VR×SPACE

virtual museums and galleries

Creating an exciting user experience based on cutting-edge technologies is crucial for every business to keep up with the modern digital world.

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EVENT × DESIGN

Virtual Corporate Museum

A unique digital product that presents your exhibition in an online format anywhere in the world.

Corporate museums are a whole world, from "private" halls of fame to museum complexes of city-forming enterprises and interactive centers open to the general public.

Today museums of companies should be acknowledged to be a part of the Russian and worldwide process and companies should come to conclusion that museum completes one of the most important social functions. Especially if there is an access to the industrial heritage and historical artifacts

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Museum is a privilege for successful people

An enterprise museum is a history keeper. It also becomes a powerful communication tool with various audiences:

Company employees and their families

For young employees, the museum is a place where they can get acquainted with the history of a company or an enterprise

Future experts, schoolchildren, students

An interesting exhibition can sow the seeds of interest to the industry in the potential experts. In this case, the museum performs career guidance and educational functions.

Contractors, partners, investors

Technology, innovation and new methods can be seen in the virtual space of a modern thoughtful exhibition that has the task to impress a visitor and create a positive image of the enterprise.

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FORMAT COMAPASION

	The content and the scope of the exhibition	Modernization efficiency and exhibition change	Availability for visitors	Museum design and architecture	Museum exhibition	Exhibit items
offline format	an expensive rent of exhibition areas depends on the availability of rooms, the amount of finance for production or exhibit rooms purchase	installation, dismantling or updating of the exposition takes a lot of time and money	only during working hours; the number of visitors is limited by the museum capacity; mostly visitors are locals; there are language boundaries	museum design has budget and technical limits set by the produc-tion	the content quantity is limited by the budget and and the physical area	placement of huge exhibit items is problematic or costly
online format	it is determined only by the amount of finance for the exhibit creation or scanning	expansion and updating happen in real time anywhere in the world	unlimited number of visitors 24/7 from anywhere; multilingual content	stand design is limited only by the designer's imagina-tion and the willing visual image	the sizes of the stand adapt to the willing quantity of the content	unlimited size of exhibit items; 3D technology helps to view them from any angle

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Who do we create museums for?

Industrial enterprise

The history of factories is an interesting side of the industrial development history in Russia. Every factory matters a lot for a city, region or for an entire country.

State enterprise

Enterprises with state participation often pay great attention to their own history and activities.

Scientific production

Scientific institutes and production centers are able to demonstrate their innovations and developments in the museum.

Educational institution

Creation of their own museums is obligatory for universities, institutes, colleges, lyceums and gymnasiums.

Company image

Museum creates a unique controlled image of the Enterprise for external and internal communications.

This image has a much greater depth than any other PR-tool, either a web site, a booklet, or a social network.

Museum accumulates useful information about the activities, daily life and unique facts in the life of the Enterprise.

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We help to present your business in a new format

24/7 anywhere in the world

present your services to partners and clients

Interactive and gamification

we make your project interesting and informative

Expand the boundaries

a space limited only by fantasy

Analytics and reports

monitor, edit, improve efficiency

Multilingualism

attract and expand a new audience

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The developed content is available on all devices

Virtual Reality Headset

Full immersion in the atmosphere of the brand. You can present the stand on wireless devices in the office, at personal meetings or used as WOW content at an offline exhibition.

Oculus, Samsung, HTC, Google, PS

Interactive displays

Use the developed product in your office or expand the boundaries at an offline stand as interactive content.

Windows, Android

Mobile devices

Surprise your partners and customers, present your virtual space anywhere from your phone, tablet or laptop. Go to the booth using a direct link or QR code.

Mac OS, Windows, Android

Desktop computer

Visit the virtual space at your convenience, at home or at work.

Mac OS, Windows, Android

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Content Features

Visual:
images photos 360, 3d models

Demonstrate broad-scale exhibit items using interactive 3D models, talk about the facts by means of infographics. Immerse in the space by filming 360.

Video:
filming 360, streamings, animation

Files to download:
pdf, ppt, key, doc, zip

You can share all the detailed information about products or services using presentations and booklets, and more massive data using archives.

Audio:
background music, voice-over, effects

Interact with your hearing to create the necessary mood

Interactive:
games, quizzes, characters

Arrange quizzes with the opportunity to score points and win prizes. With the introduction of interactive characters your stand will be more atmospheric and emotional.

Connection:
calls, chatbots, mailbox, links, analytics

Collect and analyze information about visitors to improve or change the content.

Stages of museum creation

1. Project study, information gathering and processing
2. Topics analysis, systematization of information and a list of content
3. Description of the museum's mission, objectives and functions
4. Development of general recommendations on the use of audiovisual
5. Making the concept of gamified and interactive programs
6. Spatial concept based on the content and solutions content
7. Design and virtual spaces creation
8. Development of certain content plots and exhibition scenarios
9. Branding and infographics development in the exhibition design
10. Programming solutions, adapting to different conditions
11. Road map development for the project realization
12. Conducting opinion polls, testing the audience, collecting analytics, organizing feedback

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Team

Creation of a virtual corporate museum

It means working in a mixed team, including many specialists from both the customer and the project designer, which results in many cross-communications.

