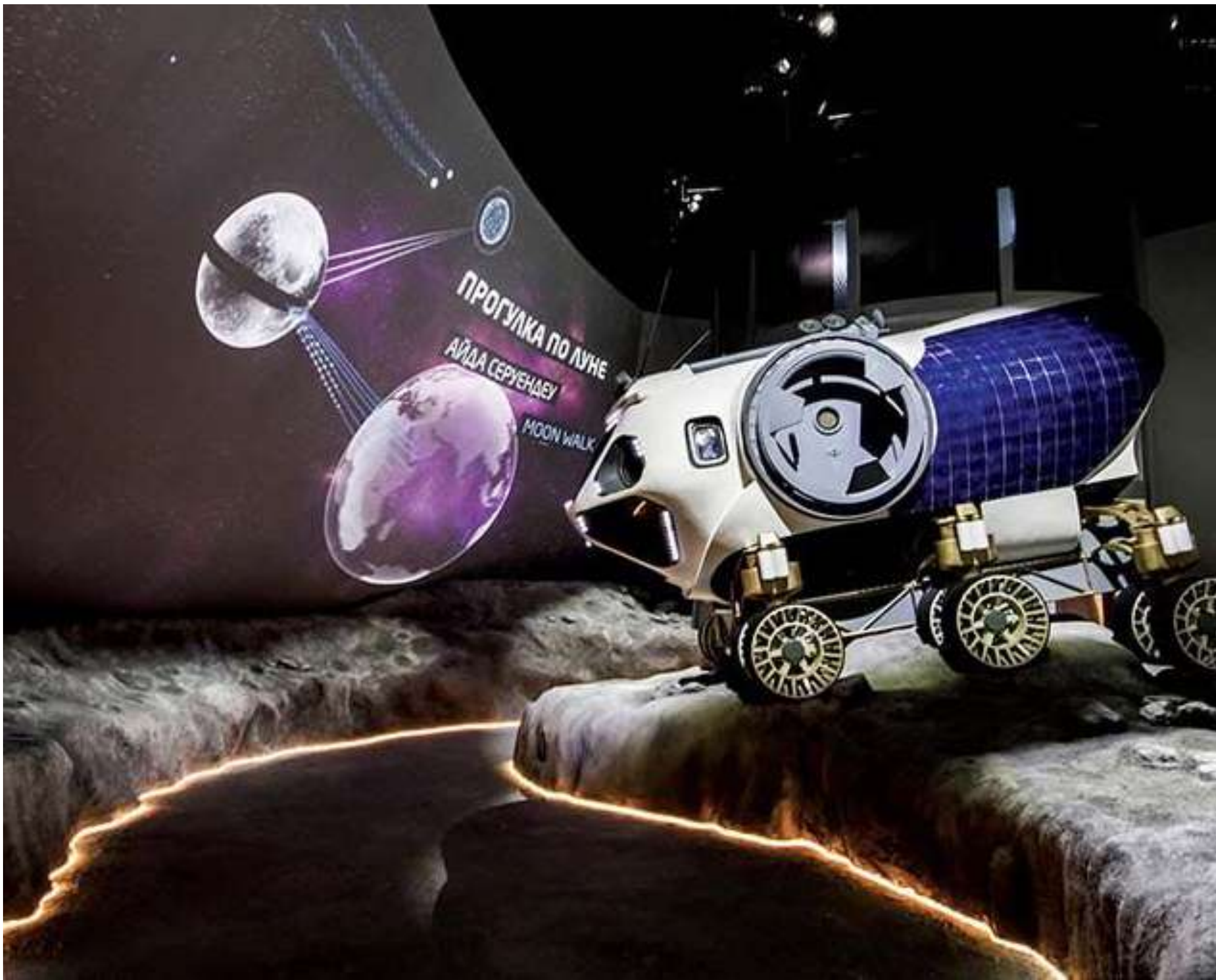
Simmetrico's ability to handle complex systems resulted in its involvement in **Expo 2017 Astana**. The company successfully managed the **large sphere of the Kazakhstan Pavilion**, the heart of the international exhibition centre that opened on 10th June 2017.

In the glass structure, with a diameter of **80 meters** and with **26,000 square meters** of space, Simmetrico was in charge of the executive production of all indoor fittings as well as implementation of the multi-media installations on the seventh and eighth floors.

These were the two highest levels of the Pavilion, with **more than 4,500 sq.m.** of total surface area, where the “Future Energy” exhibition route began. Simmetrico was assigned the project following an international tender announced by Sembol Construction, the General Contractor of the Kazakhstan Pavilion.



KAZAKHSTAN PAVILION “MUSEUM OF THE FUTURE ENERGY” - EXPO 2017 ASTANA



SCOPE OF WORK

- Project management
- Content: research, design, production, uploading and programming
- Scientific consultancy
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions

KEY DATA

- 1,700 sqm interactive exhibition
- 150 sqm surface walkable LED displays
- Suspended mirror installation: convex mirror 16m diameter reflecting custom-made content on LED and displays underneath
- 5 custom-made concept and storytelling video games on interactive stations surrounded by see-through curved LED strip curtains with tailored video content
- 16m diameter dome, 360° video projected (n. 16 projectors), with custom-made sound system. Video and soundtrack production
- 5x5m holographic theatre
- 2 video projected walls 7x4m each
- lunar landscape mock-up with 360° video projection on walls
- 30x5m video wall, 155 monitors on walkway perimeter
- 5 edutainment custom-made video games in special designed displays



VIDEO LINKS:
<https://vimeo.com/147018904>

<https://vimeo.com/147019975>

AZERBAIJAN PAVILION EXPO MILANO 2015

AWARDS:



PURPOSE: National Pavilion in context of World EXPO

FORMAT: National Expo Pavilion

YEAR: 2015

LOCATION: Milan, Italy

AZERBAIJAN PAVILION - EXPO MILANO 2015



A complete **turn-key project**, from the very first bit of conception to the pavilion delivery.

The Azerbaijan pavilion - entitled *Treasure of Biodiversity* - celebrated the **biodiversity** and the **culture** of the Nation, a place where different elements live side by side in perfect harmony. For this reason, the project was based on the idea of a biosphere as a metaphor for the country: a system open to external flows that also values and protects the diversity within it.

From this cardinal idea, the pavilion's **three biospheres®** were born, encased like precious jewels in the building's overall plan.

The undulating wooden walls evoked the typical wind of Azerbaijan, a symbol of the cultural and creative flows. They preserved the microclimate inside the pavilion.

Discover Azerbaijan and win its treasures was the name of the **digital strategy** specially conceived for the Azerbaijan Pavilion, involving the visitors before, during and after the event and creating a community of more than **200,000 users**.



