



**aelion**  
multimedia and visual design

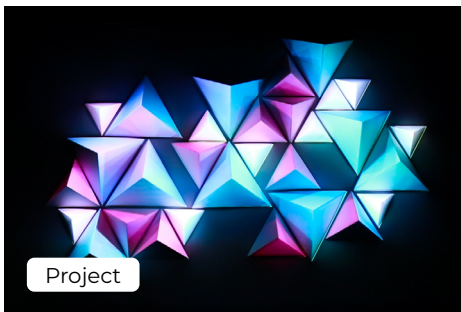
**BRIGHTEN UP  
YOUR IDEAS**

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[www.aelionproject.com](http://www.aelionproject.com)

# WE WORK WITH IDEAS AND LIGHT





# ABOUT US



AELION is a multimedia production, visual and lighting design studio active for 10 years in Bologna, Italy.

We specialize in the development of creative solutions for communication and entertainment.

Our mission is to integrate multiple artistic forms with new digital technologies, in a continuous search for experimentation and spectacularity. We transform ideas into images and concepts into tangible experiences, bringing visions to life through the power of light and creativity.





**AELION IS A  
MULTIMEDIA  
CREATIVE STUDIO  
WORKING IN VISUAL  
COMMUNICATION**

The background is a 3D-rendered abstract scene in shades of blue and cyan. It features a grid of light blue rectangular blocks. Scattered throughout are various geometric shapes: spheres of different sizes and colors (light blue, dark blue, and metallic cyan), triangles (some pointing up, some down, some in perspective), and cylinders (some horizontal, some vertical, some in perspective). The lighting creates soft shadows and highlights, giving the scene a sense of depth and movement.

**BRIGHTEN UP  
YOUR IDEAS**

# MISSION

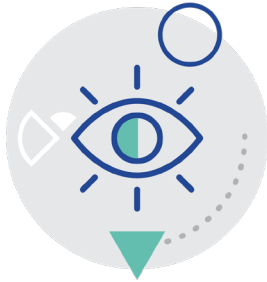


## **TURNING IDEAS INTO TANGIBLE AND FUNCTIONAL SOLUTIONS**

Our mission is to integrate multiple artistic forms with new digital technologies in a continuous quest for experimentation and spectacularity.

For us, the creative process is a structured process that starts with the identification of the problem or opportunity, through idea generation, selection of the best solutions, and their implementation and evaluation. Involves ongoing research, reflection, experimentation and revision guided by defined goals. This approach fosters innovation and the production of original and meaningful results.

# WHAT DO WE DO



## VISUAL DESIGN

Light is a medium and inspiration for all our visual projects, video mapping or LED installations, luminous scenography, performances and VJ sets.



## MULTIMEDIA

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



## EVENTS

Events are at the center of our activities, whether corporate, cultural, concerts, festivals or fashion shows our experience allows us to organize the entire production.





# VISUAL DESIGN



Project

In the world of Visual Design, creativity takes shape through:

- **Video Mapping**
- **Live visual and stage design**
- **Lighting design**
- **Immersive and permanent installations**
- **Holograms**
- **Monitor Displays, LED Wall and LED Mapping**

Each element contributes to transforming the surrounding space into a stage of emotions and visions, offering unique and immersive visual experiences.



Project

# MULTIMEDIA



Project

As we explore the vast world of Multimedia, we discover an infinity of possibilities that open up through tools such as:

- **Graphics**
- **Photography**
- **Video production**
- **Motion graphics and 3D animation**
- **Content and digital marketing**
- **Website development**

Each element is interwoven to create engaging narratives and immersive experiences. Through the skillful use of these techniques, we are able to communicate, engage and leave an unforgettable impression on the minds of the audience.



Project

# EVENT



Project

In the universe of events, skills come together to create extraordinary experiences:

- **Event design and production**
- **Scenic rendering**
- **Putting in place**
- **Artistic Direction**
- **Media production (graphics, photos, video)**
- **Direction, coordination and project management**

Each step is a key piece in turning concepts into tangible realities. Through a synergy of creativity, planning and management, events come to life, leaving an everlasting imprint on the hearts and minds of those who attend.



