

VISUAL DESIGN

MULTIMEDIA



aelion
brighten up your ideas

DIGITAL SIGNAGE

The background is a 3D-rendered abstract scene with a grid of light blue and white squares. Scattered throughout are various geometric shapes: spheres, triangles, and cylinders. Some are dark blue, some are light blue, and some are teal. They appear to be floating or resting on the grid. The lighting creates soft shadows and highlights, giving the shapes a three-dimensional feel.

**BRIGHTEN UP
YOUR IDEAS**

WE WORK WITH IDEAS AND LIGHT.

We start by listening to our clients and it is with them that we imagine and invent.

This allows us to study new solutions, always at the searching for the union of technology and creativity.



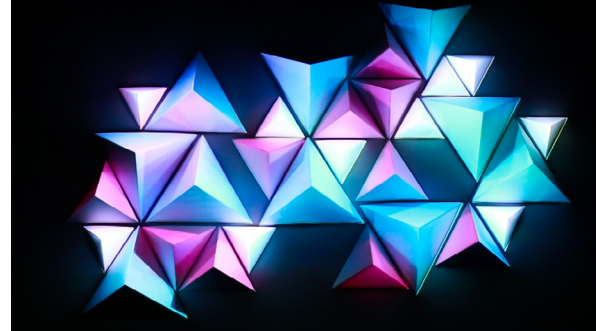
AELION is a multimedia production, visual and lighting design studio.

A hub of young creatives with cross-disciplinary technical and artistic skills, united by a penchant for showmanship, the same keen eye for aesthetics and image enhancement of clients and events.

SERVICES

VISUAL DESIGN

Light is medium and inspiration for all our visual projects, architectural video mapping or led installations, light sets, performances and vj-sets.



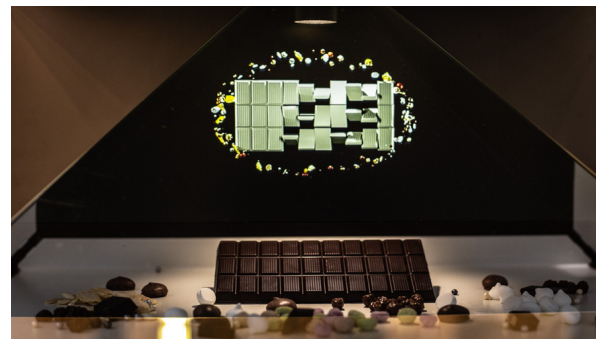
MULTIMEDIA

We put all our decades of experience in graphic, photographic and video design into cross-media productions with ever-innovative applications.



DIGITAL SIGNAGE

Ideiamo soluzioni di digital signage per le aziende, dal concept cucito su misura all'esecuzione su supporti all'avanguardia, come display, ledwall e ologrammi.



VISUAL DESIGN

For corporate events, festivals or openings, to customize the interiors of venues and stores, we make use of visual and lighting design techniques: we create video mapping, audio-video performances, shows and light and led installations.

Applying digital to art, we ideate amazing immersive experiences.





01. VIDEO MAPPING

Video mapping is a 3D projection technique that allows real architectural installations or surfaces to be animated to recreate virtual environments, making the enjoyment of corporate and cultural events more engaging and interactive, enhancing architectural assets, wings, and stages.





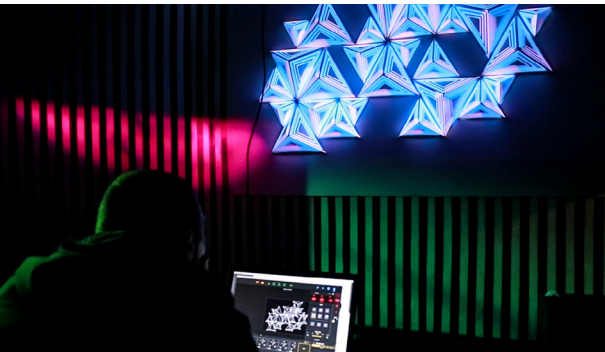
ARCHITECTURAL MAPPING

We make architectural video mapping for corporate events, grand openings or cultural events. Each mapping is unique and fits the building perfectly.