AZERBAIJAN PAVILION - EXPO MILANO 2015

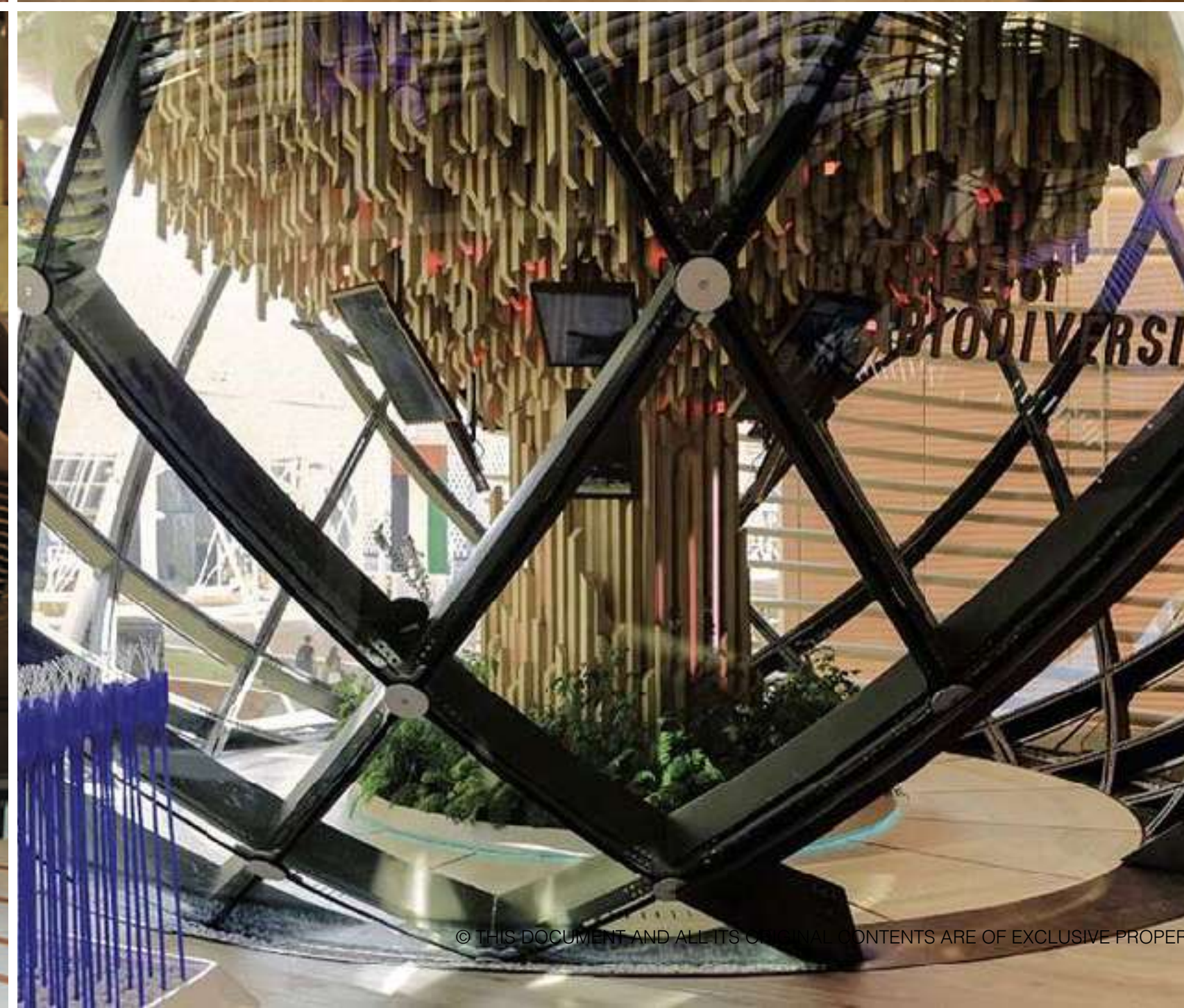


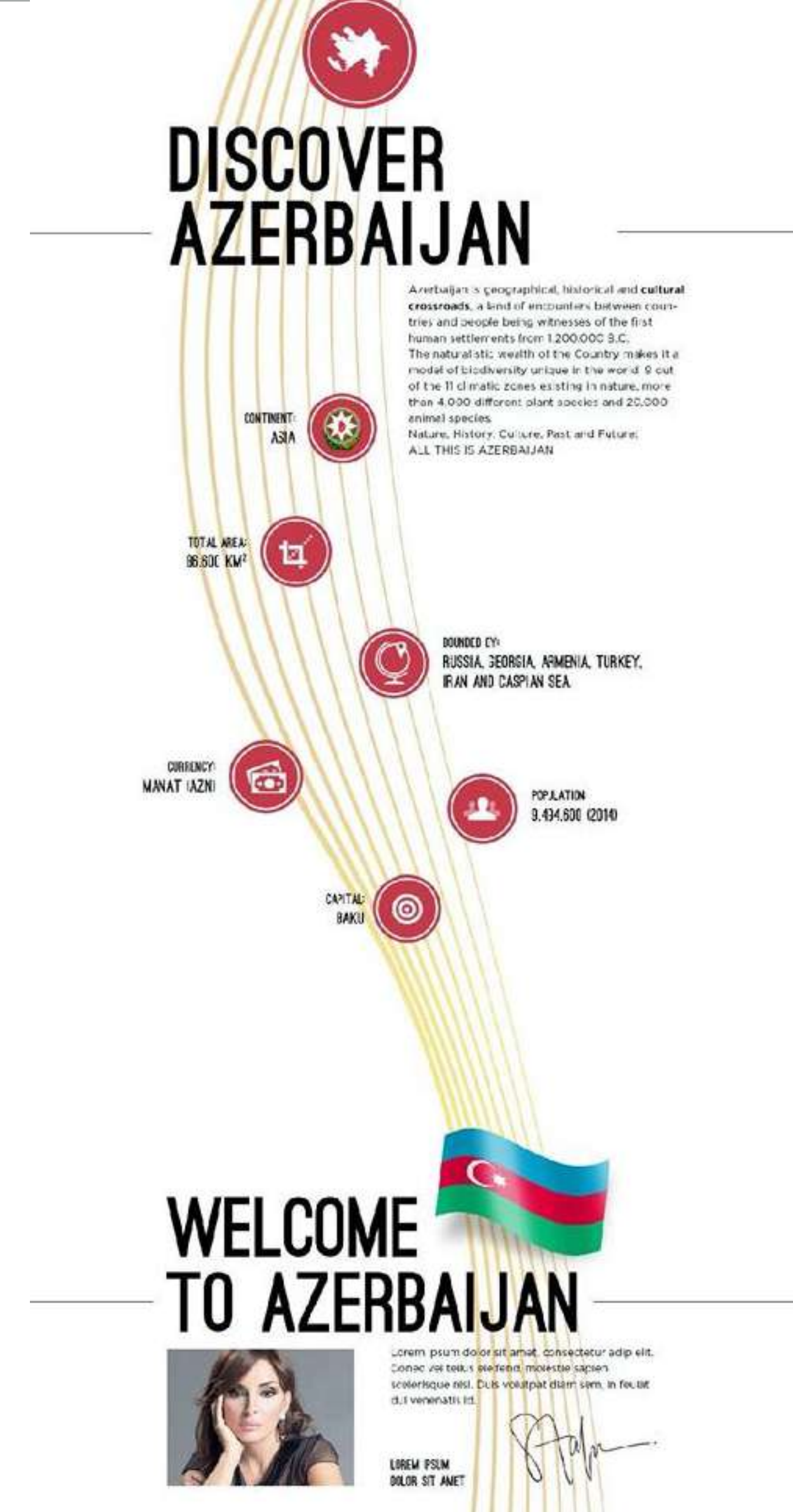
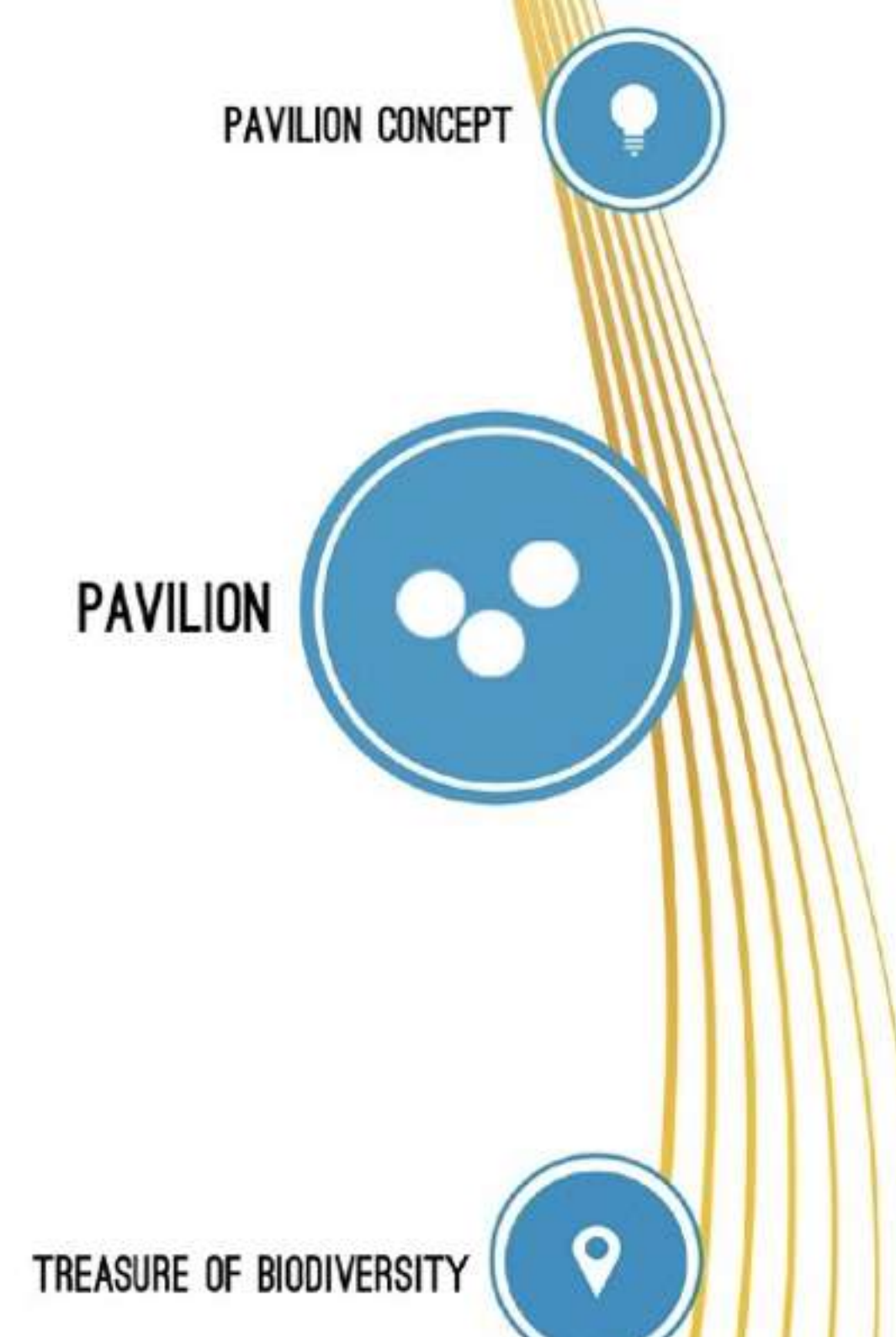
SCOPE OF WORK

- Turn-key project (from conceptualisation to construction and fit-out works)
- Architectural Design, BIM modelling, Construction Management
- Landscape Design
- Experience Design
- Content: research, design, production, ingestion and programming
- Set up: design, production and installation
- Technical project: executive design and production, including interactive solutions
- Exhibition operations management including Event Program Design and Production
- Communication campaign and digital strategy development and implementation
- Press Office

KEY DATA

- 1,000 sqm. 2 storey exhibition
- 4 interactive video-mapped books
- 13x3m motion interactive video-mapped curtain
- 3 cubes 3x3m made of video-mapped semitransparent fabric walls, inclusive of video and animation content, dedicated sound and storytelling voiceover with wireless headphones
- 5 interactive tables
- Exhibition sound track composed by Hollywood Awarded music composer, Andrea Guerra
- Artistic installation representing Che Guevara portrait and signature, made by Michael Murphy, worldwide renown artist





AZERBAIJAN PAVILION - EXPO MILAN 2015 - DIGITAL STRATEGY

PROJECT SHOWREEL



VIDEO LINK:
<https://vimeo.com/143113168>

“Discover Azerbaijan and win its treasures” is the digital strategy conceived for the Azerbaijan Pavilion. This strategy allows to involve the visitors before, during and after the event creating a community with more than 200.000 users.

The visitors were able to discover special contents during their visit thanks to geolocation equipment. Moreover, they shared their experience in real time hence strengthening and promoting the Pavilion’s communication.

Today, this database is a useful tool for the country to study initiatives for touristic promotion and cultural communication.

KEY DATA

200,000 registered users during the six months

10,000 visitors a day

500,000 contents viewed



USA PAVILION - EXPO MILANO 2015

On the occasion of Expo Milano 2015, Simmetrico won the international tender announced by the US Organizing Committee, thereby becoming the **contractor responsible for the execution of internal setting and technical equipment installation of the USA Pavilion.**

Together with public programming and online presence, the USA pavilion exhibits highlighted America's food systems and innovations, locating America as a force in the food world. **Through installations that combined living food plants, tactile displays, and digital storytelling,** the pavilion engaged a global conversation addressing topics such as food security and policy, international relations, science and technology, nutrition and health, and the evolution of culinary culture.

More than 6 million people toured the pavilion making it **the most visited pavilion at Expo Milano.**

Simmetrico used its **technical expertise**, developing the **dedicated control software for a complex video projection system on the fractal surface of a custom-built tensile structure.** The visit at the basement was timed to properly manage the visitors flow and guarantee a meaningful understanding of the 3 different projected stories, without sound and voiceover overlaps.

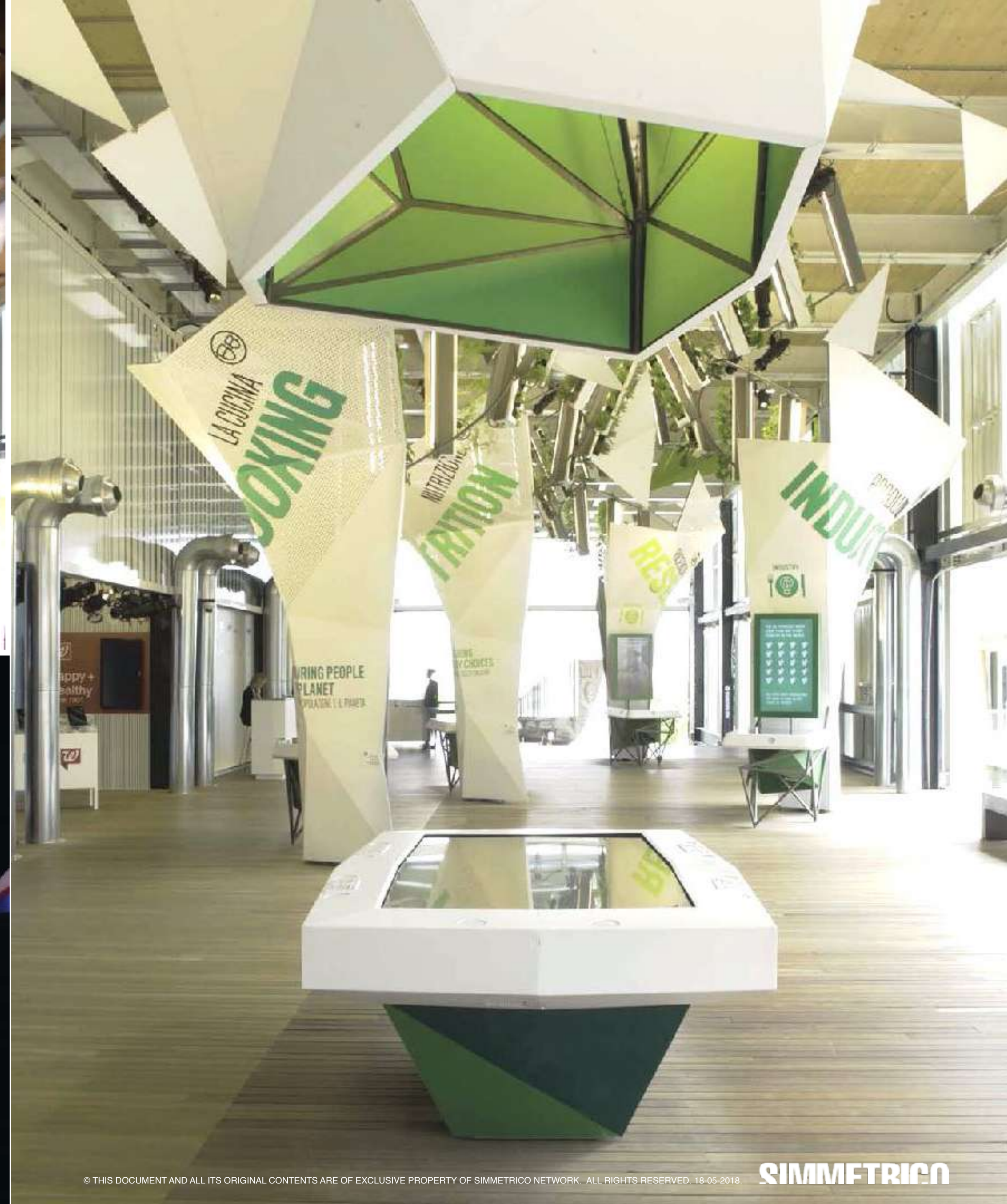
The go-to installation was the **giant interactive table** with video games and storytelling tailored for children and teenagers by Simmetrico, making it playful and educative at the same time.

