





We are a **Digital and Creative Industry**

Head Office in Genoa and seven branches, including Milan, Rome and London

Our Business Areas specialise in **technological and cultural innovation, software development and consulting services**

NEW MEDIA

SMART GOV

RESEARCH AND
DEVELOPMENT



NEW MEDIA

WE COMBINE **INNOVATIVE DESIGN AND STORYTELLING** WITH
STATE-OF-THE-ART TECHNOLOGY, GENERATING
NEW IMMERSIVE EXPERIENCES FOR MUSEUMS AND CORPORATE SPACES

OVER **A MILLION VISITORS** HAVE BEEN ABLE TO EXPERIENCE MORE THAN **400**
MULTIMEDIA INSTALLATIONS IN ABOUT **FIFTY PUBLIC AND PRIVATE MUSEUMS**



NEW MEDIA

- 58 Galata Sea Museum - Genoa
- 25 Museum System of Sestri Levante and Castiglione Chiavarese
- 19 National Science and Technology Museum – Milan
- 16 Turin Planetarium
- 14 Trajan's Markets - Museum of the Imperial Forums
- 6 Malconsiglio Castle
- 5 Gallinara Island Natural Reserve
- 8 Portofino Park
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- 12 Genoa Science Festival
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- 5 Vulture Natural history Museum
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- 16 Ceramics Museum – Fiorano Modenese
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- 4 Monteverde Castle - Avellino
- 10 Samsung Smart Home - Milan
- 7 Magna Carta Rediscovered – Visit Kent

Over 35,000 square meters of exhibition setups



NEW MEDIA

Virtual and Augmented Reality
Wearable devices
Beacon and Mobile applications
4D Cinema
Gamification
Digital Signage
Internet of Things
Interactive design
3D Animation
Touch and Touchless technology
Immersive settings



NEW MEDIA

MAIN REFERENCES:



*Gallerie dell'Accademia
Venezia*



**MUSEO
NAZIONALE
SCIENZA
E TECNOLOGIA
LEONARDO
DA VINCI**



Fondazione Prada



GALLERIE ACCADEMIA VENICE, ITALY



CATEGORIES

CULTURAL HERITAGE
HISTORIC LISTED BUILDINGS
DIGITALIZATION

OUR EXPERTISE

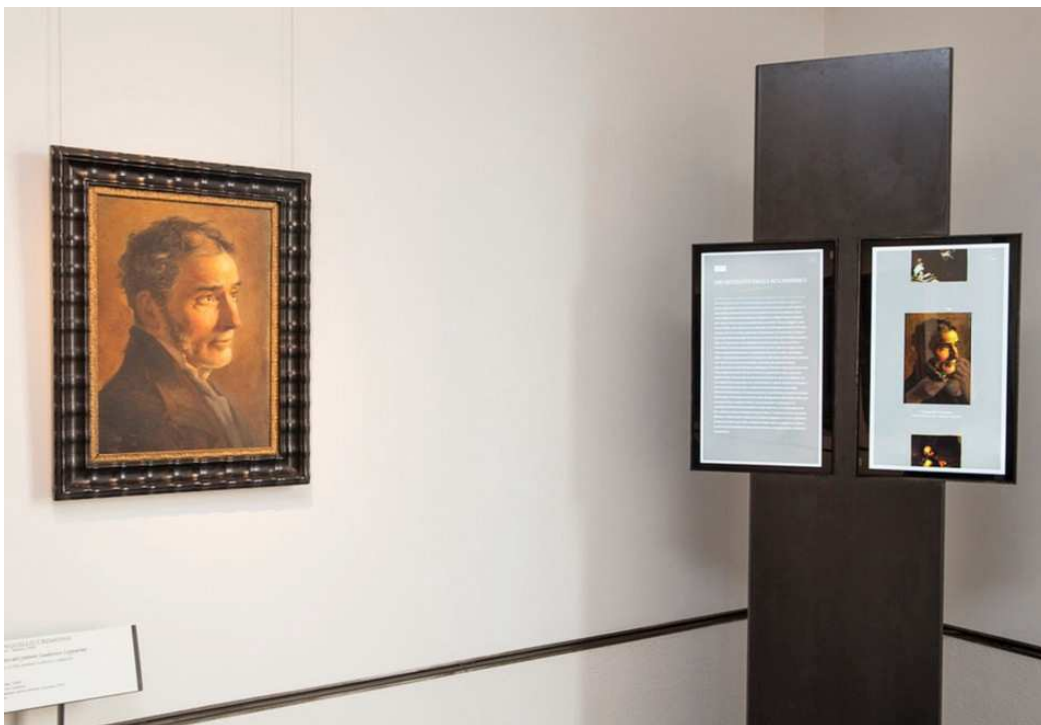
EXHIBITION DESIGN
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT
GRAPHIC DESIGN

