



# AXIS

Live to Believe



Perfectionists



Passionate



Creatives



Dynamics

constantly seeking original ideas.



**Top**

**Events**

**2019**

# Cartier

## Immersive Room

Cartier's Temporary Experience Room was set up during Christmas' season: mirroring screens, led walls and resin-washed floors created a kaleidoscope effect and a dreamy atmosphere.



# Cartier

## Immersive Room

### Location

Milan, via del Gesù.

### Attendees

Four dinner experiences for VIP guests, one party for 150 pax.  
Open to selected audience in January 2020.

### Set Design

Immersive room, installation wireframe led (2x4,5m)  
of Cartier's Panther.

### Performers

Morgan, The Portofinos and Rachele (Baustelle).



[Click here](#) for the video resume



**Cartier**

Immersive Room

*Temporary*



# Nexi

## Connexi

For Connexi 2019, the second edition of Nexi annual convention, a set-up project has been conceived and realized, both for the scene and the exhibition spaces, which created an immersive environment.

The two institutional meetings, a gala dinner and a concert for more than 800 guests took place during the two days of the event, in the impressive and majestic semi-circular scenography. Three themed workshop rooms, along with three demo areas for Nexi's products have been set around the main scene.

Each of these spaces has been designed to create a direct way into Nexi's world. The strong digital identity of the brand and an engaging experiential atmosphere welcomed the guests.



# Nexi

## Connexi

### Location

Milan, Palazzo delle Scintille.

### Attendees

800

### Set Design

One semi-circular screen (30-6,5m) and strip led (17x1,5m).

### Event Direction

Synchronized video animations created the scenery for the 40' concert of Gianna Nannini.

### Logistics

Organization secretariat for guest management realized thanks to a customized App.

### Michelin-Starred Dinner

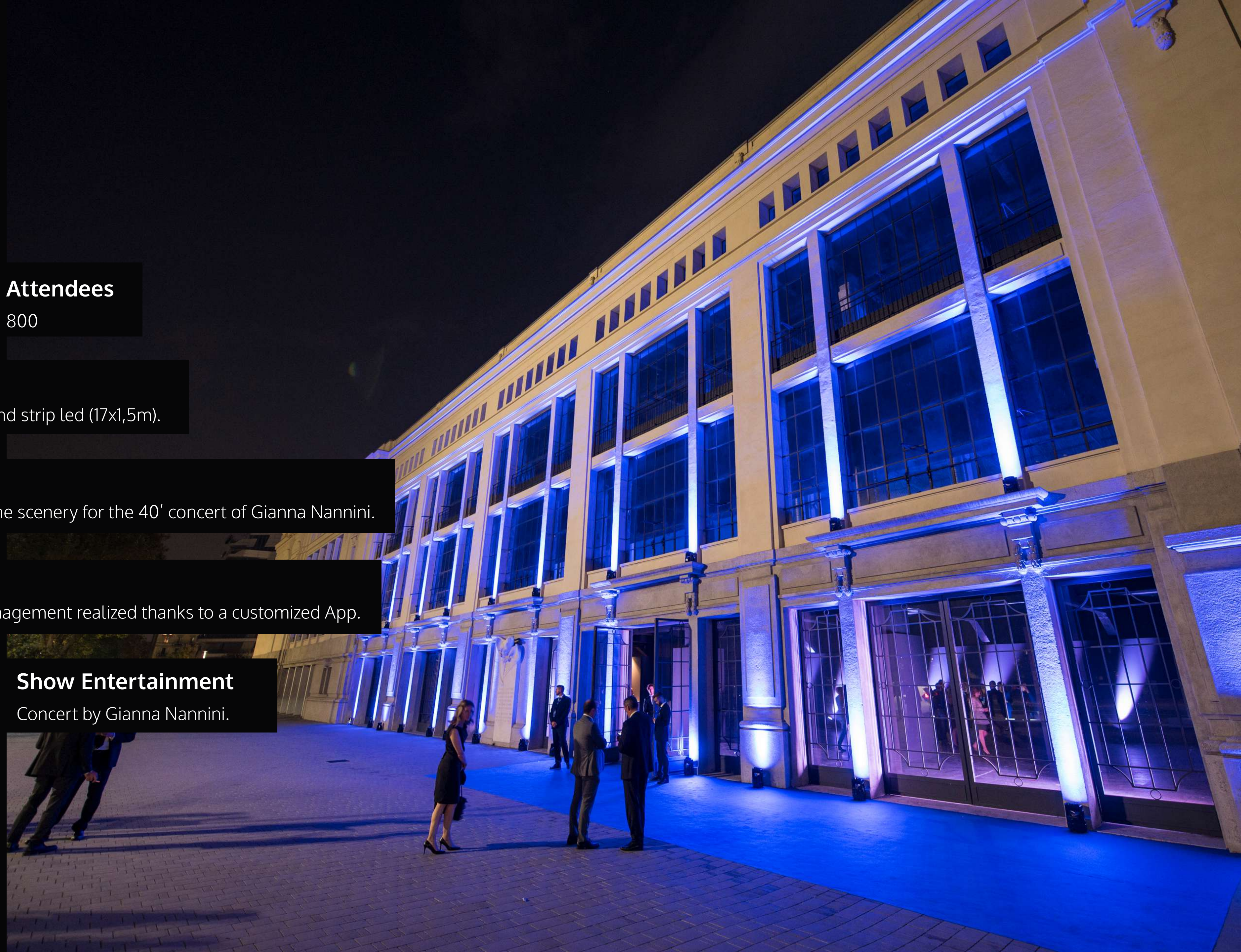
Chef Riccardo De Prà.