SCOPE OF WORK

- Project and construction management
- Set up: executive design, production and installation
- Technical project: executive design, procurement and installation
- Video projection software development
- Content production and ingestion

KEY DATA:

- 2,500 sqm exhibition
- 3 different thematic areas
- More than 6 million visitors
- 50% fractal projection mock-up for testing
- Custom-made touch foil for monitors





AWARDS

AZERBAIJAN PAVILION EXPO 2020 DUBAI

ARCHILOVERS
BEST ARCHILOVERS 2021 PROJECT

EXHIBITOR MAGAZINE AWARDS
BEST MEDIUM PAVILION - 3RD PRIZE with HONORABLE MENTION
INTERPRETATION OF THEME - 2ND PRIZE with HONORABLE MENTION

MONTENEGRO PAVILION EXPO 2020 DUBAI

BIE Official Participant Award
EXHIBITION DESIGN (Rented Pavilion Category) - BRONZE AWARD

SYRIA PAVILION EXPO 2020 DUBAI

BIE Official Participant Award
THEME INTERPRETATION (Rented Pavilion Category) - GOLD AWARD

SPECIAL RECOGNITION
Simmetrico was recognised with a special gratitude award by the Presidency of the Syrian Arab Republic in recognition of our commitment and professionalism in bringing the pavilion to life.



PRINCIPALITY OF MONACO PAVILION EXPO ASTANA 2017

BEA ITALIA
BEST CULTURAL EVENT - 1ST PLACE

EXHIBITOR MAGAZINE
ASTANA BEST SMALL PAVILION - 1ST PLACE



AZERBAIJAN PAVILION EXPO MILAN 2015

TOWARDS A SUSTAINABLE EXPO 2015
BEST DESIGN and MATERIALS

ITALY-AZERBAIJAN TOGETHER FOR THE FUTURE
The Embassy of Azerbaijan in Rome awarded Simmetrico for the Azerbaijan Pavilion at Expo Milano 2015. Simmetrico was recognised with a special award for providing an exceptional platform that strengthened the link between the two countries.

EXHIBITOR MAGAZINE’S EXPO 2015 AWARDS
BEST SMALL PAVILION - 1ST PLACE.

BEA ITALIA - BEST EVENT AWARDS
“BEST DESIGN” EDITOR’S AWARD - 1ST PLACE.

EXPERIENCE DESIGN AWARDS
BEST COLLECTION OF INTERACTIVE TECHNOLOGY - 2ND place.

MEDIASTARS
DIGITAL STRATEGY - 1ST PLACE.
PROMOTION - 2ND PLACE.
TWO SPECIAL STARS FOR CREATIVE DIRECTION AND CONCEPT DESIGN.





TESTIMONIALS AND REFERENCE LETTERS

“Working with Simmetrico was a great experience, they don’t cut corners, they care about details and design as much as I do.. their team was dedicated and highly professional. We have learned a lot from their experience in pavilions, the Syrian pavilion at expo 2020 wouldn’t have been that great without Simmetrico””

SYRIA PAVILION,
Khaled Alshamaa - Designer and Pavilion Director

“This is truly above and beyond! If reality turns out to mirror the rendering, then the contractor has surely delivered exactly what they promised.

“Remarkable service, efficient with incredible professional staff and a good team leader/ Supervisor whom we are honoured to have been working with - Mr. Phillip Labib. Thank you very much for all the assistance to the Tuvalu Pavilion at Dubai Expo 2020. We appreciate it a lot”

TUVALU PAVILION,
Silaati Tofuola Filiake - Commissioner General

“Je suis heureuse de partager avec vous mon ressenti après des longs mois de collaboration.

Thanks to SIMMETRICO for showing excellent services, extraordinary skills and strong commitment towards our Pavilion. Our appreciation for their extra efforts and hard work is much greater than these words.”

MONTEENGRO PAVILION,
Milena Pejovic - Pavilion Director

“As an institution, we have a tendency to "shoptalk" and we benefitted immensely from Simmetrico team's expertise in framing our messages in more coherent terms and in putting the right visuals.

Je tiens tout d'abord à vous remercier toute l'équipe de SIMMETRICO pour le travail abattu . Votre professionnalisme et la disponibilité de vous tous et à tout moment est à saluer . Le pavillon du Niger a eu une vie grâce au travail acharné que vous effectué et pour cela recevez toute ma gratitude. Vous avez su satisfaire toutes nos demandes et reproduire exactement nos idées pour l'aménagement du pavillon du Niger .”

REPUBLIC OF NIGER PAVILION,
Tina Abdou Saleye - Project Manager

“Je voudrais au nom des membres du staff du pavillon de la République Centrafricaine, vous dire un grand merci pour la qualité de collaboration qui existait entre nous au moment de la décoration de notre pavillon. Je peux vous rassurer que Grace à votre expertise, nous avons un beau pavillon qui reflète la vision du Gouvernement, du thème central et du

Your application of ASEAN branding was spot-on. We deal with a multitude of issues and communicating them effectively is a challenge but I like that you managed to strive for simplicity where there was complexity. It was a pleasure to work with Simmetrico!”

ASEAN PAVILION,
Romeo Jr. Abad Arca - Pavilion Director

sous-thème de l'expo 2020 de Dubai. Tous les visiteurs qui entrent dans notre pavillon, l'apprécie. De ce fait, je voudrais encore une fois de plus vous remercier et féliciter pour la qualité de travail abattu.”

CENTRAL AFRICAN REPUBLIC PAVILION,
Alain Douathe Koyangozo - Commissioner General



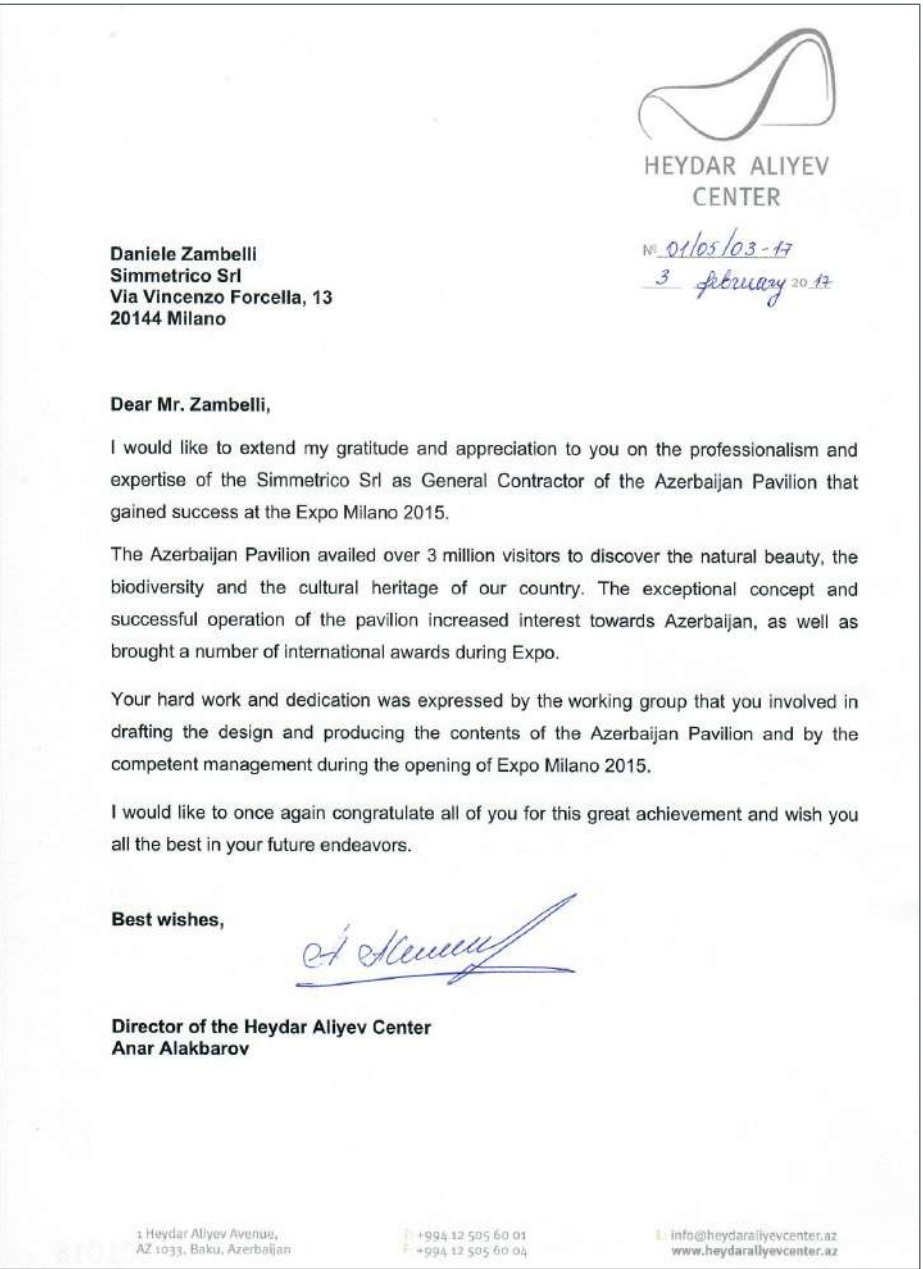
TESTIMONIALS AND REFERENCE LETTERS



Certificate of Honor by Sembol
Constructions, for the Kazakhstan
Pavilion, the “Museum of the Future”,
at Expo 2017 Astana



Official congratulatory letter by
Thinc Design for the USA Pavilion
at Expo Milan 2015



Official congratulatory letter by the
Director of the Heydar Aliyev Center
for the Azerbaijan Pavilion
at Expo Milan 2015



3. PAVILIONS AND EXHIBITIONS

. EXPO PAVILIONS

. **EXPO EXHIBITIONS**

. TRADE SHOWS PAVILIONS

. MUSEUMS AND EXHIBITIONS



GOVERNMENT 50|71 GALLERY EXHIBITION - EXPO 2020 DUBAI

“A year to celebrate 50 years, which witnessed the fastest construction journey in the history of countries, the best development journey in the region, and the noblest journey in human building. It is also a year of preparation for the next 50 years, full of goodness, deep in impact, and exemplary in building hope for the region and the world.”