If the customer's working group consists of specialists from different departments, our company's employees suggest holding a project workshop, where the moderator helps the group formulate sections of the framework concept, which is the basis for further work.

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Project Team

- Project Manager
- Producer
- Creative group
- 3D Designers
- 3D Designers
- Motion designers
- Programmers

Company specialists

- Head of the company
- Experts from the company

Third-party specialists

- Photographers
- Consultants
- Videographers
- Entertainers

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PROJECTS

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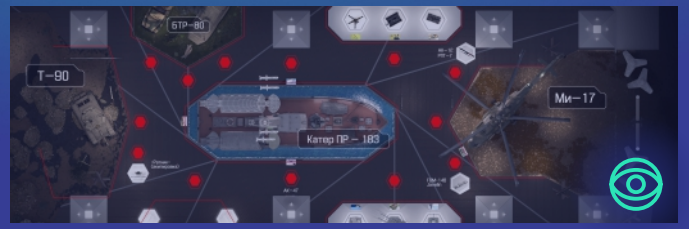


Virtual Military Museum

An example of a virtual museum for the Russian Military-industrial complex manufacturers. The stand demonstrates the platform in terms of content and interactivity.

Lamborghini 1970-1980

Virtual museum of Lamborghini cars produced in the 70s. Having visited the museum, you can meet the model range, inquire the technical characteristics, do the exhibit items both from the outside and inside, as well as take a ride by a Lamborghini Contach.

The SBER ecosystem

Virtual exhibition of the SBER company ecosystem. As part of the project, a virtual navigation map was developed with all the services and companies of Sberbank, as well as virtual stands telling about these services.

Kamchatka

KAMCHATKA tourist brand. The stand helps you to have a look at the sights and the history of the region, book hotels and tours, and see Kamchatka in 360 format.

Golden Autumn

The Russian agro-industrial exhibition "Golden Autumn" is the main agricultural forum of the country as it represents the advanced achievements of the Russian agro-industrial complex. In 2020, the exhibition was held in an online format and our team was entrusted to implement this idea.

Lamborghini 2010s

Virtual museum of Lamborghini cars produced in the 2010s. Having visited the museum, you can meet the model range, inquire the technical characteristics, do the exhibit items both from the outside and inside, as well as take a ride by Lamborghini Urus and Lamborghini Aventador.

Architectural fantasies

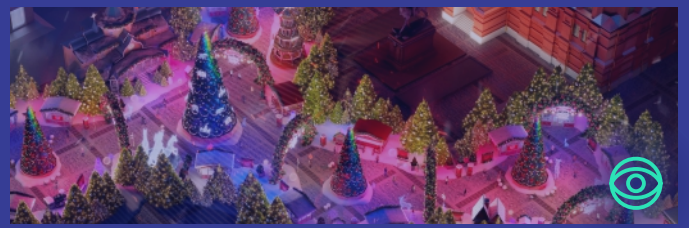
The creative virtual exposition based on CHERNIKHOV's WORKS, which allows you to fully immerse yourself in the author's fantasies and look at his works from a new perspective.

Russian Agricultural Bank

A virtual stand for the Russian Agricultural Bank company during of the exhibition "Field Day 2020". The stand presents the Bank products, services and programs aimed at supporting the development of agriculture in the Russian Federation.

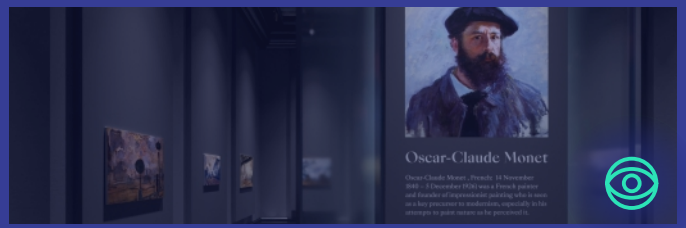
Phosagro

The virtual stand for the Phosagro company within the exhibition "Field Day 2020". The stand presents the company's products and services, as well as key financial and quantitative metrics for future investors.



Moscow seasons

Virtual walk around the Christmas Red Square for children and adults. Visitors can have a look at the sights of different countries, watch video workshops, participate in quizzes and games, earn points and receive souvenirs.



Claude Monet

We suggest taking a walk to a small virtual gallery dedicated to the work of Claude Monet and admire the digitized collection of legendary works of art.

Mercedes-class G-world

Virtual presentation of the Mercedes-benz G-class car with the help of modern technologies. You can examine the novelty from the outside and inside.

Cost of creating a stand

The cost of the virtual stand is calculated from the scope and complexity of the work:

- creating virtual spaces
- filling the virtual spaces with information
- adding interactive elements
- work of illustrators and animators
- creating audio-visual content
- work of copywriters and translators
- full-scale photos and 360 filming
- studio video shooting
- exhibit items scanning and modeling
- creating marketing content

Taking into account the fact that all scopes of work are different, our specialists will inform you about the exact cost on the day of your request.

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360

Thank you for your attention!

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