### Host

Alessia Ventura.

### Show Entertainment

Concert by Gianna Nannini.



[Click here](#) for the video resume





# Alleanza

## Stile Alleanza

A stunning and dynamic set design was created for the annual Alleanza Assicurazioni convention. More than 150 videos supported the institutional speeches and the testimonial talk. An impressive opening of the led wall revealed the Ensemble Testori orchestra (20 members + 10 choristers) to underline Alleanza Assicurazioni leading keyword "Meraviglia".



# Alleanza

## Stile Alleanza

### Location

Genoa, Magazzini del Cotone.

### Attendees

690

### Set Design

Limbo led 13x7,5m with a led floor 5,5m deep;  
with 4 automated front screens.

### Event Direction

Over 150 videos both emotional and supporting the speeches.  
Social media reach, before, during and after the event.  
Streamed convention.

### Testimonial

Fabio Capello.



**Alleanza**

Stile Alleanza

*Convention*



# Crédit Agricole

## Green for Life

The realization of the Crédit Agricole Group's convention involved more than 150 people.

A&S took care of every detail, ranging from Logistics (5000 people transferred from all over Italy), to the creative and communication team, which realized the set-up and set-design, creating a huge and immersive environment.

Moreover, the speech support was carefully curated thanks to the meticulous direction and authorial work.



# Crédit Agricole

## Green for Life

### Location

Milan, Rho Fiera.

### Attendees

5000

### Set Design

Central led screen (36x6m), two lateral screens (15x6m) and ten led columns; one wooden stage (over 15m deep).

### Event Direction

More than 100 videos produced (emotional, speech support, 3D ambients), with brand new shootings and original soundtrack.

### Logistics

Organizing secretariat on portal and dedicated app, movement of guests from all over Italy with trains, buses, reserved flights for a total of 5000 people, on-site catering service for all participants.

### Staff e personale agenzia

Over 150 people.