This is **the essence of the 50|71 Government Gallery Exhibition**, perfectly expressed by his Highness Sheikh Mohammed bin Rashid Al Maktoum.

Simmetrico conceptualized and produced the Gallery Exhibition for Expo 2020 Dubai as a serpentine self-standing backlit graphic wall installation with an Interactive Book **describing the UAE's birth, 50th anniversary and the country's growth prospects towards 2071**.

The United Arab Emirates embodies tradition, culture and ambition, and Simmetrico narrated the synergy of these elements by describing the beauty of these incredibly enterprising people.

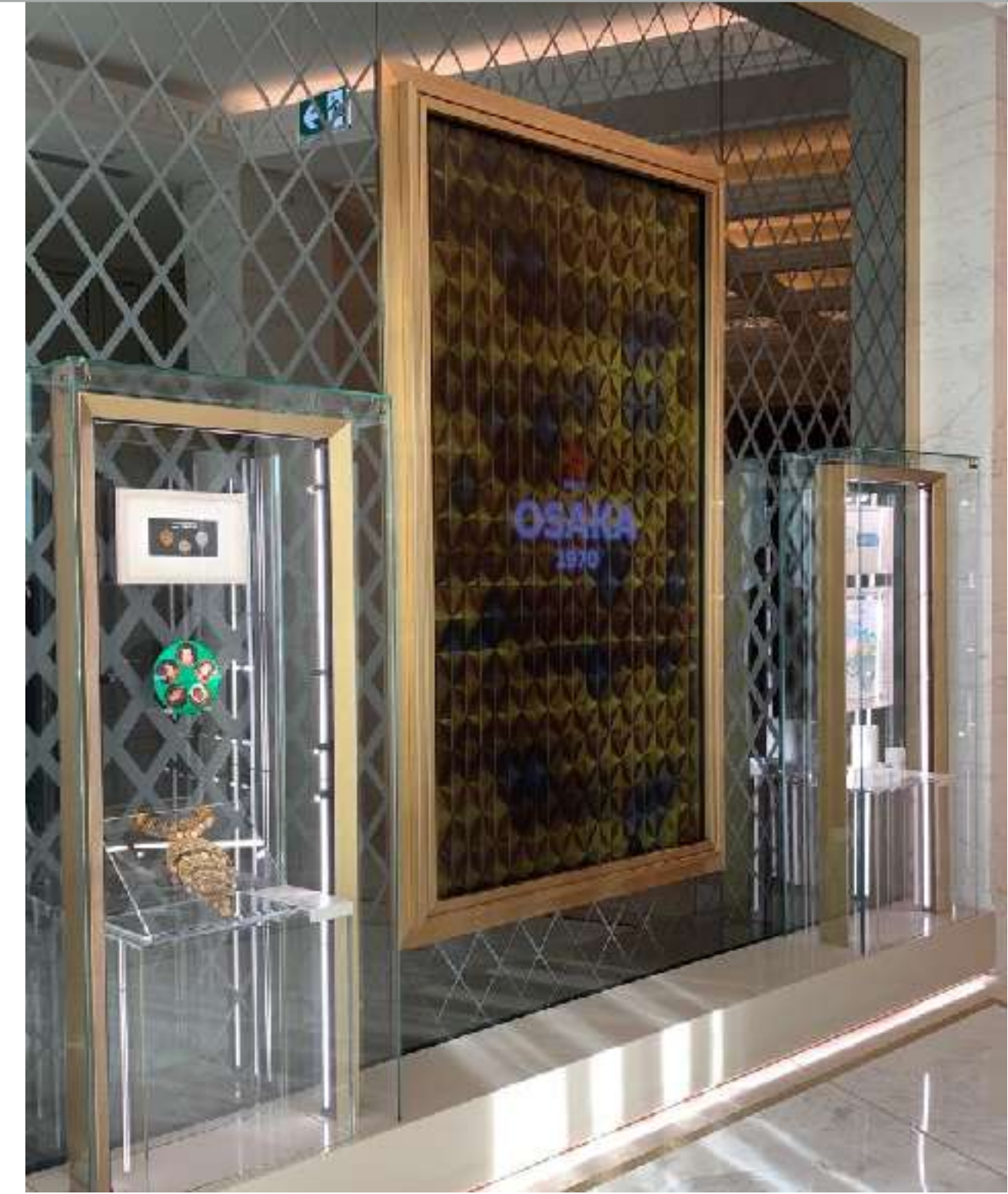
History and hope to convey to the visitor the sensation of a prosperous and shared journey.

SCOPE OF WORK

- Experience Design
- Project Management
- Content: design, production, ingestion and programming
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions
- On site and remote assistance

KEY DATA:

- 1 interactive video-mapped book
- 32 backlit graphic panels
- Dedicated soundtrack and interaction sound effects
- UI and UX video content production
- Graphic panels to be refreshed, installed and uploaded every 2 months



“50YEARS OF EXPO” EXHIBITION - LEADERSHIP PAVILION - EXPO 2020 DUBAI

Simmetrico was awarded the 50 Years of Expo Exhibition project with the aim to design, produce and deliver an effective narrative about **50 years of the UAE’s involvement in World Expos** physical displays and emotional videos.

The location of the exhibition is one of the main hallways of the **Leadership Pavilion**, which hosted all of Expo 2020’s main dignitaries including the UAE leadership and the main government representatives of official visits to the Expo 2020 site.

The exhibition communicated **three main objectives and messages**:

- Share the UAE’s vision of World Expos and how this vision was carried through each year of participation.
- Highlight the important values consistently shared in the history of the UAE’s involvement in World Expos
- Showcase stories of the UAE’s participation in World Expos and highlight the human element

Simmetrico developed four **animated 4K videos** after extensive content research and deliberate archive selection of videography and photography. Moreover, the Simmetrico team designed the **showcases** to display the **valuable and unique items** to highlight each year of UAE’s participation in World Expos.

SCOPE OF WORK

- Experience Design
- Project Management
- Content: research, design, production, ingestion and programming
- Set up: executive design, production and installation
- Technical project: app control design, implementation and programming

KEY DATA:

- Production of four 4K videos with animated graphic
- Tailor-made iPad App for language selection and video control displayed on four 98” 4K monitors
- Client server application based on mini pc
- Dedicated wi-fi infrastructure
- Remotely controlled showcases’ lighting system



TESTIMONIALS AND REFERENCE LETTERS

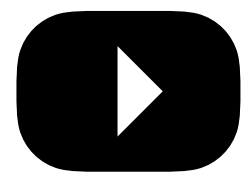
“Simmetrico delivered every admired aspect of ‘50 Years of Expo - Participant to Host’ exhibition and associated displays within the Leadership Pavilion at Expo 2020 Dubai. While not open to general visitors of Expo 2020 Dubai this exhibition told the story of the UAE’s ambitious involvement in the world expo movement from 1970 until today to international dignitaries. I consider this exhibition outcome to be an exemplar of exhibition design whereby the collection was given priority to speak. Showcases, graphics and associate media presentations were subdued, relevant and user friendly. Simmetrico’s response was an exercise in elegance and understanding of client needs and ambitions for the brief.”

GARRETT DONNELLY,
Director of Exhibitions - EXPO 2020 Dubai



3. PAVILIONS AND EXHIBITIONS

- . EXPO PAVILIONS
- . EXPO EXHIBITIONS
- . **TRADE SHOWS PAVILIONS**
- . MUSEUMS AND EXHIBITIONS



VIDEO LINK:
<https://vimeo.com/360300457/f2b2b8ba69>

RUSSIAN COPPER COMPANY PAVILION 2019

AWARDS:



PURPOSE: Temporary multimedia experience space in context of International Industrial Fair - Corporate promotion by showcase

FORMAT: Multimedia Trade Fair Pavilion

YEAR: 2019

LOCATION: Ekaterinburg, Russia

RUSSIAN COPPER COMPANY PAVILION 2019



The Future Is Getting Closer - under this concept and claim Simmetrico created and developed the project of the Pavilion of the Russian Copper Company (RCC) for the 2019 Innoprom Exhibition in Ekaterinburg, Russia.

In collaboration with Illogic, the project general contractor, Simmetrico implemented **a versatile multi-technology structure, where each element harmoniously fit into the overall architectural design**, turning the pavilion into a unique multimedia space.

The project was dedicated to the anniversary year of the RCC history - **the fifteenth anniversary of successful activity. High-tech installations** reveal not only the achievements and successes of the company, but also show future vision through initiatives and development programs. Innovative technologies turn the viewing process into a fascinating journey, where every visitor can literally discover and explore one or more stories with their own hands.

For Simmetrico it was a particular honour to be engaged in the design and implementation of the Pavilion for the second year in a row and become part of the history of the Russian Copper Company, presenting its values and a great legacy.



RUSSIAN COPPER COMPANY PAVILION 2019

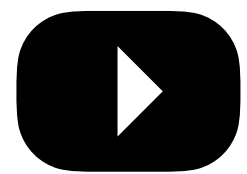


SCOPE OF WORK

- Architectural Design
- Experience Design
- Project Management
- Content: design, production, ingestion and programming
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions engineering

KEY DATA

- 741 sqm. 2 -story pavilion
- 5x4m interactive holographic theater with fog curtain and laser effect trigger, tailored content and 3D interaction concept
- Video effects LED tunnel pathway
- 370ml of dynamic strip LED, with total ambient video effects
- 3 interactive cubes installation
- 45 dancing monitors installation
- 3 Virtual Reality binoculars
- 5 holo-blades “chandeliers”



VIDEO LINK:
<https://vimeo.com/302859960>

RUSSIAN COPPER COMPANY PAVILION 2018

AWARDS:



PURPOSE: Temporary multimedia experience space in context of International Industrial Fair - Corporate promotion by showcase

FORMAT: Multimedia Trade Fair Pavilion

YEAR: 2018

LOCATION: Ekaterinburg, Russia

RUSSIAN COPPER COMPANY PAVILION 2018



Copper as the **DNA of civilisation** - this was the creative concept from which Simmetrico designed the Russian Copper Company Pavilion, realised for the **Innoprom 2018** in Ekaterinburg.

The pavilion was a showcase of RCC identity, its values and history.

The main concept of the pavilion took the form of 5 meter high kinetic installation: the ever-changing **DNA column®**. 24 ogive-shaped modules revolving independently 360°, covered with 400 custom-made synchronised mini-LED tiles, played the content with the spine movement.

At the base, an interactive **holographic prism** was a gate to discover the 5 key-values of RCC.

The experience was completed by other two installations: the **Holographic Theatre**, opening as the visitors approached it, showing the company's six challenges, and the **Interactive Timeline**, explaining the history of copper as a motor of innovation.



