



# red Planet 3009



# AN ADVENTURE IN 3 ACTS

## EXPLORATION THROUGH SPACE AND TIME

Red Planet 3009 is a brand-new 360° immersive experience that teleports the public into an adventurous visit of what Mars might be some time ahead.



## ACT1

### DISCOVERY

- 1.1 SIMULATION
- 1.2 SEARCHING FOR A SIGN
- 1.3 SEARCHLIGHTS
- 1.4 RESEARCH
- 1.5 THE ART OF BEAUTY
- 1.6 WONDERS



## ACT2

### DEVOLUTION

- 2.1 THE ILLUSION OF TIME
- 2.2 GREENLAPSE
- 2.3 ECHOES OF LIFE
- 2.4 LAVA DIVE
- 2.5 ELECTRO CORE
- 2.6 AFTERSHOCK



## ACT3

### WIPEOUT

- 3.1 BEYOND THE HORIZON
- 3.2 LAST BLUE SUNSET
- 3.3 STORM COMING
- 3.4 BACK TO DUST
- 3.5 RUINS
- 3.6 IS THIS THE END?
- 3.7 REBOOT



# 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, Mediterranean, 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 EXPLORATION

## GET IN TOUCH

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