### Testimonial

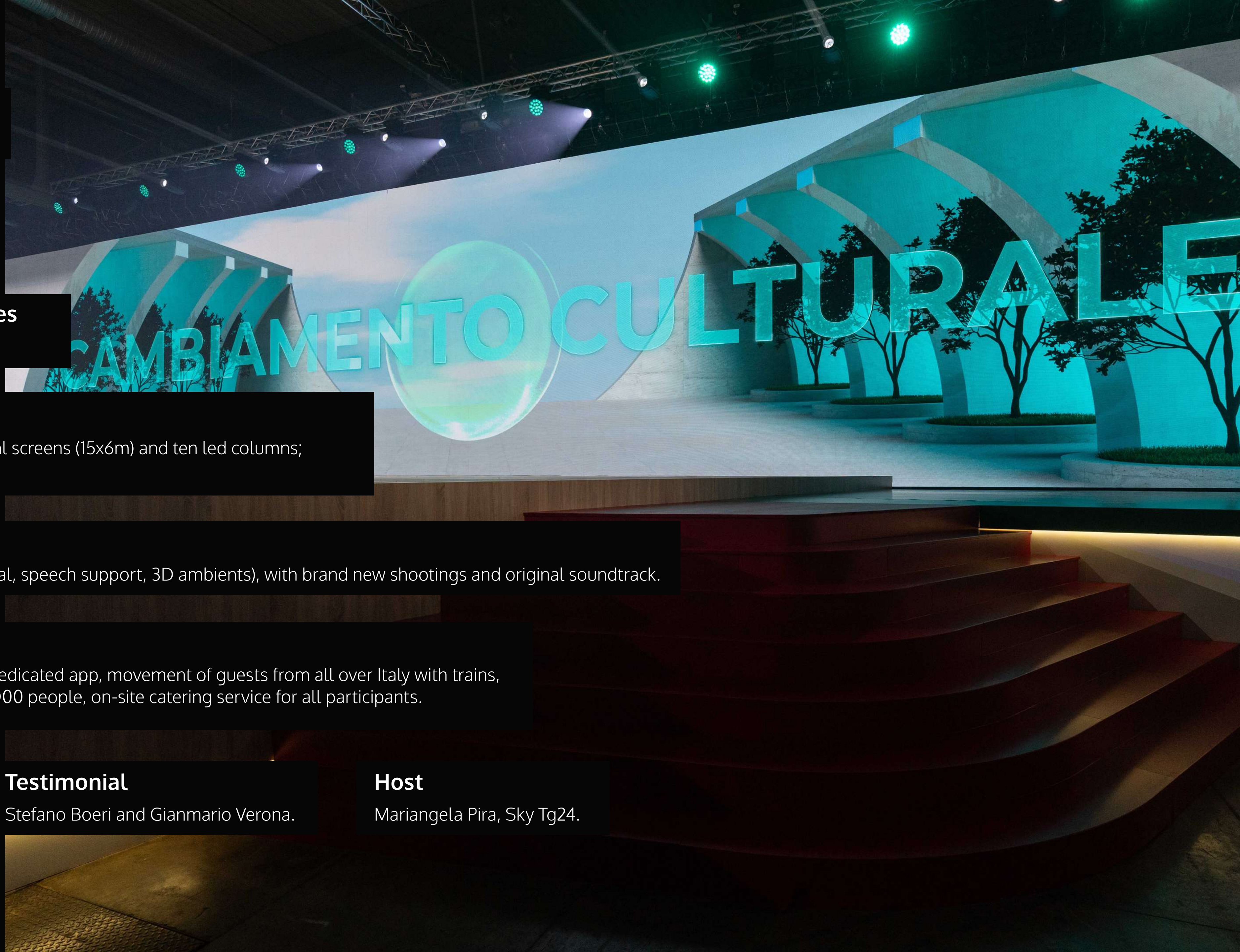
Stefano Boeri and Gianmario Verona.

### Host

Mariangela Pira, Sky Tg24.