RUSSIAN COPPER COMPANY PAVILION 2018



SCOPE OF WORK

- Architectural Design
- Experience Design
- Project Management
- Content: design, production, ingestion and programming
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions

KEY DATA

- 750 sqm. 2-story pavilion
- 5m high 360° revolving kinetic DNA installation with custom-made LED display, concept and video production
- Holographic pyramid controller to trigger the DNA videos and animations
- 5x1 holographic theater revealed by interactive kinetic fractal installation
- 3x2m visual installation made of 28 holo-blades with 3D effect videos

- Interactive table made of 3 monitors triggering a 10m wide LED timeline
- Interactive table triggering 2x2m LEDwall



BRIGHT FOOD GROUP PAVILION

Simmetrico was appointed by Bright Food to conceive a **concept design** for the **Group pavilion at China International Import Exhibition 2018 in Shanghai**. The project was created under the theme of “**Smart Chain**” - importing fresh and quality food from all over the World to China bringing a little bit of the other world cultures to homeland.

The total pavilion area was an **exhibition platform for more than 30 companies** from different countries. The **center of the exhibition was “The Smart Chain” tunnel Installation**: the large dining table with video projections at the center was an emotional journey from modern agricultures from around the world through distribution chain directly to China. Made of prisms, it was welcoming visitors to discover the story of Bright Food reality. Visitors could experience a **large dining table like a communication core, able to express the value of the Brightfood Group’ Smart Chain philosophy**.

The booth space was divided by the central installation in **2 expo areas**, dedicated to different companies, and included the stage for presentations and official appointments, meeting area and conference room, VIP lounge and restaurant and other operational spaces needed.

SCOPE OF WORK

- Experience Design
- Project Management
- Creative Direction
- Content Design
- Graphic Design
- Art direction during installation on site

KEY DATA:

- 2,000 sqm stand, 2-story stand





AWARDS

RUSSIAN COPPER COMPANY PAVILION INNOPROM 2019

BEA WORLD - WORLD BEST EVENT AWARDS
BEST USE OF TECHNOLOGY - 1ST PLACE

EXHIBIT DESIGN AWARDS
BEST INTERACTIVE EXHIBIT - 1ST PLACE

WORLD EXHIBITION STANDS AWARDS
BEST STORYTELLING - PLATINUM AWARD
BEST PAVILION - DIAMOND AWARD
BEST USE OF TECHNOLOGY - DIAMOND AWARD



RUSSIAN COPPER COMPANY PAVILION INNOPROM 2018

WORLD EXHIBITION STANDS AWARDS
BEST STAND 1000 sq.m. - DIAMOND AWARD
BEST STAND AT AN ENERGY AND MINING EVENT - DIAMOND AWARD

BEA WORLD - WORLD BEST EVENT AWARDS
BEST TRADE SHOW - 1ST PLACE
BEST USE OF TECHNOLOGY - 1ST PLACE

BEST ITALIAN EXHIBITION DESIGN SELECTION
PLATFORM MAGAZINE 2019 SPECIAL EDITION





3. PAVILIONS AND EXHIBITIONS

- . EXPO PAVILIONS
- . EXPO EXHIBITIONS
- . TRADE SHOWS PAVILIONS
- . **MUSEUMS AND EXHIBITIONS**



VIDEO LINK:
<https://vimeo.com/649139726/ce7fc0fae2>

NIKOLAJ KUZNETZOV. THE MAN. THE LEGEND.

AWARDS:



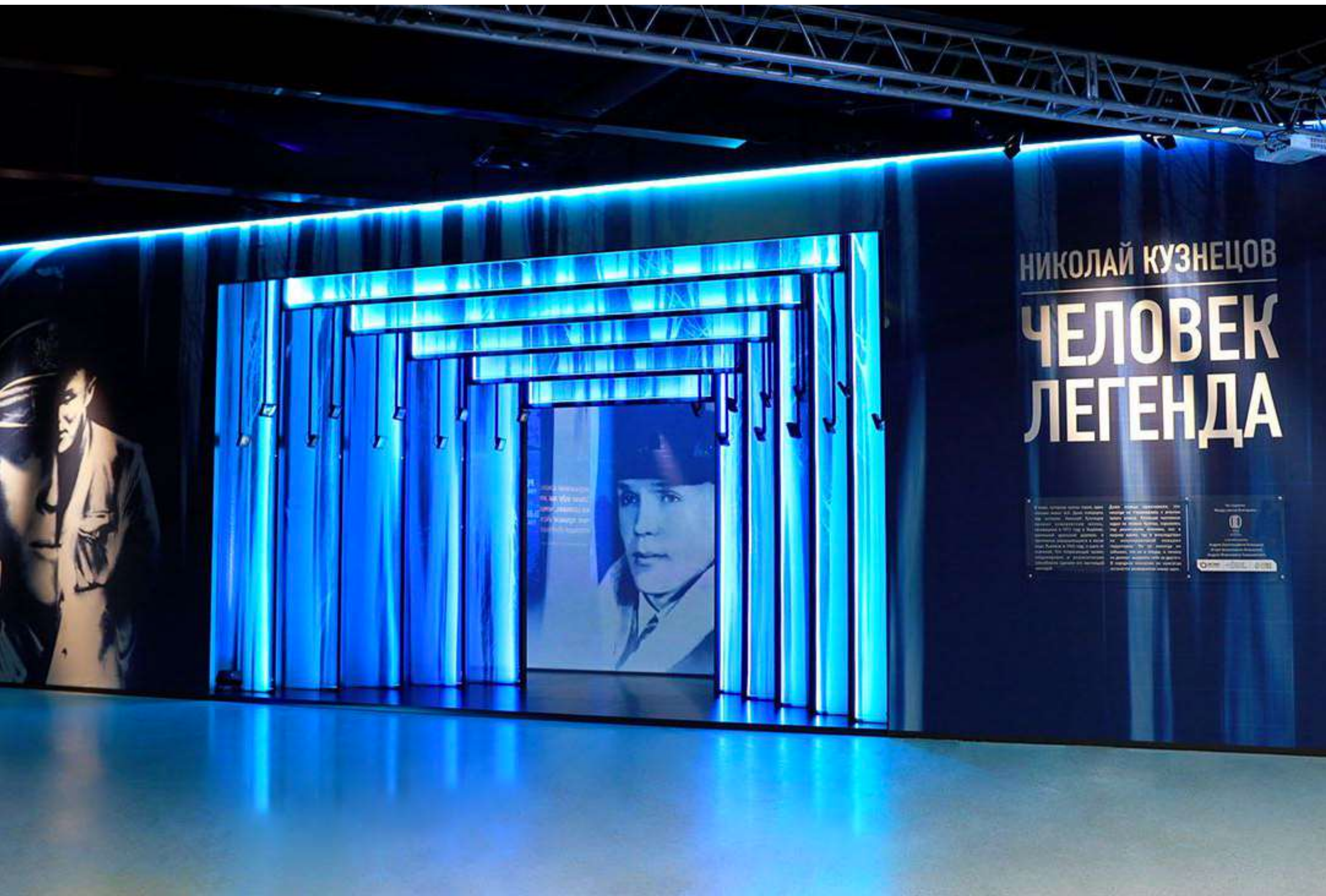
PURPOSE: Multimedia experience space in context of “Russia, my History” complex museum

FORMAT: Historical Exhibition

YEAR: 2021

LOCATION: Ekaterinburg, Russia

NIKOLAJ KUZNETZOV. THE MAN. THE LEGEND.



“Nikolaj Kuznetsov. The man. The legend.” is an exhibition dedicated to the new generations. It tells of a 20th.

In the museum complex “Russia, my history”, Ekaterinburg, on commission by the Saint Catherine Foundation, Illogic Srl and Simmetrico designed and realized the thematic exhibition “Nikolai Kuznetsov. The man. The legend.”. The exhibition celebrates the **Soviet hero** who was a secret agent and a partisan in the Ukrainian territories occupied by Nazis during WWII. For the purposes of the exhibition, Simmetrico conceived an **immersive environment, rich in innovative technological elements** and which fully exploits the peculiarity of the triangular space. Thanks to a smart implementation of **tailor-made technologies**, Simmetrico gave value to the character of agent Kuznetsov, **engaging visitors in a sensitive and empathic encounter with the secret agent and the Man.**

NIKOLAJ KUZNETZOV. THE MAN. THE LEGEND.



SCOPE OF WORK

- Experience Design
- Project Management
- Content: design, production, ingestion and programming
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions engineering

KEY DATA

- 140 sqm. exhibition, triangular shape
- Holographic theatre including interaction with physical objects and special effects
- Holographic video content storyboard, script, filming and production
- 9x4m interactive wall

- 2 autostereoscopic 8K LookingGlass interactive monitors with special designed interaction controllers
- 3D interactive content concept and production
- 3 interactive video-mapped books
- 3 interactive mock-ups with projections
- Exhibition soundtrack and interactions' sound effects bespoke concept and production



TRADITIONAL FOOD HOUSE - AL SHINDAGHA MUSEUM, 2019-2020, DUBAI

Simmetrico was involved in the development of the **Traditional Food House**, an 860sqm exhibition, located in the historic **Shindagha neighbourhood**, working with Dubai Municipality Architectural Heritage Department, in partnership with the Department of Tourism and Commerce Marketing (DCTM) and Dubai Culture and Arts Authority (DCAA).

The visitors are welcomed in a multi-sensory exhibition with immersive experiences that provide a **holistic overview** of the subject of traditional food, from farm, sea, and trade to the plate. The museum represents the journey of food and people from harvest to trade, to the preparation of dishes and to the gathering and consumption of food. The importance of transporting visitors to a different environment and re-living the traditions of Emirati food is key to understand the values of the Emirati cuisine and participation is the best way to encourage learning.

Simmetrico worked closely with the client and partners to deliver an **engaging visitor experience**: throughout the museum, interactive stations were designed for children and people of determination to ensure an inclusive journey for all.

SCOPE OF WORK

- Experience Design
- Concept and Final Design
- Preliminary value engineering
- Graphic design and illustrations
- Photography and videography consultancy
- Photoshoot art direction
- Graphic multimedia guidelines
- Integrated audio, visual/multimedia production design



POETRY HOUSE - AL SHINDAGHA MUSEUM, 2018-2019, DUBAI

Simmetrico was involved in development of Wave 3G of the **Al Shindagha Museum project**, working with Dubai Municipality Architectural Heritage Department, in partnership with the Department of Tourism and Commerce Marketing (DCTM) and Dubai Culture and Arts Authority (DCAA).

This project comprises the Poetry House, located in the historic Shindagha neighbourhood, a 950sqm exhibition, which forms part of the wider Dubai Historic District (DHD).

The visitors will experience the universal power of poetry, appreciating the medium as a language beyond words, across time and space.

The museum will welcome the public with **engaging and creative learning experiences** that allows for the exploration of poetic heritage: it's evolution, meaning and modern practice.

In close synergy with the clients and partners, **Simmetrico worked on architectural and structural infrastructure design**, overall building and exhibition, **visitors experience** in terms of conception, development of multimedia installations and user experiences, **fit-out** including structural modifications, engineering studies, **'brand image'** of the exhibition and **detailed graphic guideline**.

The aim was to strongly **integrate storytelling, design, content and technology** to achieve an **exhibition able to communicate** in a both an effective and emotional way.