Project

# Hypercar Lamborghini Essenza SCV12



Project

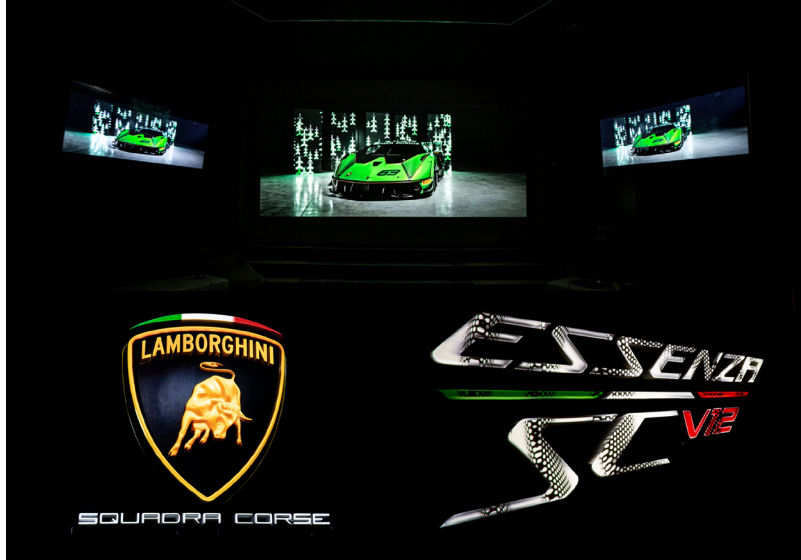
**Client:** FFF Racing Team

**Date:** 2020

**Location:** Sant'Agata Bolognese (BO)

**Category:** Visual Design

**Tags:** Video Mapping / Holograms / Ledwall





In spring 2020, for Lamborghini Squadra Corse, we designed a shooting set in one of Lamborghini's hangars, in coordination with the FFF Racing Team. The occasion was the **launch of the carmaker's new 40-piece limited edition track hypercar**: the Essenza SCV12. We designed a **video mapping and choreography with ledwall system** and a set that could serve as a backdrop for the launch spot of the new model.

The video mapping was done on the whole car and on the body details, to highlight them; for the ledwalls, on the other hand, we produced motion graphic and VFX content, which was broadcast concurrently with the video mapping.

We collaborated again with Lamborghini Squadra Corse by designing **video mapping and digital signage installations for a private room**, a multimedia space for the presentation and sale of Essenza SCV12. **The installation consisted of a 180° immersive multimedia space** in the factory showroom which contained **two brand mappings and a holographic display case**.



# Seta Sushi Restaurant



Project

**Client:** Seta Sushi Restaurant

**Date:** 2018 to present

**Location:** Bologna

**Category:** Multimedia

**Tags:** Graphic / Video / Photo / Web / Social



Our professional collaboration with Seta Sushi Restaurant, a Japanese cuisine restaurant located in the beautiful setting of Corte Isolani in Bologna, has continued successfully for some time.

For the Seta brand, **we developed a comprehensive corporate communication plan.**

Starting with an analysis of the restaurant and its philosophy, we designed the visual identity through the study of a logo with clean, minimal lines that would reflect the restaurant's modern environment, capturing its spirit and elegance. Subsequently, designing food and drink menus, business cards, flyers and advertising content.

As well as being commissioned for **web marketing and social media management.**

Through careful design of Silk's visual identity, we also took care of their image through the creation of **photo and video shoots.**

This exclusive content complements the restaurant's aesthetic and design, identifying the restaurant with the innovation, sophistication, and quality of Japanese culinary tradition.



# Art of Style



Project

**Client:** Kontatto

**Date:** 2023

**Location:** Scuola Grande della Misericordia (VE)

**Category:** Event

**Tags:** Lighting Design / Photo / Video



In September 2023, we were back to illuminate the fashion show of the fall-winter collection of KONTATTO, a well-known ready-to-wear clothing brand from Bologna, inside the majestic building of the Scuola Grande della Misericordia, a historical heritage of Venice.