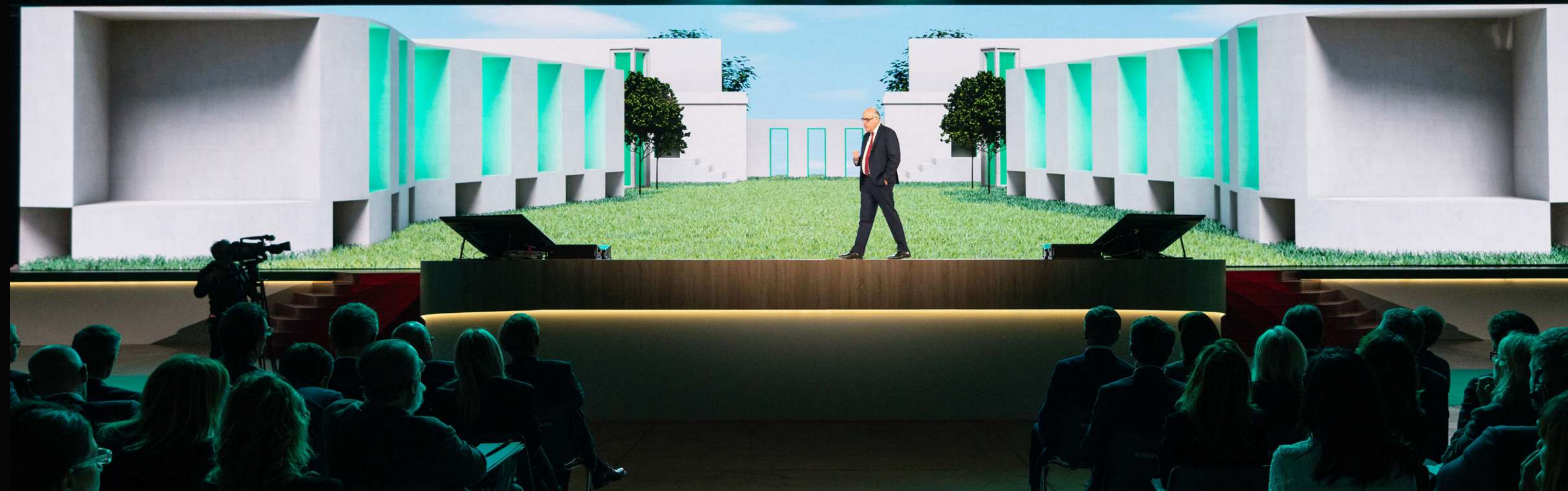
[Click here](#) for the video resume



**Crédit Agricole**

Green for Life

*Institutional Meeting*



# Organization







Logistics

Planning

Organization Secretariat

**Logistics**

Meetings, road shows and conventions organized to share company strategy topics.

Travels, teambuilding and incentive hold to better discover team work.

Different kind of events always managed with care and dedication.



Art Direction

Set Design

Copywriting

Video Production

**Creative**

The creative department of A&S is where the best ideas are born and thrive, for a stunning storytelling.



Direction

Producer

Light Designer

Speech Support

**Event Management**

We create and produce events which represents the client: its image and its values, always focused on the perfect coordination of the involved professionals.

# Case Histories



# Deloitte

## Innovation Summit

For the third edition of the Innovation Summit 2018, A&S did an intense work of logistics, organization, setting-up and communication. The concept of innovation and gaze to the future was also represented by the transparent tensile structure which let the attendees look at CityLife, the new Milan innovation district.



# Deloitte

## Innovation Summit

### Location

Milan, Generali CityLife.

### Attendees

300

### Set Design

A semi-circular stage with central ledwall 10x5m inside a transparent tensile structure.

### Event Direction

Video production, show entertainment.

### Testimonial

Tim Berners-Lee World Wide Web inventor.  
Chef Davide Oldani.





# Agos

## Agos to the Future

The event concept came to life thanks to the hard and intense work of logistics, management and setting up.

Nicola Savino was the leading voice of the event.





# Agos

## Agos to the Future

### Location

Milan, Superstudio.

### Attendees

2000

### Set Design

30m divided into 3 big ledwalls.

### Event Direction

Emotional videos, animations, customized slideshow, online registration through dedicated web site.

### Testimonial

Nicola Savino, Rudy Bandiera.

### Performer

Skin.



**Agos**

Agos to the Future



# Cartier

## The Legendary Thrill *Fuorisalone*

The installations hosted various moments to celebrate the figure of the aviation pioneer Santos Dumont: a sound room with a soundtrack composed by Boosta (Subsonica) and a wind tunnel narrated through Giancarlo Giannini's voice over.



# Cartier

## The Legendary Thrill *Fuorisalone*

### Location

Milan, Arco della Pace.

### Attendees

Over 14.000 visitors + 3000 guests to private lunch and dinner.

### Set Design

1.200mq

### Event Direction

Video production, show entertainment.

### Testimonial

Riccardo Donadon, Giovanni Soldini, Davide Oldani, Enrico Bartolini.

### Performer

Martin Solveig, Paola Turci.



[Click here](#) for the video resume



**Cartier**

The Legendary Thrill  
*Fuorisalone*



# Banco BPM

## Prospettiva Futuro

### Location

Sardinia, Forte Village.

### Attendees

400

### Plenary Set Design

Central led screen (12x6m); 6 led columns (1x6m).

### Silent Meeting Set Design

3 led screens (3x2m).

### Event Direction

Emotional video, animations, speech support, jingle.

### Testimonial

Gianluca Vialli.



# Aiop

## 55° Assemblea Generale

### Location

Como, Villa Erba.