SCOPE OF WORK

- Experience Design
- Concept and Final Design
- Preliminary value engineering
- Graphic design and illustrations
- Photography and videography consultancy
- Photoshoot art direction
- Graphic multimedia guidelines
- Integrated audio, visual/multimedia production design



VIDEO LINK:
<https://vimeo.com/266087858>

CHE GUEVARA - TÚ Y TODOS MULTIMEDIA EXHIBITION

PURPOSE: Multilayer storytelling experience

FORMAT: Multimedia Touring Exhibition

YEAR: 2017-2018

LOCATION: Milan, Italy

CHE GUEVARA - TÚ Y TODOS



Che Guevara. Tú y Todos is an **exhibition** designed and set up by **Simmetrico Cultura**, produced by Alma, RTV Comercial de la Habana and the Centro de Estudios Che Guevara, under the patronage of and the scientific collaboration with the University of Milan and IULM University.

The exhibition develops philologically in three levels. Using a journalistic style of narration, the first level talks about the **geopolitical context**. The second level is **biographical**. Lastly, the third level is **a-temporal, with an intimate tone**. It focuses on texts of a more personal nature, such as his diaries and letters to friends and family, and includes recordings of poems, in which doubts, contradictions and reflections take shape.



CHE GUEVARA - TÚ Y TODOS

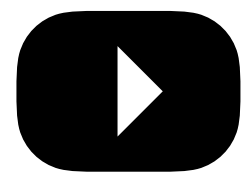


SCOPE OF WORK

- Experience Design
- Project Management
- Content: research, design, production, ingestion and programming
- Archive materials collection, organization and digitalization
- Set up: design, production and installation
- Technical project: executive design, production and installation, including interactive solutions
- Exhibition operations management, including Event program design and production
- Communication campaign and digital strategy development and implementation
- Press Office

KEY DATA

- 1,000 sqm. 2 storey exhibition
- 4 interactive video-mapped books
- 13x3m motion interactive video-mapped curtain
- 3 cubes 3x3m made of video-mapped semitransparent fabric walls, inclusive of video and animation content, dedicated sound and storytelling voiceover with wireless headphones
- 5 interactive tables
- Exhibition sound track composed by Hollywood Awarded music composer, Andrea Guerra
- Artistic installation representing Che Guevara portrait and signature, made by Michael Murphy, worldwide renown artist



VIDEO LINK:
<https://vimeo.com/142477724>

HEYDAR ALIYEV MUSEUM

PURPOSE: Multimedia experience to narrate the story of the Nation and its first President

FORMAT: Permanent Exhibition in Heydar Alyev Museum

YEAR: 2013

LOCATION: Baku, Azerbaijan

HEYDAR ALIYEV MUSEUM



On the occasion of the celebration of the 90th Anniversary of President Heydar Aliyev's birth, a museum dedicated to the first President of Azerbaijan was inaugurated within the **Heydar Aliyev Center** cultural venue, designed by renowned architect **Zaha Hadid**.

Simmetrico was responsible for the creative concept, design, content development and the realisation of the museum visitor experience.

The narration flows along two lines of installations which, interweaving, tell the story of President Heydar Aliyev's life and the history of the country. The two lines, together measuring **150 meters in length**, resemble a **fractal design** and show video footage and projections.

The second floor of the museum is dedicated to installations, multimedia interfaces, graphic material and projections.

HEYDAR ALIYEV MUSEUM



SCOPE OF WORK

- Experience Design
- Project Management
- Content: design, production, ingestion and programming
- Set up: executive design, production and installation
- Technical project: executive design, production and installation, including interactive solutions engineering

KEY DATA

- 600 sqm. 2 storey museum
- 16 iPads with key-facts of Azerbaijan Nation
- 150 lm of animated projected timeline (n. 40 projectors in sync)
- 1 Interactive table with a transparent plexiglass Azerbaijan territory maquette
- 1 interactive video-mapped book
- “Puffer-sphere” - interactive video-mapped globe

- 1 video curved projection
- custom-made domotic control system for the whole Museum
- 3 content archive stations



THE TREASURES OF AZERBAIJAN PERMANENT EXHIBITION

PURPOSE: Heydar Aliyev Museum Exhibition

FORMAT: Permanent Exhibition

YEAR: 2013

LOCATION: Baku, Azerbaijan

THE TREASURES OF AZERBAIJAN EXHIBITION



“**The treasures of Azerbaijan**” is the exhibition inaugurated during the celebrations **for the 90th anniversary of Heydar Aliyev’s birth**. The exhibit takes place **in Baku, at the Cultural Center** dedicated to him and it’s a **fascinating discovering of the artistic and cultural heritage of Azerbaijan**, through an expositive path recollecting different historical ages.

Rare and unique pieces of Azerbaijani art are on display: archeological finds, coins, ancient fabrics, copper artifacts, weapons, jewelry, musical instruments, carpets, ancient manuscripts and traditional costumes. These unique objects show the exceptional variety of the cultural, historical and economical relationships of a country that has been a crossroads of many cultures for a long time.

Simmetrico conceived the concept and **realised the exhibition, from the selection of every item to the design and development of the technical project.**

The exhibition is introduced by an installation made of woven threads, ideally representing the art of weaving and the cultural weave of Azerbaijan.



THE TREASURES OF AZERBAIJAN EXHIBITION

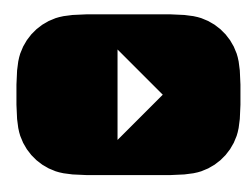


SCOPE OF WORK

- Experience Design
- Project management
- Content research, development and implementation
- Set up: design, production and installation
- Technical project: executive design, production and installation
- Art direction of the artifacts installation on site

KEY DATA

- 700 sqm museum
- 42 showcases
- Over 140 objects displayed
- 9 Interactive musical instrument installations with dedicated soundtrack
- Icon bespoke artistic installation made of woven red thread



VIDEO LINK:
<https://vimeo.com/60062569?ref=em-share>

THE TREASURES OF AZERBAIJAN TEMPORARY EXHIBITION

PURPOSE: Showase Azerbaijani Culture

FORMAT: Temporary Exhibition

YEAR: 2012

LOCATION: Vatican, Rome

THE TREASURES OF AZERBAIJAN - TEMPORARY EXHIBITION



“The Treasures of Azerbaijan” exhibition marked the **20th anniversary** of the establishment of diplomatic relations between the Republic of Azerbaijan and the Vatican.

A **meeting of cultures**, traditions and religions was the focus of an **immersive itinerary** allowing visitors to discover the **cultural and artistic heritage** of the land of **Azerbaijan**.

The “Treasures of Azerbaijan” exhibition was inaugurated on **November, the 14th** in the **Paolo VI auditorium**.

Simmetrico was in charge of organising the exhibition, held at the Charles the Great wing in Piazza San Pietro, of designing the venue settings and of selecting 118 exhibits of Azerbaijani art rarely seen by the public. The exhibits included fabrics, objects made of bronze, jewelry, musical instruments, weaponry, ancient manuscripts and copies of miniatures.

An installation made of wire recalls the ancient art of carpet weaving that is traditional in Azerbaijan and at the same time, symbolises the interweaving of cultures that has always characterised Azerbaijan’s history.



THE TREASURES OF AZERBAIJAN - TEMPORARY EXHIBITION



SCOPE OF WORK

- Experience Design
- Project management
- Content research, development and implementation
- Set up: design, production and installation
- Technical project: executive design, production and installation
- Art direction of the artifacts installation on site

KEY DATA

- 2 storey museum
- 36 showcases
- 118 artifacts displayed
- Gallery of 12 carpets
- Projected curtain passage with bespoke video
- Icon customized artistic installation made of woven red thread



AWARDS

NIKOLAJ KUZNETZOV EXHIBITION EKATERINBURG 2021

BEA WORLD - WORLD BEST EVENT AWARDS

BEST USE OF TECHNOLOGY - 1ST PLACE



BEA ITALIA - BEST EVENT AWARDS

BEST CREATIVITY - 1ST PLACE

BEST USE OF TECHNOLOGY - 1ST PLACE

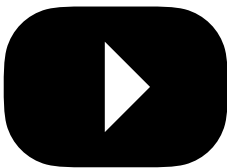


4. LIVE EVENTS



ITA AIRWAYS LAUNCH PRESS CONFERENCE - ROME 2021

PROJECT SHOWREEL



VIDEO LINK:
<https://vimeo.com/649142796/e97eb85902>

The client brief was to narrate the **birth of the new Italian National Airline**: a **start-up that represents a change of direction** with respect to previous experiences. It was a challenge: an airline was formed in just 4 months, a record time in the history of modern aviation. But also the time to organize the event was challenging: in just **20 days Simmetrico produced the conference at the International Studios in Rome**, side by side with the client, defining the concept, producing the multimedia contents, creating the set, configuring a platform for a dedicated streaming, and managing the invitations.

We shaped the **idea of a start-up through the icon of a white sheet of paper** where we can write a new page of the Italian aviation story. A page on which the values of the new ITA are written: Sustainability, Digitization and People at the center.

SCOPE OF WORK

- Concept development, project & event management
- Project executive design and production
- Content development
- Video production
- Set up: design, production and installation
- Digital platform development
- Guests logistics management

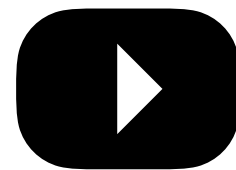
KEY DATA:

- 20-day turn-key project
- TV set with curved LED 12m x 4m
- Dedicated web platform
- Live streamed event
- Interactive chat booth on the platform for Q&A session after the conference call
- 500 in-person attendees
- More than 100 newspapers representatives and 100 members of Trade, Companies and Institutions virtual attendees



JEEP 4XE WEB MEDIA PRESENTATION - DIGITAL EVENT 2020

PROJECT SHOWREEL



VIDEO LINK:
<https://www.youtube.com/watch?v=wROM-g5mCvw&feature=youtu.be>

Simmetrico won the bid for Jeep's media presentation of the new Plug-in Hybrid SUVs Renegade and Compass 4xe.

Simmetrico developed the concept '**We Mix Realities**' to tell the story of Jeep's ability to reinvent the traditional 4x4 with sustainable mobility solutions that improve and enhance the driving experience.

Simmetrico gave shape to **the concept starting from the story of the product and complementing it with augmented reality**: a tool capable of integrating real environments with virtual scenography to make the speakers' speeches more effective, focusing on the technical descriptions and the technological solutions. The journalists and specialists, connected remotely from different EMEA markets, followed **the media presentation via live streaming on the Jeep's Youtube channel**.

For the **Test Drive days at the FCA proving ground in Balocco**, Simmetrico designed and managed the fit-out design and production (including the Mopar corner).

SCOPE OF WORK

- Concept development
- Project executive design and production
- Content design and production
- Video production

KEY DATA:

- Virtual press conference
- 3 days filming
- 5 different locations
- Bilingual video production (Italian and English)
- Test Drive Days for journalists



CONFINDUSTRIA BRESCIA ” SOLIDARITY | COMMITMENT | PRIDE ” - CONVENTION 2020

PROJECT SHOWREEL



VIDEO LINK:
<https://vimeo.com/649145263/fe1a6b5001>

The event took place at the *Teatro Grande*, a national monument and historical symbol of Brescia city, chosen for the evocative value of the restart in the name of culture.

The focus of the assembly was on three key words: **SOLIDARITY, COMMITMENT, PRIDE**. Three values that encompass the whole spirit of Brescia, that represent the best possible response to a complex year and that have allowed the citizens of Brescia to overcome the coronavirus emergency.