[Watch Video](#)

[Watch Photogallery](#)

The monumental estate of the Accademia Galleries, which includes the Andrea Palladio's great monastery, hosts paintings by some of the most important artists of the whole history of European painting — Bellini, Giorgione, Tintoretto and Tiziano to name but a few. Together with the Italian Ministry of Culture and Tourism, Venetian Heritage and Samsung, ETT Solutions redesigns the Accademia Galleries experience at the highest standard of modern museology.





In the five new exhibition rooms, renovated by world-renowned architect Tobia Scarpa, smart interactives take visitors through themes and paintings. The Galleries App, which can be downloaded for free on both tablet and mobile, recognises the painting visitors are looking at providing in-depth information as well as the possibility to zoom in, see the painting before it was restored and in 3D mode. The App is designed for adults, young people and children.



MAGNA CARTA REDISCOVERED

KENT, ENGLAND



CATEGORIES

CULTURAL HERITAGE
HISTORIC LISTED BUILDINGS
CONSERVATION

100% DESIGN BY ETT

EXHIBITION DESIGN
ART DIRECTION + GRAPHIC DESIGN
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT

[Watch Video](#)

[Watch Video of set-up](#)

[Watch Photogallery](#)

Commissioned by Visit Kent and Faversham Town Council with Heritage Lottery Fund, Magna Carta 800 and SouthEastern Railways, Magna Carta Rediscovered is part of a world-wide commemorative context, revealing to the public for the first time this extraordinary document from 1300, recently rediscovered in the town of Faversham. Within the strongly evocative space, a narration unfurls, comprising various levels of understanding and interaction, taking the visitor step-by-step through the discovery of the great manuscript's secrets, looking at ancient engravings, cutting-edge graphics, interactive exhibits and, of course, Magna Carta.



GLASS BEACON MUSEUM

ROME, ITALY



CATEGORIES

CULTURAL HERITAGE
AUGMENTED REALITY

100% DESIGN BY ETT

ART DIRECTION + GRAPHIC DESIGN
SOFTWARE DEVELOPMENT
AUGMENTED REALITY

A unique and personalized experience in one of the most prestigious museums of the Civic Museums, inserted within the largest artistic heritage of Rome, and a place of great cultural wealth and vitality. Equipped with the latest generation glasses with a small display (augmented reality viewers), when approaching the works, visitors - thanks to Beacons, low frequency Bluetooth repeaters – visitors will discover the stories of the Museum and its characters getting all information, text, images, video or audio reproduction directly on their display.

[Watch Video](#)

[Watch Photogallery](#)