### Attendees

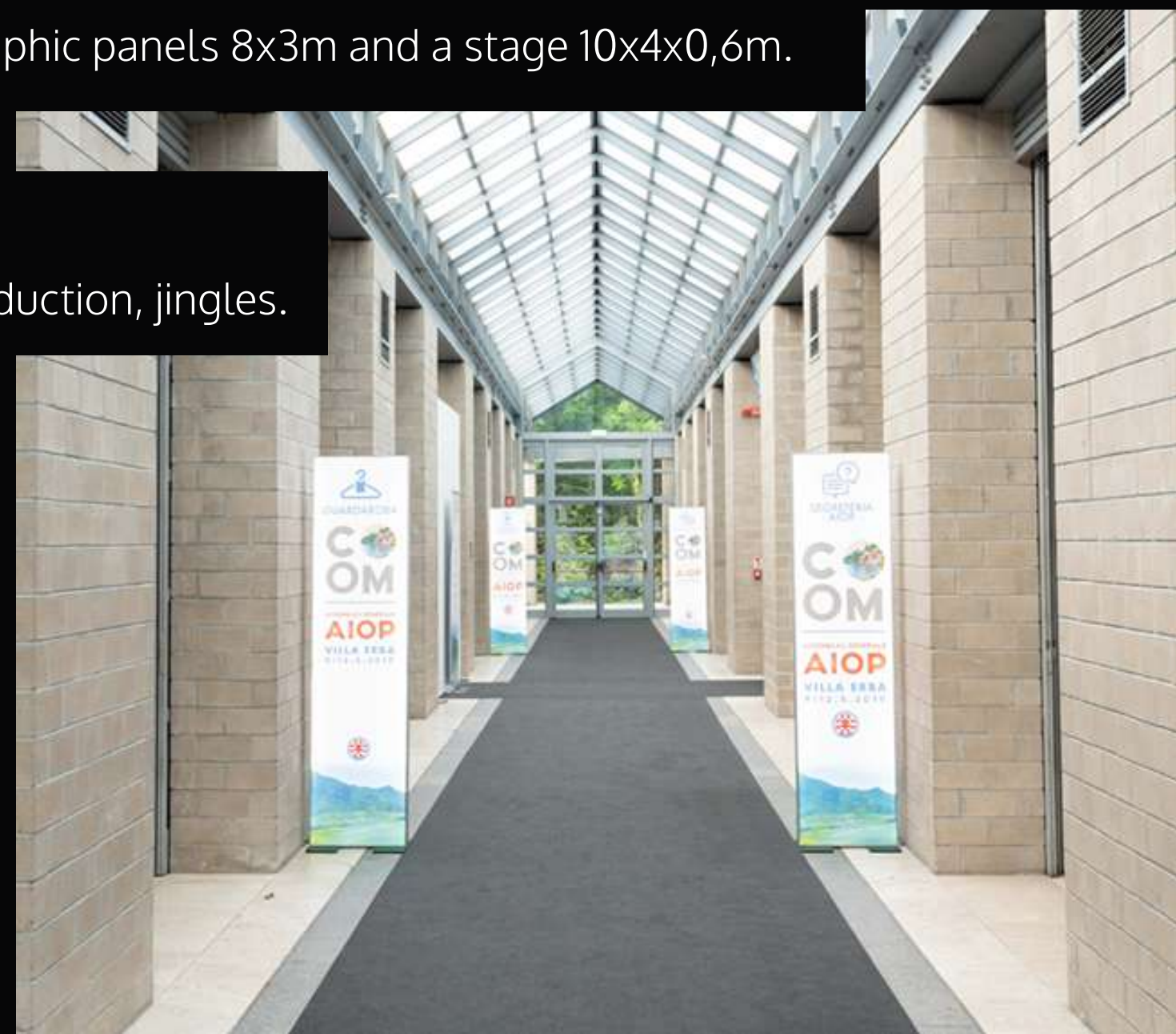
250

### Set Design

Semi-circular ledwall 15x3,5m; lateral graphic panels 8x3m and a stage 10x4x0,6m.

### Event Direction

Speech support, animation, video production, jingles.



# Bidfood

## Worldwide Meeting

### Location

Barcellona.

### Attendees

160

### Set Design

3 ledwalls and 4 lateral panels with led cubes 1x1m.  
The cubes, through light and colors games, represented every Bidfood branches' country.

### Event Direction

Speech support, animation, video production, jingles.