The event was held in the presence of **Giuseppe Pasini, President of Confindustria Brescia, the Minister for European Affairs Vincenzo Amendola, the Minister of Economic Development Stefano Patuanelli, and the President of Confindustria Carlo Bonomi.**

For the first time, thanks to live-streaming and **live coverage on Teletutto**, all citizens were involved, first retracing the difficult months of lockdown along with the commitment and recognition of the doctors, nurses and associations of Brescia, ending with a short awards ceremony.

SIMMETRICO developed a **scenographic project aimed at enhancing the importance of the location**, overturning the point of view on the theater, used as a natural background during the event. Through the use of a **tulle screen** the scenery was enriched with graphic elements that enhanced the key values during the speech of the President and the Mayors.

SCOPE OF WORK

- Concept development, project & event management
- Project executive design and production
- Content development
- Video production
- Set up: design, production and installation
- Digital platform development

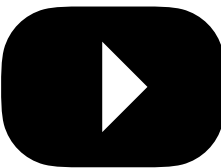
KEY DATA:

- Hybrid event
- live TV coverage
- Institutional guests
- Tailor-made website
- TV audience



ITALIA CHE RIPARTE - DIGITAL EVENT 2020

PROJECT SHOWREEL



VIDEO LINK:
<https://vimeo.com/433967295>

Simmetrico Digital conceived, designed and created the first digital event for the **Italian Embassy in Azerbaijan**.

L'Italia che Riparte was an unprecedented way to celebrate the 74th anniversary of the Italian Republic Day together, sharing stories of Italians who didn't stop moving forward during the pandemic, making their talents and passion available for the greater good.

The digital event – *L'Italia che Riparte* – allowed the Italian Embassy in Azerbaijan to **celebrate an institutional anniversary, widening the event audience, surveying the data** of connected people **in real time** and **creating opportunities** for **pre and post-event** communication.

Special guests contributed with live feeds during the event: the world-famous chef Carlo Cracco, the fashion entrepreneur Brunello Cuccinelli, the physician Massimo Temporelli, and the doctor Amedeo Capetti.

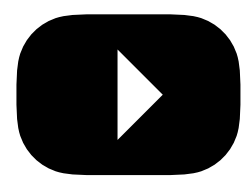
The first digital event carrying the Simmetrico Digital signature connected the audience beyond the screen and made them live an authentic, sensory, human digital experience.

SCOPE OF WORK

- Concept development, project & event management
- Project executive design and production
- Content development
- Video production
- Set up: design, production and installation
- Digital platform development

KEY DATA:

- Tailor-made website page
- Dual broadcast locations, directed remotely
- Remotely coordination of works and set-up Augmented reality scenography
- Live remote feeds of 4 special guests
- Interactive waiting room with a 360° video of Freccce Tricolori, the Italian Air Force acrobatic team
- Live out-door performance in Baku
- Simultaneous translation into 3 languages
- Pre and post event communication



VIDEO LINK:
<https://vimeo.com/293351140>

KPMG “THE PLACE TO BE” 60TH ANNIVERSARY IN ITALY

PURPOSE: Showase Azerbaijani Culture

FORMAT: Temporary Exhibition

YEAR: 2012

LOCATION: Vatican, Rome

KPMG “THE PLACE TO BE” - 60TH ANNIVERSARY IN ITALY



To celebrate its **60th anniversary** of professional services in Italy, KPMG chose Simmetrico and the creative proposal “The Place to Be”. This was the first event to bring together the entire KPMG network in Italy. Simmetrico managed the **real-time accreditation of 4,000 people thanks to a fully integrated App**, specially created for the occasion, which also communicated with participants in the build-up to the event through push notifications.

The set design included a **40x15 m multi-level set** that was entirely suspended and provided the backdrop to a video mapping sequence made with 40 projectors and 250 light fixtures for a total projected area of over 1,000sqm. The event included the **production of 50 original videos**, 6 live cameras following the entire event and a 100,000-watt audio system.

Alessandro Cattelan presided over the event, inviting **11 speakers** to the stage: KPMG management, **4 testimonials** for the 4 network values, and guests to talk about innovation, technology and leadership. The evening came to an end with a **fantastic concert with Italian singer Elisa as a surprise grand finale**.

The event received **full coverage on social media with a 5-hour live stream** on Facebook, LinkedIn and Twitter and the dedicated hashtag #thelacetobe.



KPMG “THE PLACE TO BE” - 60TH ANNIVERSARY IN ITALY



SCOPE OF WORK

- Concept development, project & event management
- Project executive design and production
- Content: research, design and production
- Video production: projection mapping
- Set up: design, production and installation
- Catering and hospitality
- Guests logistics management via App
- Digital strategy development
- Mobile Application: design, bespoke programme, content development and realization.

KEY DATA

- 50-meters graphic gateway
- 7,800sqm carpeting and 3,000sqm of seating area
- 600 sqm of lounge and backstage rooms
- Real-time accreditation system for 4,000 attendees
- 40x15m multi-level set as video mapping surface
- Over 1,000 sqm of projected surfaces
- 50 original videos produced
- Tailor-made integrated App

- Pre and post event communication management through the customized App
- 5hours of live-streaming on social media
- Meet & Greet staff at train stations and airports



VIDEO LINK:
<https://vimeo.com/383733465/ddf18acea7>

DELOITTE A MILLION GAZES. ONE FUTURE

PURPOSE: Corporate Convention

FORMAT: Live Event

YEAR: 2019

LOCATION: Milan, Italy

DELOITTE. A MILLION GAZES. ONE FUTURE



DELOITTE chose Simmetrico for the **creative development, design** and production of its annual D-Event, **the international convention that unites employees from Italy, Greece and Malta**. Under the motto “A million gazes. One future.”, the event celebrated the results, **handover moment between the outgoing CEO and the newly appointed CEO of the Italian Branch**.

The shape of a “dot” becomes the characteristic element of the whole scenography through the set up of a large projection screen of 70x6.5m to which is added a circular screen of 12m diameter. 45 hanging mirrors give life to a game of lights and reflections that engage the whole audience, in the suggestive scenario of the Mediolanum Forum.

The night opened with a dazzling LED show, where 8 performers’ silhouettes appear on stage, lightening the opening with the special dance choreography and uniting the emotions from the very beginning.

Host for the evening Alessandro Cattelan, a master of ceremony of exception, who presided over the **audience of 4,800 people**, which were in satellite connection with their Malta and Greece colleagues, reaching a total of **6,000 people both online and in-person**. The event spectacularly ended with the **tailor-made Musical Think Tank U and DJ set**.



DELOITTE. A MILLION GAZES. ONE FUTURE



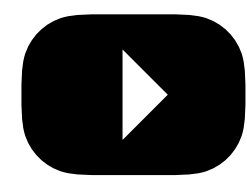
SCOPE OF WORK

- Concept development, project & event management
- Project executive design and production
- Content: design and production
- Video production: projection mapping
- Set up: design, production and installation

KEY DATA

- 4,800 physical attendees
- Over 2,000 Deloitte virtual attendees
- 12m diameter central screen
- 70x6,5 curved screen
- 45 hanging mirrors & lights show
- Dazzling LED show performance
- Over 20 original video production and editing
- Tailor-made Musical and DJ set

- Photo booths installation
- Real-time pictures murales projection



VIDEO LINK:
<https://vimeo.com/145135932>

AZERBAIJAN PAVILION 2015 EVENTS PROGRAM

PURPOSE: Events Program

FORMAT: Press conference, events, concerts, live-shows, round-table meetings, dancing performances

YEAR: 2015

LOCATION: EXPO Milano, Italy

AZERBAIJAN PAVILION 2015 - EVENTS PROGRAM



A full programme of events along the six months of Expo Milano 2015 was developed for Azerbaijan participation.

Events highlighted the key messages of the Country towards World Expo theme. Institutional events, corporate events, seminars, entertainment dedicated to the visitors. **All the programme was created to meet specific stakeholders expectations.**

Skilled personnel was employed to take care of all aspects, from **events production to protocol and logistics.**

■ AZERBAIJAN PAVILION 2015 - EVENTS PROGRAM



SCOPE OF WORK

- Event management
- Exhibition Operations Management
- Event Program Design and Production
- Communication Campaign and Digital Strategy Development and Implementation
- Press Office
- Protocol
- Guests logistics

KEY DATA

- 6 months of Events
- National Day
- Azerbaijan Pavilion Presentation
- Leadership visit and Protocol
- International Delegation Visits
- International Forums
- AZ PROMO Business Forum
- Azerbaijani-italian inter-university Forum
- SOCAR Day

200,000 registered users during the six months

10,000 visitors a day

500,000 contents viewed





DAILY EVENTS





EUROPEAN GAMES 2015 BAKU - OFFICIAL CEREMONY, AZERBAIJAN

For the **official welcome luncheon of the European Olympic Games** held in Baku in 2015, the Multipurpose Hall of the Heydar Aliyev Center hosted delegations and Heads of State representing participant countries by invitation of the President of Azerbaijan, Mr. Ilham Aliyev.

For this event, Simmetrico completely transformed the inside of the venue, putting in place **immersive set decorations**. The invitees were hosted inside two semicircles of **6-meter high columns, a clear nod to classical Greece**, the cradle of the first Olympic Games. Additional installations were set up with evocative images of the various sports disciplines contested in the Games, of the stadiums built in Baku for the event and of the capital city panoramic views.

At the center of the stage, a **16-meter LED screen showed videos** that accompanied guests throughout the event, demonstrating the variety and the richness of the country’s most evocative landscapes. **The images of sports events in various disciplines followed one another onscreen**, accompanied by a concert played by the 30 musicians of the Azerbaijan State Chamber Orchestra.

SCOPE OF WORK

- Concept development, project & event management
- Project executive design and production
- Content: research, design and production
- Video production
- Set up: design, production and installation

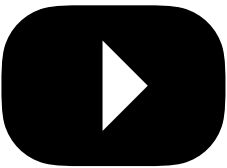
KEY DATA:

- 450 institutional guests
- Live orchestra of 30 musicians
- 6m heigh columns set up with projected fabric ribbon
- 16m LED screen
- Welcome portal and welcoming area set-up



EUROVISION SONG CONTEST - OPENING TV SHOW - BAKU, 2012

PROJECT SHOWREEL



VIDEO LINK:
<https://vimeo.com/59561434>

Simmetrico was in charge of the concept design, creative and artistic direction and production of the opening ceremony for the 2012 Eurovision Song Contest Final held in Baku, Azerbaijan.

The central theme of the event, “Light your fire”, was conveyed through a narrative about the “Land of Fire”, the name under which Azerbaijan is internationally known.

Using a team of 50 Italian and international professionals, Simmetrico directed and coordinated the work of more than **120 Italian and Azerbaijani performers**, ranging from traditional folk dancers to break dancers, percussion musicians, aerial acrobats and other unique artists, supported by **custom set design, choreography, and video projections**.

The performance at Baku Crystal Hall involved the representatives of 42 countries and was held at a concert hall that seats **25,000 spectators**.

