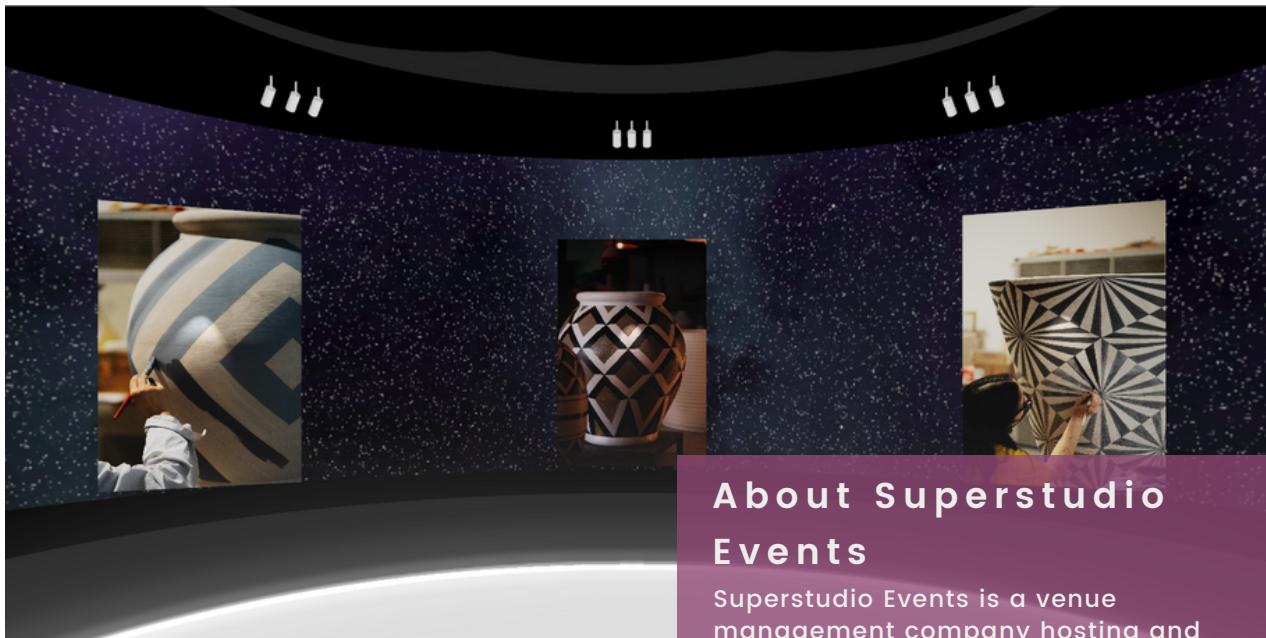


Bridging the Gap: How Our Virtual Pavilion Helped Superstudio Events Connect Physical and Virtual Experiences



About Superstudio Events

Superstudio Events is a venue management company hosting and executing outstanding events. With a rich background of 40 years of experience and expertise, Superstudio Events has been making its mark on the cultural and artistic scene of Milan and beyond with its innovative and avant-garde formats, including the Superdesign Show.

THE CHALLENGE

In the ever-evolving landscape of events, Superstudio faced a significant challenge: how to bridge the gap between physical and virtual experiences for their prestigious fashion, art, and design show exhibitions.

The goal was to create a solution that would allow individuals who were unable to attend the physical exhibition to immerse themselves in the world of fashion, explore the showcased designs, and even make direct purchases—all from the comfort of their own homes.

To overcome this challenge, Superstudio Events needed to embrace innovative technologies and design an immersive trade show solution, the Virtual Pavilion system, that would replicate the captivating ambiance and interactive elements of the physical show. The team recognized the pressing need to capture the essence of the event and deliver an exceptional digital experience, ensuring that both exhibitors and virtual attendees could seamlessly connect and engage with the showcased products.

Additionally, there was a crucial emphasis on providing a user-friendly interface that enabled intuitive browsing and effortless purchasing. The objective was to empower visitors to make direct transactions, thereby creating a dynamic marketplace within the virtual realm of the Pavilion.

Moreover, the Superstudio Events team aimed to establish a secure and reliable platform that would handle the influx of virtual visitors, ensuring a smooth and uninterrupted experience for all participants. The challenge of seamlessly integrating the virtual and physical realms required meticulous planning, meticulous attention to detail, and the ability to overcome technological complexities.

The team understood that successfully addressing these challenges would not only provide an inclusive experience for those unable to attend the physical exhibition but also unlock new avenues for exhibitors to showcase their designs and drive direct sales through the virtual medium.