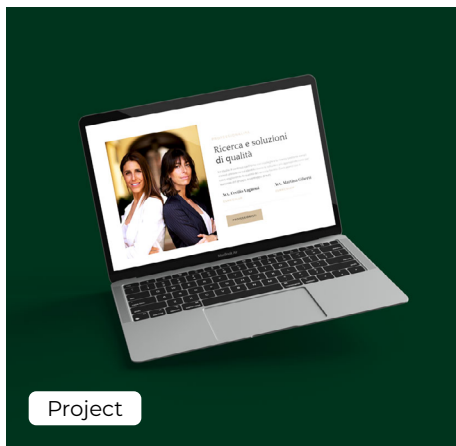
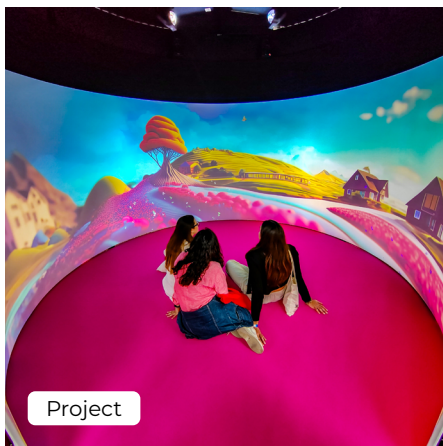
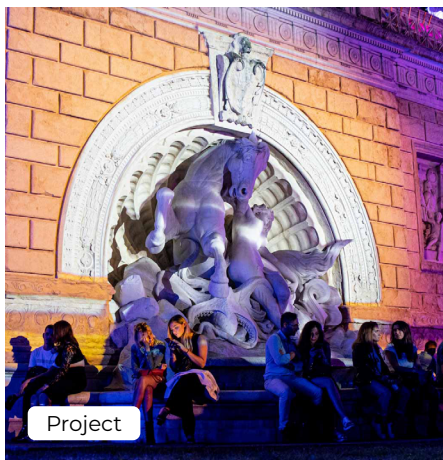
We took care of the **technical and artistic direction of the fashion show**, the coordination of suppliers and partners, the soundtrack, but above all the **lighting design of the event**, planning a lighting of the spaces that would enhance the beautiful Scuola Grande della Misericordia. We aimed to emphasize the elegance of the architecture and decorative elements of the Venetian palace with elegant architectural lights, such as Smart Bat and Par Led, in harmony with the historicity of the building and the modern technology of its interior lighting. We also took care of the **soundtrack and installed a ledwall**: a background of immersive content for the fashion show, which echoed its themes, atmospheres and timeless elegance, including classical music, fine fabrics, monumental architecture and contemporary mood.

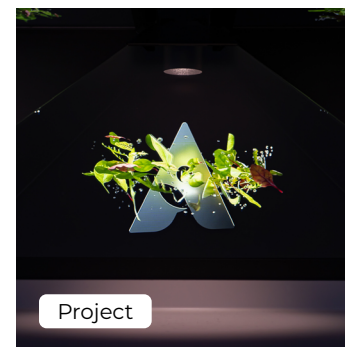
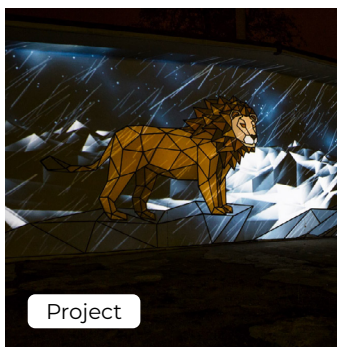
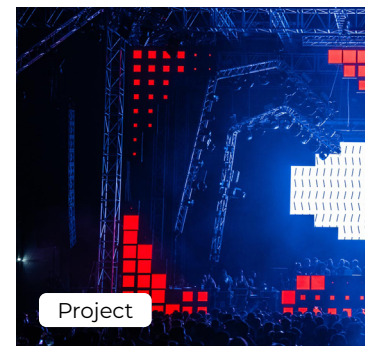
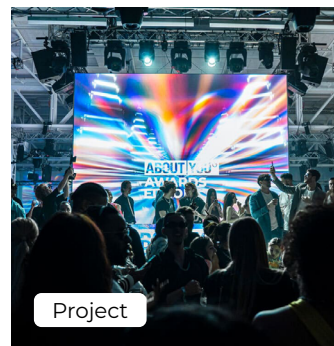


# PORTFOLIO

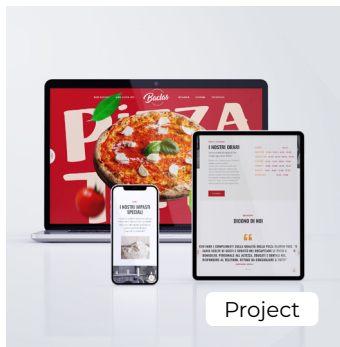
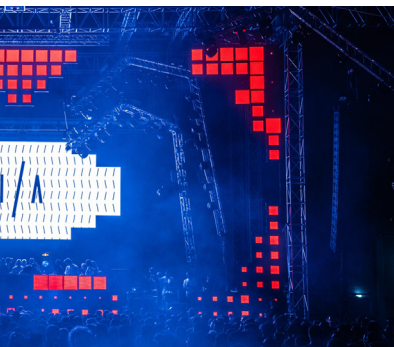


Project









## BRIEFING

Through active listening of the client, objectives, requirements, and expectations of a project are identified and timelines and budgets are defined.

## DESIGN

Research and study of the project and subsequent identification of the most suitable techniques and technologies and the composition of the working team.

## PRODUCTION

Content creation, technical and creative production through the physical or digital realization of the project, following the design specifications and defined goal.

## EXECUTION

Final stage that is carried out with the implementation or delivery of the project or the practical implementation of the development and production stages.





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