SCOPE OF WORK

- Concept development, project & event management
- Project executive design and production
- Content: research, design and production
- Video production
- Set up: design, production and installation
- Choreography
- Custom set design
- Bespoke LED costume design and production
- Hair and make up styling
- Pyrotechnic show
- Opening Firework show in Baku waterfront

KEY DATA:

- Live worldwide broadcasted TV show
- 120 multi-national performers
- Full replica event space created for 3-week rehearsals
- Bespoke soundtrack composition and performance
- Aerialist performance in sync with the background projected video



5. ARCHITECTURAL DESIGN



SHUSHA MOSQUE

PURPOSE: create a symbolic gathering place of national importance

FORMAT: Architectural Landmark

YEAR: 2021, on-going project

LOCATION: Shusha, Azerbaijan

SHUSHA MOSQUE



Simmetrico won the international competition for the design and build of the **new mosque in the city of Shusha, the cultural capital of Azerbaijan.**

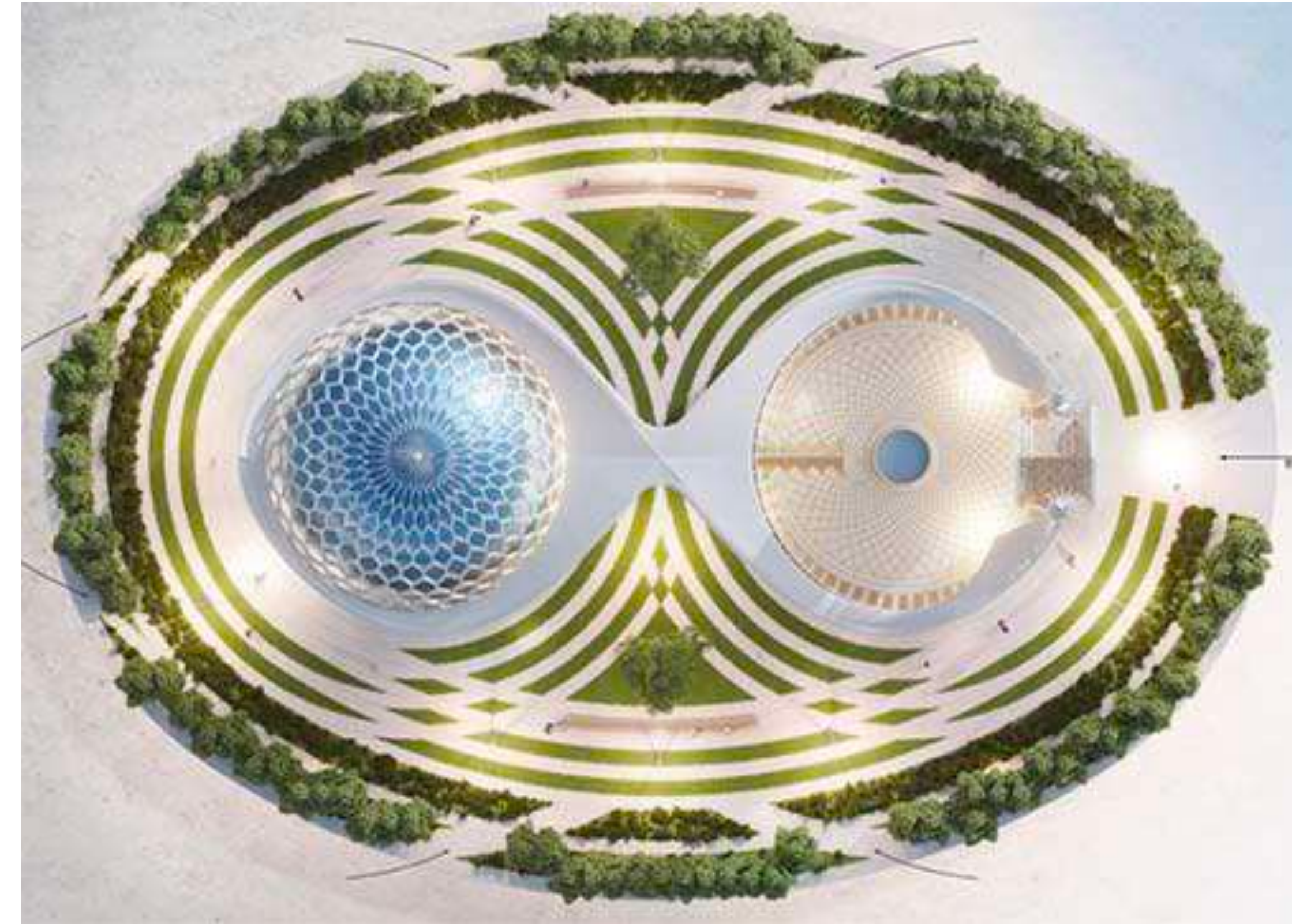
The project is designed by Simmetrico Architettura, a division of Simmetrico that brings its vocation as a storyteller and Experience Designer to the world of architecture.

The architectural project was led by Architect Francesco Giordano, head of the Simmetrico Architettura team, and Daniele Zambelli, creative director and founder of Simmetrico.

Also contributing to the project were the Ideas engineering team led by Engineer Aldo Giordano, the Simmetrico design team coordinated by Creative Director Andrea Fiorito, and Celeste Sergianno, head of the Simmetrico content team.

This project emphasizes our capability of combining different disciplines by creating iconic landmarks.

SHUSHA MOSQUE



SCOPE OF WORK

- Architectural & Engineering Design (concept to design development)
- Landscape Design
- Artistic Direction
- Construction Management

KEY DATA

- 31,000 sqm. of total plot
- 19,000 sqm landscape
- 4,000 sqm building



BOAT HOUSE & EQUINE MUSEUM

PURPOSE: Design the landmark museum of national heritage

FORMAT: Museum and exhibition design

YEAR: 2019

LOCATION: Dubai (UAE)

BOAT HOUSE & EQUINE MUSEUM



Simmetrico has been appointed by Meydan's team to design both the building and the exhibition dedicated to the **Equine Museum**.

The building will rise 12 meters tall over three floors. Its **dynamic shape** will fit harmoniously into the waterfront line as the design follows the shape of the waves of the canal.

The **exhibition** is composed of two floors offering **highly interactive experiences** and **edutainment areas**.

The first floor tells the story of the **origins of horse racing**, without which Dubai would not have become the international attraction that it is today. It tells the story of **the dream of HH Sheikh Mohammed, presenting the origins of the primacy of the Arabian horse, celebrating the great champions of history**. The second floor focuses on the present time and everything that has to do with the Dubai World Cup.

BOAT HOUSE & EQUINE MUSEUM

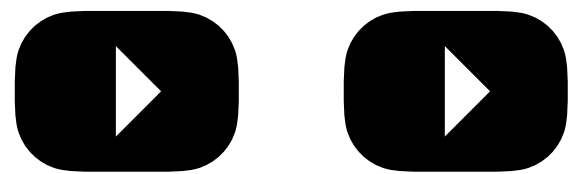


SCOPE OF WORK

- Creative Concept Design
- Architectural & Engineering Design (concept to design development)
- Exhibition concept design
- Experience design

KEY DATA

- 540 sqm exhibit area
- 2 floors building and exhibition
- Edutainment area for the children
- RFID bracelet for visitors' enhancement experience through-out the interactive installations
- Temporary Exhibition area



VIDEO LINK:
<https://vimeo.com/330825814>

<https://vimeo.com/649131722/424d71edf9>

AZERBAIJAN PAVILION EXPO 2020 DUABI

AWARDS:



PURPOSE: Experience design for the National Exhibition in context of International EXPO - Promotion of the Republic of Azerbaijan

FORMAT: National Expo Pavilion

YEAR: 2021-2022

LOCATION: Dubai, UAE

AZERBAIJAN PAVILION 2020



The Azerbaijan Pavilion's architecture immediately communicates the concept **Seeds for the Future** to the Expo 2020 Dubai's visitors through the use of **two iconic elements** recalling sustainability in terms of nature and its process: **a leaf and a tree**.

The **leaf** is a metaphor for an infinite energy process. Every leaf transforms the sun's energy into power for life. The **tree** makes life on this planet possible, it is a symbol of care and protection.

At the center of this process there are human beings who, through choices and actions, seed projects for the future.

The leaf, inflated ETFE cushion-membrane, generates a reduction in energy consumption and is a **metaphor for the infinite process of energy production**.

The tree is a **symbol of care and protection** and is the fulcrum around which functional spaces develop.

The tree roots are a stage for shows and together with the curved steps, they create a **choral space** where people can sit, rest in the shade of the tree or enjoy events and various performances. To create a **collective scenario which aims at bringing people together in a spatial and functional dimension of sharing and meeting**, the branches of the tree were designed to become a VIP area for guests where they can enjoy a **privileged view of the entire landscape of the Expo grounds**.

The Pavilion is therefore conceived to become an enveloping space, a **secret garden of beauty** that welcomes everyone inside to both discover and spend time.

AZERBAIJAN PAVILION 2020

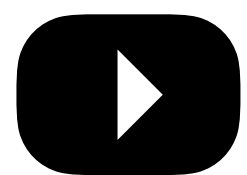


SCOPE OF WORK

- Architectural Design
- Landscape Design
- Experience Design
- Construction Management

KEY DATA

- 2,086 sqm. total plot area
- 257 sqm Basement Plaza
- 423 sqm dedicated to landscape and walkways
- Greenwall made with 'muro a secco' technique
- 18 different planted tree species
- 13 hydroponic cells in the restaurant lounge



VIDEO LINK:
<https://vimeo.com/147018904>

AZERBAIJAN PAVILION EXPO MILANO 2015

AWARDS:



PURPOSE: National Pavilion in context of World EXPO

FORMAT: National Expo Pavilion

YEAR: 2015

LOCATION: Milan, Italy

AZERBAIJAN PAVILION 2015



A complete **turn-key project**, from the very first bit of conception to the pavilion delivery and operations.

The Azerbaijan pavilion - entitled *Treasure of Biodiversity* - celebrated the **biodiversity** and the **culture** of the Nation, a place where different elements live side by side in perfect harmony. For this reason, the project was based on the idea of a **biosphere as a metaphor for the country**: a system open to external flows that also values and protects the diversity within it.

From this cardinal idea, the pavilion's **three biospheres** were born, encased like precious jewels in the building's overall plan.

The undulating wooden walls evoked the typical wind of Azerbaijan, a symbol of the cultural and creative flows. They preserved the microclimate inside the pavilion.

The **landscape** around and inside the pavilion was carefully developed to convey the sense of **harmony** and **biodiversity** as the same time. The greenery and plants selection was an important asset of the project, the flora was complementary to fit-out and visitor's journey as well as stand-alone beauty.



AZERBAIJAN PAVILION 2015



SCOPE OF WORK

- Turn-key project (from conceptualisation to construction and fit-out works)
- Architectural Design, BIM modelling, Construction Management
- Landscape Design
- Experience Design
- Content: research, design, production, ingestion and programming
- Set up: design, production and installation
- Technical project: executive design and production, including interactive solutions
- Exhibition operations management including Event Program Design and Production
- Communication campaign and digital strategy development and implementation
- Press Office

KEY DATA

- 1,000 sqm. 2 storey exhibition
- 4 interactive video-mapped books
- 13x3m motion interactive video-mapped curtain
- 3 cubes 3x3m made of video-mapped semitransparent fabric walls, inclusive of video and animation content, dedicated sound and storytelling voiceover with wireless headphones
- 5 interactive tables
- Exhibition sound track composed by Hollywood Awarded music composer, Andrea Guerra
- Artistic installation representing Che Guevara portrait and signature, made by Michael Murphy, worldwide renown artist



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