

S O O N I N Y O U R C I T Y

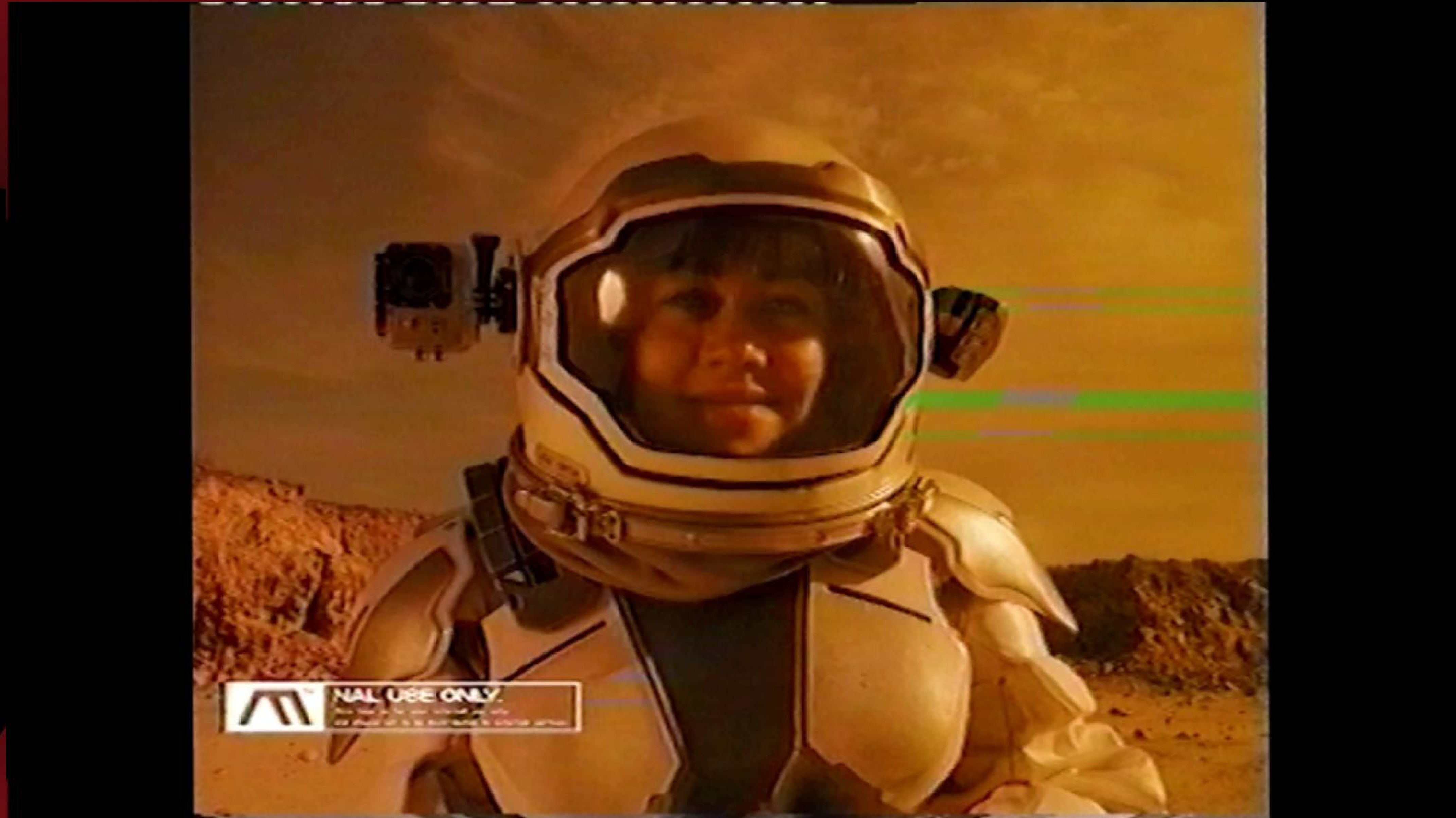


C A S T F O R
MARS

A GIANT LEAP FOR MANKIND

THE EXPERIENCE THAT MAY CHANGE FOREVER THE WAY WE LOOK AT THE SKY

CLICK TO WATCH THE TEASER



A brand new space program is about to launch.
Mars is next for settlement and the first colonists are up for selection.
A different set of human "abilities" is needed for people to survive on a
new planet and you can now enroll for the program.

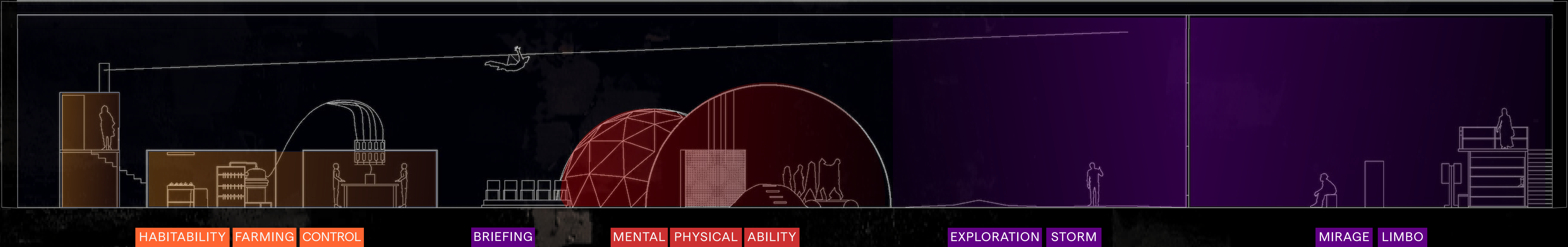
DO YOU HAVE THE MARS FACTOR?