**NATIONAL
MUSEUM OF
SCIENCE AND
TECHNOLOGY
MILAN, ITALY**



CATEGORIES

SCIENCES & NEW WORLDS
HISTORIC LISTED BUILDINGS
DIGITALIZATION

100% DESIGN BY ETT

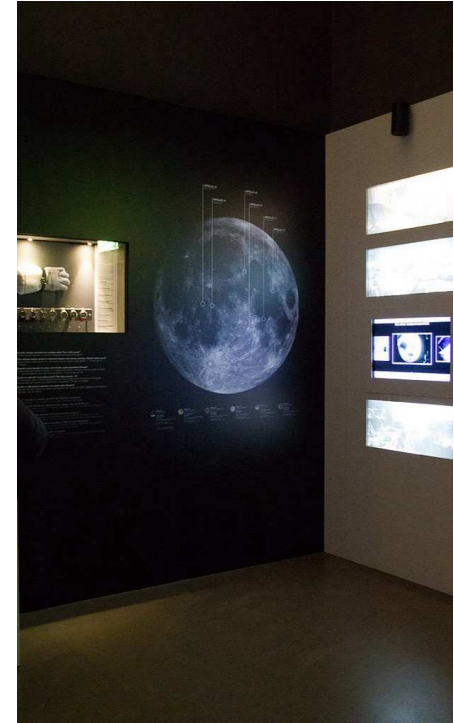
EXHIBITION DESIGN
ART DIRECTION + GRAPHIC DESIGN
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT

The Space exhibition at the National Museum of Science Technology in Milan shows a virtuous combination of the most modern set design, state-of-the-art technologies and emerging museum storytelling trends. Fully in line with this innovative approach, the Space Area technical solutions make the visitor experience all the more engaging by rendering scientific content more effective and stimulating. The exhibition includes the only fragment of moon rock in Italy and takes visitors on an exciting journey over four centuries of astronomy and space research.

[Watch Video](#)
[Watch Video App](#)

[Watch Photogallery](#)





The exhibition offers visitors thirty multimedia exhibits, plus an Android mobile application that picks up signals from Bluetooth 4.0 Beacons along the way. Visitors can download digital gadgets and exclusive multimedia content onto a smartphone, which can later be shared on social networks or read in more detail at home.

Using the multimedia tools — high-resolution monitors, interactive touch-screens, proximity sensors, tablets and smartphones — visitors live an emotional, immersive and exclusive experience. An enormous amount of multimedia content can be seen, quickly and intuitively. Pictures may be closely examined, more learnt about celestial bodies and astronomy, and space explored using immersive simulations that travel to the Moon and the planets of the Solar System.



4D STORM CHAMBER

GENOA, ITALY



CATEGORIES

LEARNING AND DISCOVERING
IMMERSIVE 3D AND 4D
EXPERIENCES

100% DESIGN BY ETT

EXHIBITION DESIGN
ART DIRECTION + GRAPHIC DESIGN
SOFTWARE DEVELOPMENT
MOTION GRAPHICS

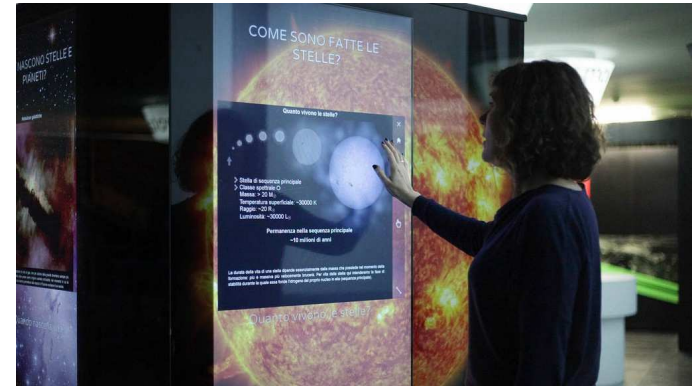
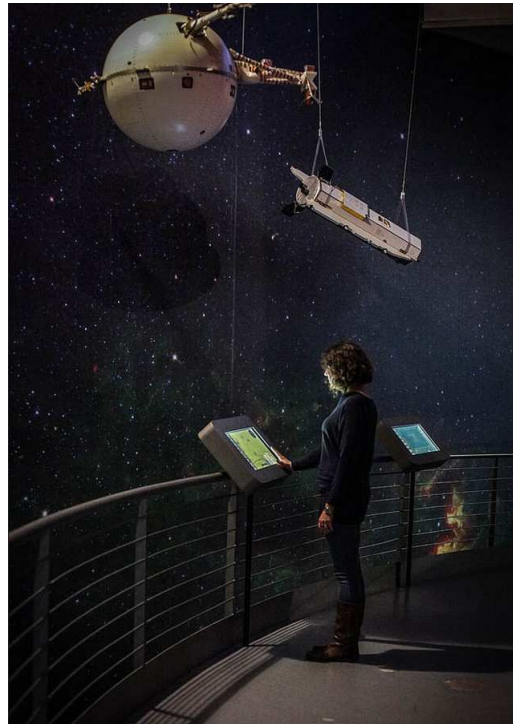
Hometown of Christopher Columbus, Genoa is one of the oldest European commercial harbours. Its powerful story is narrated in the *Galata*, today's largest maritime museum of the Mediterranean Sea. ETT's 4D installation for *Galata* is dedicated to the sea in its fiercest and most impetuous shape: the storm. Here the visitor gets into the part of a castaway, sailing the tumultuous waters around Cape Horn. Thanks to the employment of innovative technologies, the learning experience is here combined with the interactive and multisensory one.