### Entertainment

Gala dinner with Escribà show cooking and various artistic performances.

### Activity

Regatta competition.





# Huawei

## Lancio Mate 20x5G

### Location

Milan, HQ Huawei.

### Attendees

150

### Event Direction

Speech support.



# Honor

Lancio 20 Serie

## Location

London, Battersea Evolution.

## Attendees

100

## Influencer

Armela Jakova.



# Royal Canin

## Kickoff

### Location

Acireale, Hotel Santa Tecla.

### Attendees

150

### Set Design

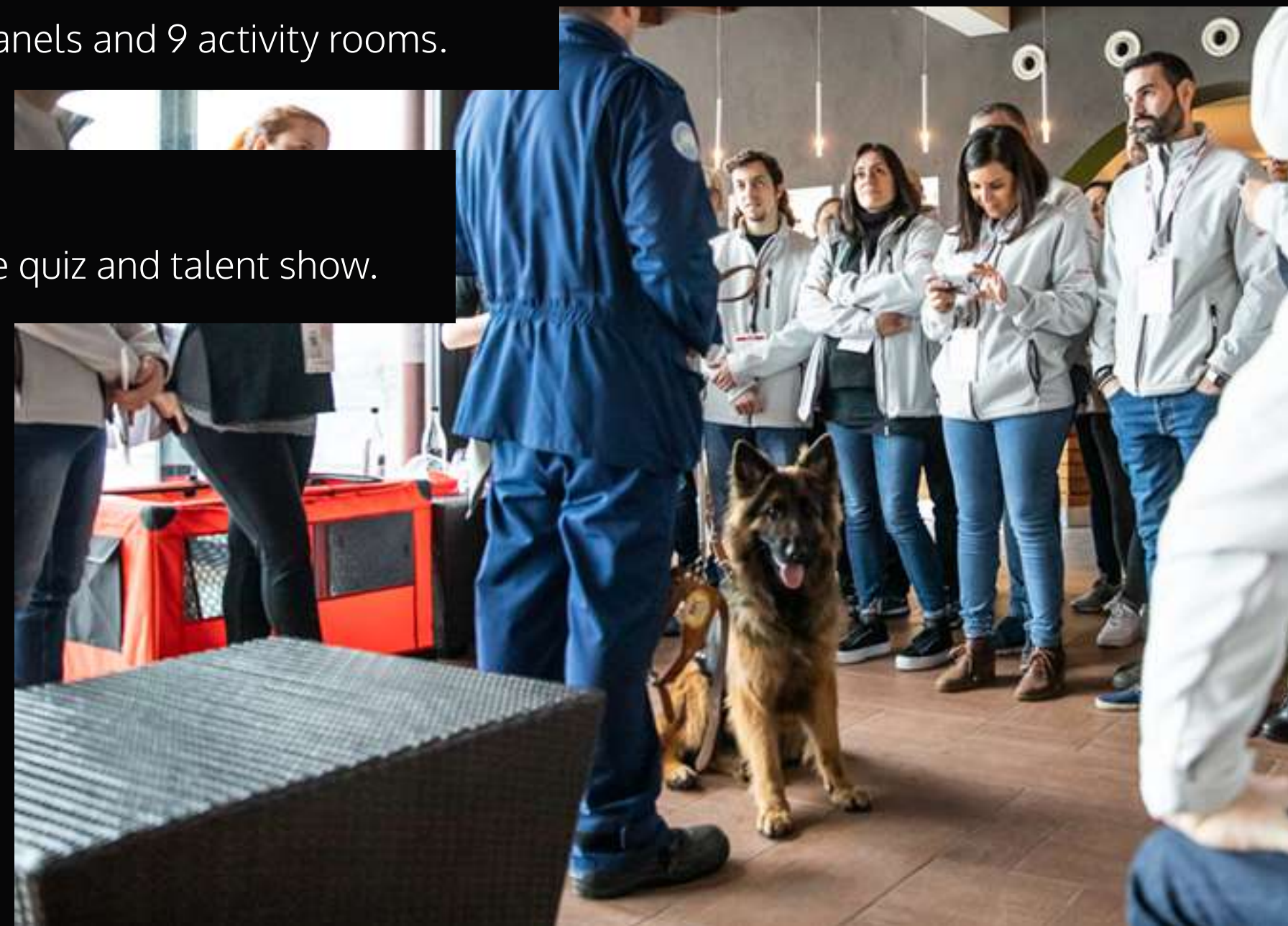
Central ledwal (4,5x2,5m); 6 lateral led panels and 9 activity rooms.