STAGE MAPPING

Stage mapping is done on specially designed installations for festivals and stage shows. We accompany each stage mapping with dedicated light shows.



ARTISTIC INSTALLATIONS

We do live painting and video mapping on 2D and 3D design signs or installations. We devise content that enhances the logo or installations to which it is mapped.



01.2 LIVE VISUAL

Live visuals are performances in which video content is mixed and selected by an operator who projects it live or broadcasts it on displays and ledwalls.

For audio-video performances and vjsets we create (also live) 2D, 3D and motion graphic content in sync with djset or tracks chosen by us.

VIDEO PROJECTIONS

We make video projections to tell animated stories, create art installations, and also to illustrate the work and philosophy of companies and big brands.

AUDIO-VIDEO PERFORMANCE

Audiovideo performances are shows of multimedia content in which video serves to visually translate sound into images depicting its harmonies.

VJ SET

VJ sets are live performances of animated videos, mixed on the spot to accompany a live musical performance. We make use of graphics and logos that recall the musician and his or her poetics.



01.3 LIGHTING DESIGN

We design, set up, and control analog and digital led strips, kinetic lights, and ledwalls to create led mapping and lighting sets. We also integrate lighting design to live visuals and video mapping shows, resulting in stylistically sophisticated events.



LIGHTING SET DESIGN

We take care of lighting scene arrangement and composition, staging and light setting for concerts, shows, museums, exhibition booths, corporate presentations, furniture, parades.



LED MAPPING

LED mapping is a versatile tool that can animate light art installations, stages, temporary shops, showrooms, product presentations, events, trade shows, and interior design.



KINETIC LIGHTS

We make permanent or impromptu installations of LEDs or Kinetic spheres. With Kinetic we create sculptures and light shows mainly on the ceiling.



MULTI- MEDIA

Graphic design, photography and video are the basis of our services.

We are graphic designers and videomakers with decades of experience in cross-media communication projects, which we take care of at every stage, from conception to production, for corporate, artistic, cultural or even exhibition purposes.



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Nome destinatario
Via e numero civico
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Gentile Nome destinatario,

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Cordali saluti,
Nome

FIRMA

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02.1 GRAPHIC DESIGN

Visual art is the center of our productions. We design graphic solutions for companies, events, trade show booths, video mapping. We work with equal ease for print and web, in two as in three dimensions. Between models, textures and renders; motion graphics, visuals and UI design, we never get bored!





CORPORATE GRAPHICS

We offer customized graphic design services for corporate corporate image definition and its print, web and digital publicizing.

WEB GRAPHICS

We design graphics for printing and packaging, business cards, letterheads, signage. We do web, UI design and content for social.



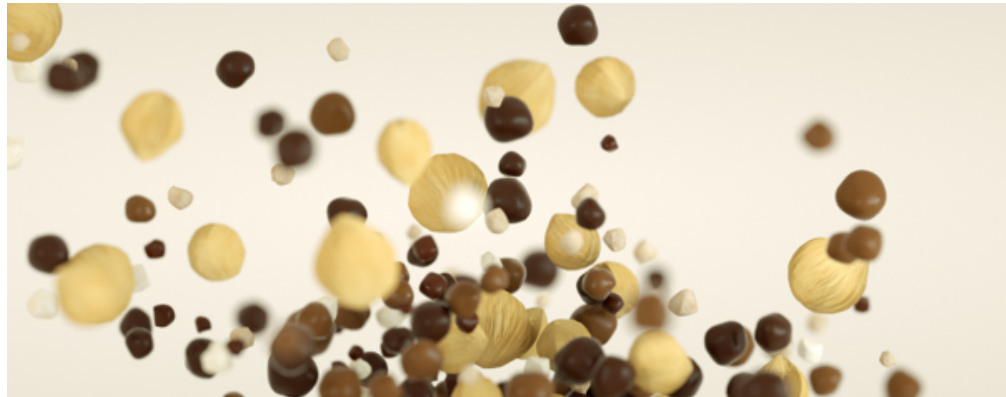
3D AND 2D

We do 3D modeling for static or animatable renders; 2D raster and vector graphic design also for motion graphic projects.