[Watch Video](#)

[Watch Photogallery](#)



INFINI.TO PLANETARIU M TURIN, ITALY



CATEGORIES

SCIENCES & NEW WORLDS
LEARNING AND DISCOVERING
IMMERSIVE 3D
AND 4D EXPERIENCES

100% DESIGN BY ETT

EXHIBITION DESIGN
ART DIRECTION + GRAPHIC DESIGN
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT

[Watch Video](#)

[Watch Photogallery](#)

The Turin Planetarium Museum of Astronomy and Space, a unique centre for the promotion of science, wished to renew its content and technologies in order to share new discoveries and research achievements. Here ETT set up spectacular interactive units that use cutting-edge communication techniques, taking the visitor on an immersive and multisensory journey to discover infinite space. Various features lead to the discovery of the cosmos, in the company of top scientists from antiquity to the present day. Visitors can travel through space to Mars, jump on the moon, try the force of gravity on Jupiter, cycle and walk among the stars, manipulate a magnetic field and admire 3D views of the Universe.



CERAMIC MUSEUM

MODENA,
ITALY



CATEGORIES

HISTORY OF THE BRAND
CULTURAL HERITAGE
HISTORIC LISTED BUILDINGS
IMMERSIVE 3D EXPERIENCES

100% DESIGN BY ETT

EXHIBITION DESIGN
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT
GRAPHIC DESIGN

Manodopera (Manpower) tells, documents, enhances and promotes the ceramic vocation of the territory, the innovations made, the manufacturing excellence of tile, the transformations between past and future; all through the voices of the men and women who have made the history of industrial ceramics. The exhibition draws on the knowledge of the past, thanks to the testimonies of those who worked in ceramic and contemporary tools, through cutting edge technologies developed and implemented by ETT. "Speaking" objects and tables; interactive projections and touch screens narrating contents rooted in people and communities; direct testimonies to be chosen using an immersive control system, Kinect...

[Watch Video](#)



PASSATEMPO MUSEUM

GENOA,
ITALY



CATEGORIES

HISTORY OF THE BRAND
HISTORIC LISTED BUILDINGS

100% DESIGN BY ETT

EXHIBITION DESIGN
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT
GRAPHIC DESIGN

A virtual journey through the history of a century, the 900, with an exhibition divided into thematic rooms, where every exposed object claims a small role in the history of Italian society and in the family history of each of us. A museum by the "new flavour", which elevates everyday objects to the dignity of a "museum piece", reconstructing the history and customs of a country, and enhances the whole community due to its uniqueness and its cultural and anthropological value.