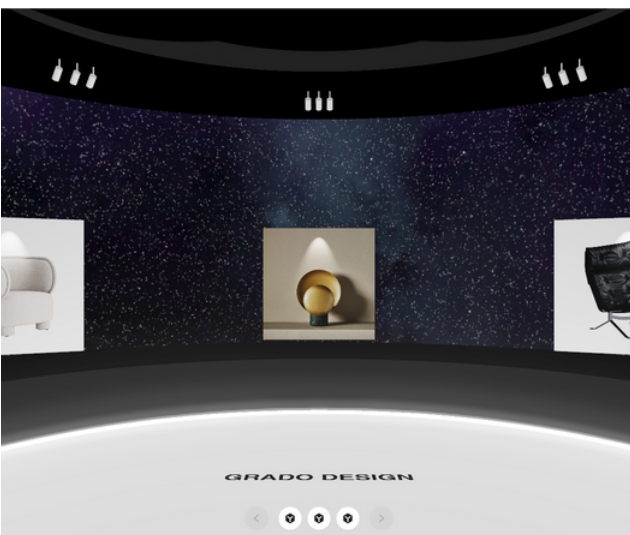
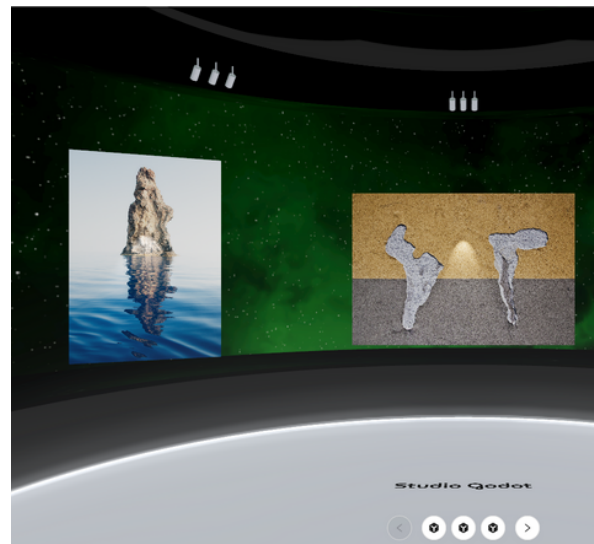
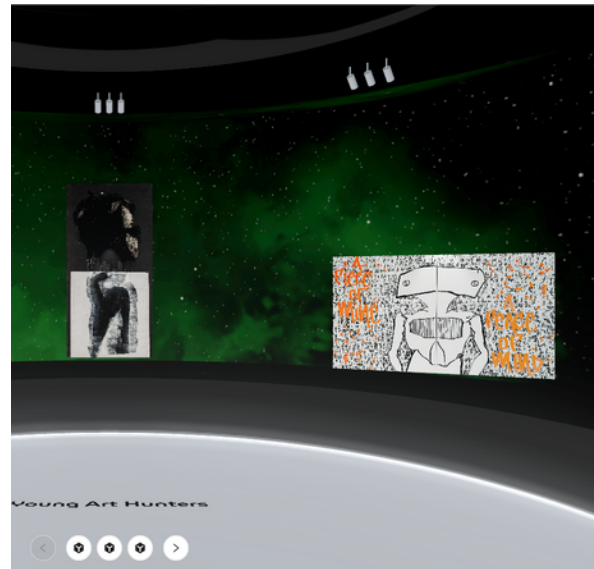
THE SOLUTION

Meet the Virtual Pavilion – an innovative solution that seamlessly merges the physical and digital worlds to elevate the traditional fair experience. Designed to empower exhibitors and provide an immersive platform for visitors, Virtual Pavilion offers a range of features and benefits that drive brand exposure, facilitate meaningful interactions, and create a comprehensive digital presence for exhibitors.

The Virtual Pavilion became an online hub that seamlessly showcased the latest fashion designs and enabled visitors to explore, interact, and even make direct purchases. Through an intuitive user interface, attendees could effortlessly navigate the virtual space, immersing themselves in a visual spectacle that mirrored the physical event.

Throughout the event, visitors could access exhibitors' pavilions directly at the fair using QR codes or through various digital channels. This ensured easy and direct engagement with their preferred exhibitors. To prevent missing out on their favorite brands, visitors received personalized email reminders containing links to their selected pavilions.

The Virtual Pavilion empowered visitors with an immersive and detailed viewing experience, enabling them to delve into exhibitors' proposals in high definition. The seamless integration of e-commerce links within the pavilions, allowing visitors to make direct purchases with ease.



Additionally, our solution catered to visitors' post-fair needs by offering the option to request catalogs and additional materials via email, ensuring they had comprehensive information at their fingertips even after the fair had concluded.

Connecting with exhibitors was made effortless through the Virtual Pavilion's integrated WhatsApp chat feature. Visitors could initiate direct conversations with exhibitors, seeking further information, clarifications, or personalized assistance. This direct communication channel fostered meaningful connections and enabled visitors to establish valuable relationships with exhibitors beyond the fair.



ENHANCING THE EXHIBITOR'S BRAND IN A CAPTIVATING 3D SPACE

Within the Virtual Pavilion, the exhibitors' brands were brought to life in a captivating 3D space, creating an immersive and visually stunning experience. Three distinct pavilions - art, design, and fashion - were carefully curated, featuring three handpicked products that represented the essence of the event.

Curating specific products for each pavilion created an immersive experience, allowing visitors to navigate through the Virtual Pavilion and explore the offerings. This virtual environment enabled visitors to envision how the products seamlessly fit into their lives, facilitating informed decision-making.