02.2/VIDEO



We do 2D and 3D video shooting, editing and production for conventions, corporate presentations, commercials and infographics, art videos and visuals. We create animated multimedia content through computer graphics, for which we take care of scripting, directing, editing and editing, composing and color correction.





VIDEO PRODUCTION

Every video production requires dedicated and specialized efforts. We follow each stage professionally, strengthened by our experience and creativity.



3D ANIMATION

Animation involves 3D modeling of solids that we coat with textures and colors. Implementing motion dynamics then allows us to make them act fluidly.



MOTION GRAPHIC

Motion graphics is animation of graphic design elements. Logos, text, textures, and moving 2D shapes can give new personality to video productions.

We produce photo shoots to advertise businesses and products, develop e-commerce, document commercial, cultural, entertainment, fashion and design events and demonstrations. We take care of every shot and post-production to the smallest detail to get the most out of every snapshot.

02.3 PHOTO



PHOTO REPORTS

We do reportage at fairs, of fashion shows, events, openings, performances, concerts, festivals, congresses, as well as for art or investigative projects.

PRODUCTS AND SERVICES

We do product and service photography for advertising campaigns, online sponsorships, brochures and catalogs, websites, social networks, instagram and e-commerce.

360° PHOTOGRAPHY

We also shoot 360° for illustrative purposes, advertising, virtual tours at exhibitions and displays, or for real estate.



DIGITAL SIGNAGE

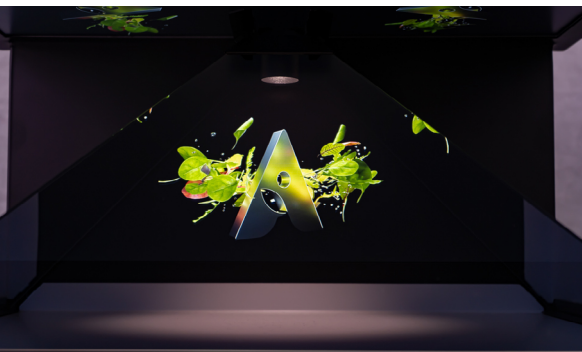
In our studio multimedia, visual and lighting design can also serve commercial purposes.

We develop digital signage projects for companies and their promotion, making use of state-of-the-art tools such as holograms, displays and ledwalls. We also offer B2B and trade marketing services.





Starting from 3D modeling of physical objects, brands or products, we are able to reproduce virtual animations in the form of holograms. Through a holographic display case we materialize content designed specifically to communicate and enhance products or services.



03.1 HOLOGRAMS

RETAIL

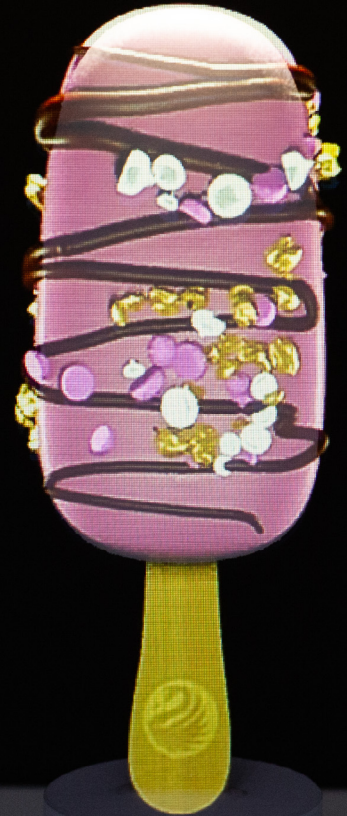
With holograms, you can virtually show every variation of the same product and increase customer engagement without emptying the warehouse!

TRADE FAIRS & EXHIBITIONS

Real objects can also be placed in the holographic showcases, around which virtual content can be animated. The 360-degree animated view enables unparalleled interactive exhibits.

3D HOLOGRAPHIC SIMULATIONS

We also make holographic simulations for informational and popular purposes. Stereoscopic and animated 3D models are ideal for materializing any message.



03.2 DISPLAY

We use monitor displays to convey informational or promotional content, branding and trade marketing, to create performances or interactive installations programmed to interact with the viewer in sync with music, for digital signage in stores, restaurants and bars.