[Watch Video](#)

[Watch Photogallery](#)



MOLESKINE

LONDON,
ENGLAND



CATEGORIES CORPORATE
COMMERCIAL
VISUAL MERCHANDISING

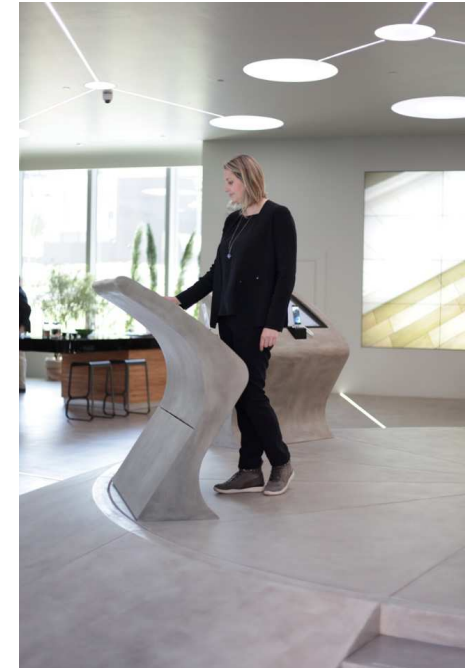
OUR EXPERTISE
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT
DIGITAL SIGNAGE
TECHNICAL COORDINATION

Moleskine is a global brand bringing back to life the legendary notebook used by artists and thinkers over the past two centuries. Moleskine's London flagship store approached ETT to create an engaging way to tell customers about its new digital products: Evernote Business - an App which helps you tagging and categorising your notes and photos - Livescribe Notebook - where your thoughts and ideas appear straight to your device as you write on its pages - and the Smart Notebook, which lets you instantly turn hand-drawn sketches into fully workable digital files. Customers can now simply place the product they are interested in on top of ETT touch screen to get extensive information and useful tips.



SAMSUNG SMART HOME

MILAN

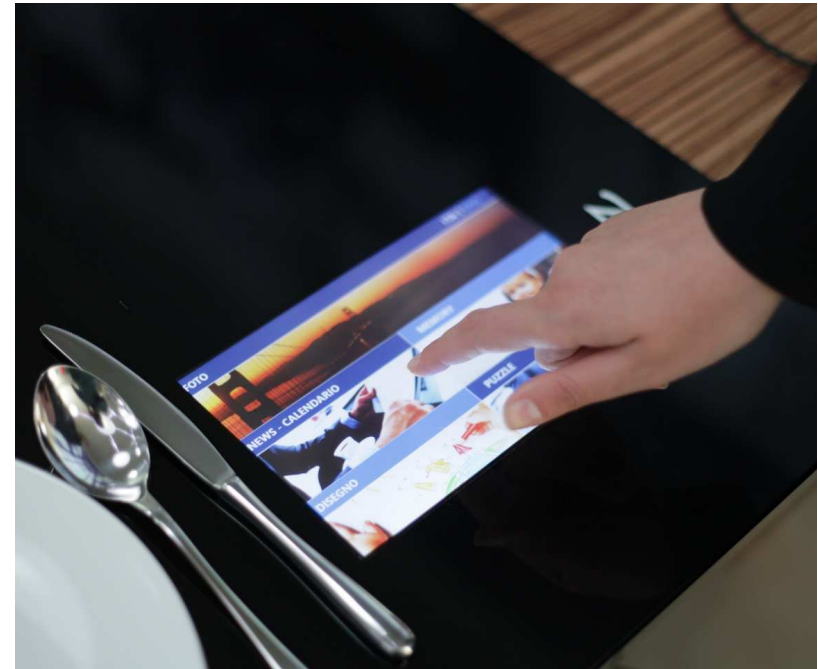


CATEGORIES CORPORATE
COMMERCIAL
VISUAL MERCHANDISING

OUR EXPERTISE
INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT
DIGITAL SIGNAGE
TECHNICAL COORDINATION

A permanent exhibition devoted to the "House of the Future", in which visitors can experience innovative applications that handle daily household activities. The Smart Home, an innovative solution using multimedia installations for tablets, smartphones, touch monitors, digital tables and whiteboards etc. This is a reconstruction of a real home based on the Samsung ecosystem, helping people lead more balanced lives by providing a comprehensive service dealing remotely with domestic chores and, at the same time, enriching household life.