### Event Direction

Speech support, video production, live quiz and talent show.

### Entertainment

Pets' activities.



# Incentive

## America

San Francisco, Las Vegas, Chicago, Boston, New York, Brazil, Toronto / Montreal, Cuba, Yucatan, Panama, Santo Domingo, Miami.

## Europe and Africa

Finland, France, Germany, Greece, Ireland, Balearic Islands, Canary Islands, Malta, Morocco, Mauritius, Holland, Portugal, United Kingdom, Czech Republic, Spain, Sweden, Turkey, Hungary.

## Asia and Oceania

Australia, China, South Korea, United Arab Emirates, Malaysia, Singapore, Vietnam.



# Incentive



# Tools



# Speech Support



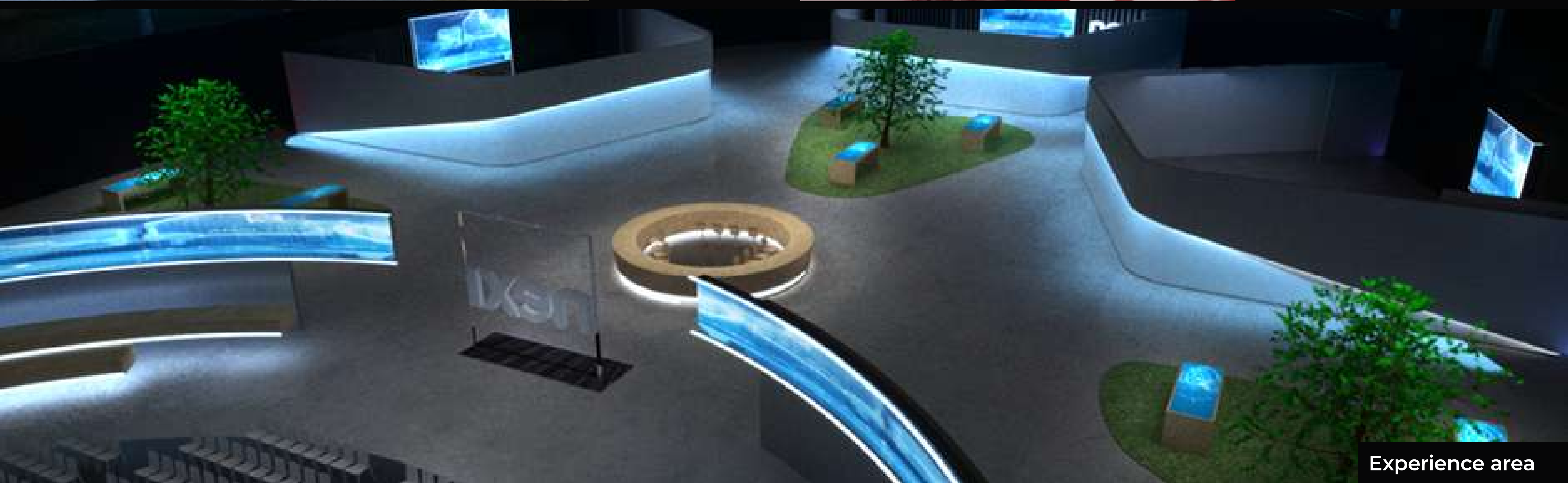
# Rendering



Plenary 800 pax



Concept Temporary vip room



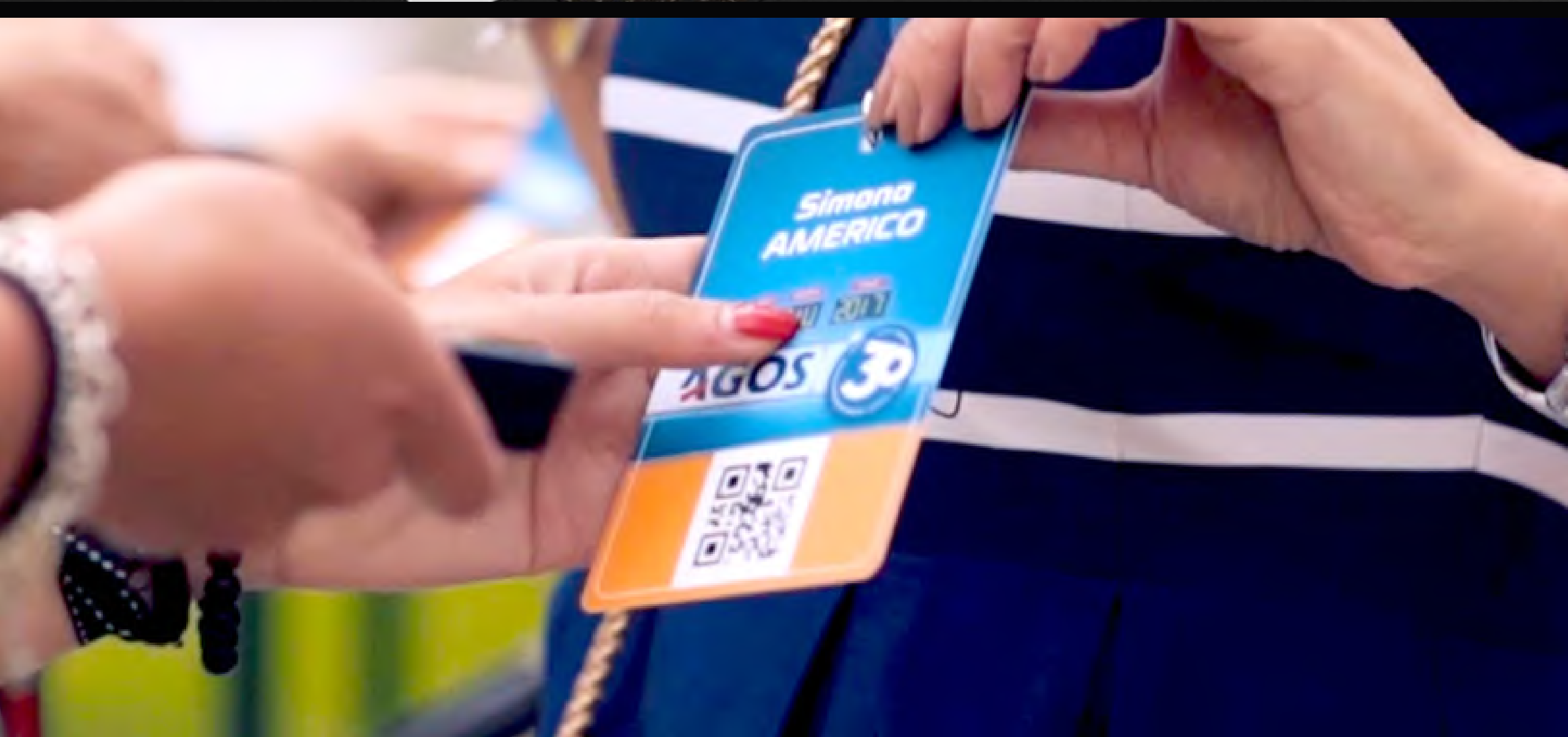
Experience area



# Entertainment



# Corporate Identity



# Clients



Agos

Banca Akros

ALLEANZA ASSICURAZIONI

Amundi ASSET MANAGEMENT

ANIMA

AVIVA

BANCO BPM

Bidfood

BLACKROCK

BVLGARI

CANDRIAM A NEW YORK LIFE INVESTMENTS COMPANY

Cartier

Cassina

CRÉDIT AGRICOLE Una grande banca, tutta per te.

CreditRas ASSICURAZIONI SPA Gruppo Assicurativo Allianz

Deloitte.

DoDo

Dondi Salotti

europ assistance

GIANNI ORIGONI GRIPPO-CAPPELLI PARTNERS

HONOR

HUAWEI

in bank

INTESA SANPAOLO

Invesco

La médicale assure les professionnels de santé

LG

MEDIOBANCA

nexi

1

PHILIPS

PIMCO

RE/MAX

RICHEMONT

ROYAL CANIN

SAMSUNG

VERA GRUPPO CATTOLICA ASSICURAZIONI

WIKO

YVES ROCHER





Art Direction

Set Design

Copywriting

Video Production

**Creative**

The creative department of A&S is where the best ideas are born and thrive, for a stunning storytelling.



A&S

EVENTS AS COMMUNICATION