RETAIL

We use displays for digital signage in offices, stores, restaurants and bars and for trade marketing. We thus increase the perception, relevance and visibility of companies and brands.

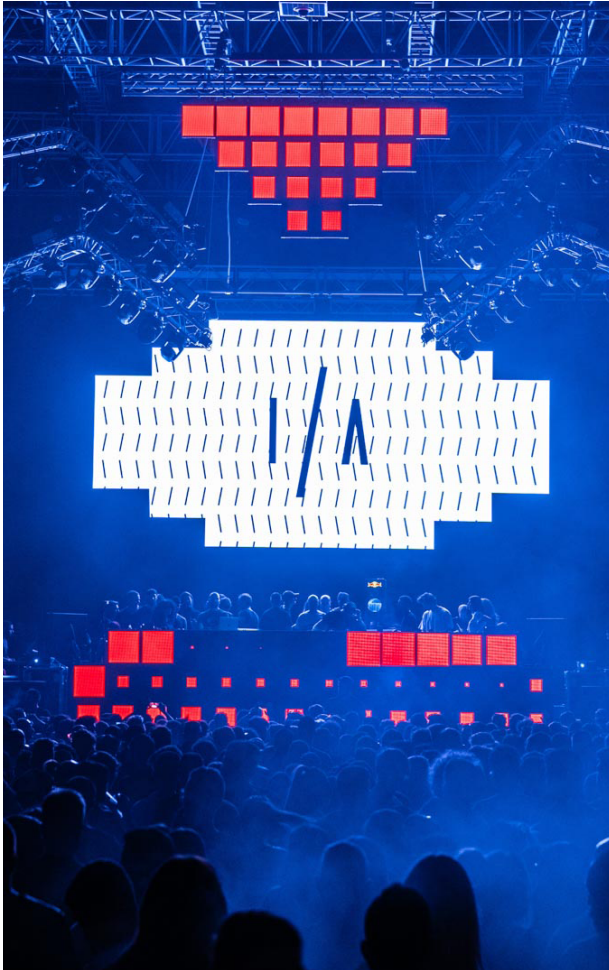
TRADE FAIRS & EXHIBITIONS

We make installations intended for marketing and communication including interactive ones, programmed to interact with visitors in harmony with their movements and the environment.

INFORMATIONAL DISPLAY & TOTEM

We design information content and aesthetics of touchscreen totems and displays. We curate the installation and integration of totems and content with the design of the venue or booth.





03.3 LEDWALL

The ledwall is a perfect medium for advertising, events, trade shows. The use of led panels makes it possible to build versatile two- or three-dimensional structures, true installations of light. Led screens can show high quality images even at a distance or in less than optimal lighting conditions.



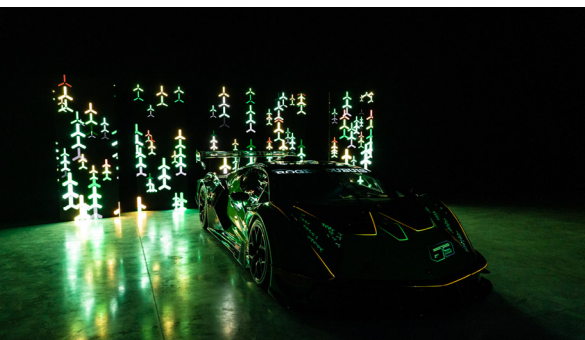
RETAIL

Ledwalls make it possible to exploit even curved surfaces of premises or stores to present their products and services. Several can be combined in modular structures that are always original.



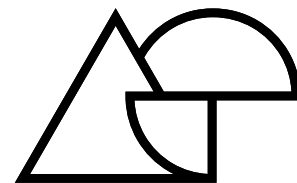
TRADE FAIRS & EXHIBITIONS

Ledwalls are the simplest and, at the same time, dynamic solutions for creating infotainment in trade show booths, galleries or for impromptu exhibitions.



ENTERTAINMENT

Entertainment has been using ledwalls to enliven even the darkest nights for decades. With the right lighting technology, led panels make festivals, venues and theaters look great every time.



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