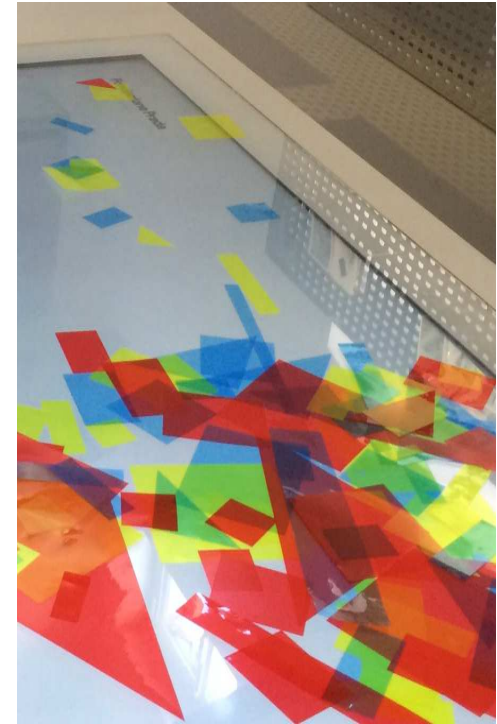
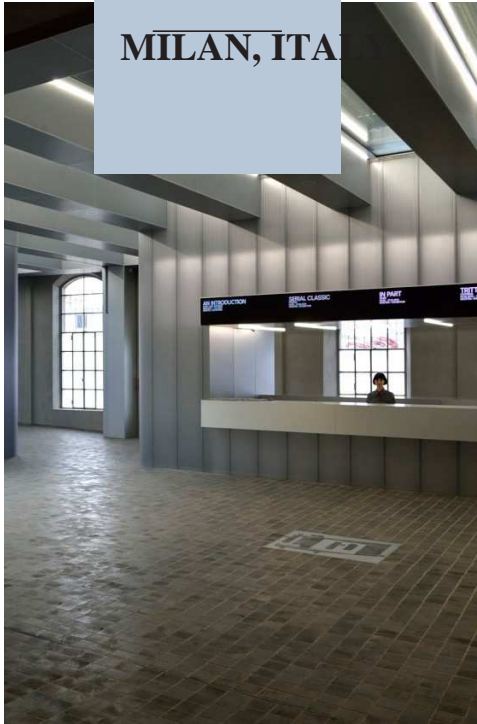
Smart Home consists of several rooms designed to meet varying daily needs:

- **a lounge**, where the entertainment experience may be fully lived thanks to devices such as tablets, smartphones and TVs that effortlessly interact with each other;
- **a dining room**, where it is a pleasure to sit round the table, entertaining guests with touch monitors that access functions;
- **a kitchen** with digital touch-table and whiteboard that interact with the fridge and smartphones, making dinner preparation a simple and engaging activity in which the best recipes and preparation techniques are shown in real time;
- **a bedroom** with a touch bed headboard and a virtual fitting-room that helps in the choice of what to wear;
- **a bathroom** with a magic mirror, showing useful everyday information: the weather, appointments and fitness tips.



FONDAZIONE PRADA

MILAN, ITALY



CATEGORIES

CULTURAL HERITAGE
HISTORIC LISTED BUILDINGS
CORPORATE

OUR EXPERTISE

INTERACTIVE + MULTIMEDIA DESIGN
SOFTWARE DEVELOPMENT
GRAPHIC DESIGN DIGITAL SIGNAGE

The new Milan venue of Fondazione Prada expands the repertoire of spatial typologies in which art can be exhibited and shared with the public. Characterized by an articulated architectural configuration which combines seven existing buildings with three new structures, the new venue is the result of the transformation of a distillery dating back to the 1910's. Located in Largo Isarco, the compound develops on an overall surface of 205,000 ft².





In this prestigious location, ETT designed and installed the front office and ticket office Digital Signage and the Cinema Ledwall Digital Signage, as well as the front- and back-end of the splendid website www.fondazioneprada.org. For the *Accademia dei Bambini*, ETT curated and developed the 65" interactive table — where children can play the beautiful game of composition using different coloured shapes and inspirational images.





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