The immersive exploration within the Virtual Pavilion provided visitors with a high-definition visualization of the products, allowing them to appreciate the intricate design details and imagine how these products could enhance their everyday experiences. This interactive feature added depth to the event, leaving a lasting impact on attendees.

A WIDER ENVIRONMENT FOR AMPLIFIED EXPOSURE

In addition to individual pavilions, the Virtual Pavilion featured a showcase page that acted as an external platform for exhibitors. This page showcased the logos of all participating brands, enabling exhibitors to reach a broader audience of visitors. It served as a hub where visitors could explore the diverse range of offerings and engage with multiple brands.

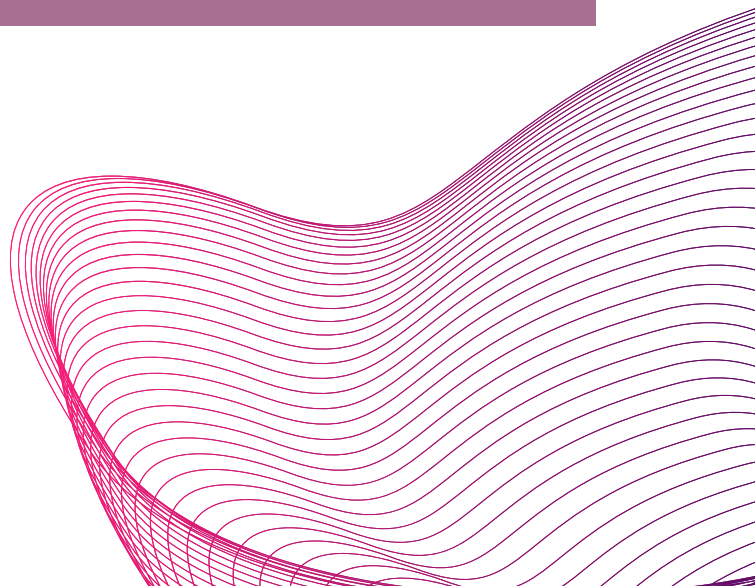
Furthermore, the showcase page was accessible on strategically positioned monitors within the fair, enhancing brand exposure and captivating the attention of visitors in both physical and digital spaces.

IF AT FIRST YOU DON'T SUCCEED, TRY, TRY AGAIN

In our quest to create an exceptional Virtual Pavilion experience, we embarked on our first attempt using Unity technology. However, we quickly realized that we had chosen a technology that proved troublesome during the initial event. Some devices experienced significant performance issues, and the Virtual Pavilion failed to load on iOS devices, hindering the seamless experience we had envisioned. But as a team driven by innovation and continuous improvement, we embraced this setback as an opportunity to learn and adapt.

Taking the lessons learned from our first event, we made a strategic decision to switch to the React engine for the second event. The React engine offered a more optimized and versatile platform, ensuring smooth performance across various devices and operating systems. With this choice, we were confident that we could deliver a Virtual Pavilion experience that exceeded expectations.

The results of our decision were truly remarkable. During the second event, the Virtual Pavilion powered by the React engine worked flawlessly, overcoming the technical hurdles we had encountered previously. The performance issues and compatibility limitations were things of the past, as visitors experienced a seamless and immersive journey through the Virtual Pavilion. Attendance numbers surpassed Superstudio's expectations, as visitors flocked to explore the captivating 3D spaces and engage with exhibitors.



THE CONCLUSION

The Virtual Pavilion introduced by Superstudio Events has significantly enhanced the event experience for attendees and exhibitors alike. Seamlessly merging the physical and digital worlds, the solution created a captivating 3D space that brought art, design, and fashion to life.

For attendees, the Virtual Pavilion offered an unparalleled opportunity to explore and engage with a wide range of exhibitors' offerings. The visually stunning environment and intuitive user interface allowed visitors to navigate effortlessly and discover products in high definition. The integration of e-commerce links streamlined the purchasing process, empowering attendees to make direct transactions with convenience. Additionally, the option to request catalogs and materials via email ensured that attendees could continue their engagement beyond the event itself.

Exhibitors also reaped numerous benefits from the Virtual Pavilion. The dedicated digital booths within the 3D space provided a visually striking platform to showcase their brands and products. The showcase page and external platform extended their reach and visibility, connecting them with a broader audience. The integrated WhatsApp chat feature facilitated direct communication, fostering meaningful interactions and creating opportunities for personalized engagement.



"The Virtual Pavilion developed by Braindance Studio proved to be the missing piece in our exhibitions. Their solution beautifully merged the physical and digital realms, creating a captivating experience for both exhibitors and attendees. The attention to detail and user-friendly interface allowed visitors to seamlessly explore exhibitors' collections in high definition, while the integration of e-commerce links facilitated direct purchases.

After learning from the initial event, the transition to the React engine for the second event was a turning point. It worked flawlessly, exceeding our expectations and attracting an impressive number of attendees. Braindance Studio's commitment to delivering excellence made the Virtual Pavilion an absolute success."

- Antonio Toccarelli, Digital Product Manager

VIRTUAL PAVILLION IN NUMBERS

3

Virtual Pavillions

533

Event Visitors

910

Total Views