EXPERIENCE STRUCTURE

60-90 MIN - EMOTIONAL CURVE

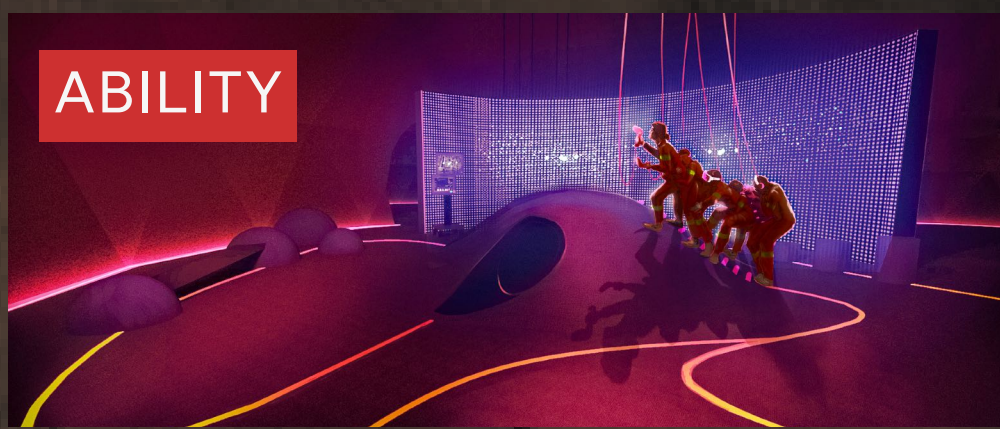
The public can choose to join as Visitors (immersive experience) or Colonists (role-play experience). The two experiences are parallel and intertwined.

EVERYONE
VISITORS
COLONISTS



PULSE FLOW

FREE FLOW



CREATIVE & PRODUCTION



Alter Agent is a creative production studio made by former Moment Factory directors and film industry professionals. An agent of change that focuses on experience design, media arts and technologies to inspire and entertain, creating immersive experiences for social and environmental causes. The studio is based in Milan and Tokyo.

FRANCESCO FIORE

EXECUTIVE PRODUCER/FOUNDER

Across over twenty years of managing experience in Europe and Asia in the live and digital entertainment industry, Francesco has been producing a series of immersive experiences, worldwide touring shows and live concerts working closely with top IP's and international artists such as **Namie Amuro, Arashi, Twice, BTS, Hello Kitty, Gundam, Naruto, One Piece**, and more. More than a decade of experience living and working in Japan: initially with On The Line group Francesco gained the touring production experience while managing shows globally; then in 2018 he came onboard **Moment Factory** to lead the company in Japan, Korea and surrounding markets. A precious opportunity to manage the award-winning **Lumina immersive shows** series, work on the 2020 **Olympics closing ceremony** in Tokyo, and collaborate with **Sony, Universal, Bandai Namco, and Panasonic**.



MARIANO LEOTTA

CREATIVE DIRECTOR/FOUNDER

Mariano's international experience spans across the globe, fostered in design capitals such as Milan to Berlin, from Dubai to Montreal. A professional journey commenced with impactful creative endeavors centered around social causes and human rights. This distinctive perspective permeates all of Mariano's original artistic creations, ranging from multimedia installations to interactive performances and immersive experiences, recognized at esteemed international art events, such as the **Moscow Biennale, Mediterranea, Milan Design Week, ISEA**. In 2015 Mariano moved to Montreal to join the world-class studio **Moment Factory** as a director, having the privilege of creating immersive shows for international clients such as **BMW, Mercedes, Royal Caribbean**, and high profile artists such as **Red Hot Chili Peppers, Childish Gambino, Namie Amuro, Sodagreen**, among many others.

HEAD OF DEPARTMENTS

CARMELO AMENTA

PRODUCTION DIRECTOR/PARTNER



FEDERICA BOLOGNA

SCENOGRAPHY DIRECTOR



CLAIRE CHRISTOPOULOU

THEATRE DIRECTOR



GABO GESUALDI

MULTIMEDIA DIRECTOR



EMANUELE FOTI

CREATIVE TECHNOLOGIST



JOIN THE MISSION

GET IN TOUCH

ALTER AGENT

MILAN ■ Via Paolo Sarpi 11, 20154

TOKYO ■ 東京都品川区東品川2-2-8 スフィアタワー天王洲7F

Email skn@alteragent.net

Whatsapp [+39 338 946 2889](tel:+393389462889)

Telegram [Skn14](https://t.me/Skn14)

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