



VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

VERTIGO SYNDROME

A declaration of war on boredom and cultural elitism

The common thread linking all Vertigo Syndrome exhibitions is the desire to encourage a new culture of curiosity in Italy, and we have made this our manifesto.

The Vertigo Syndrome brand was created to challenge the model of the main operators in the art exhibition sector, who often share a traditional, didactic approach to production and creativity, focused on expert audiences or cultural tourists.

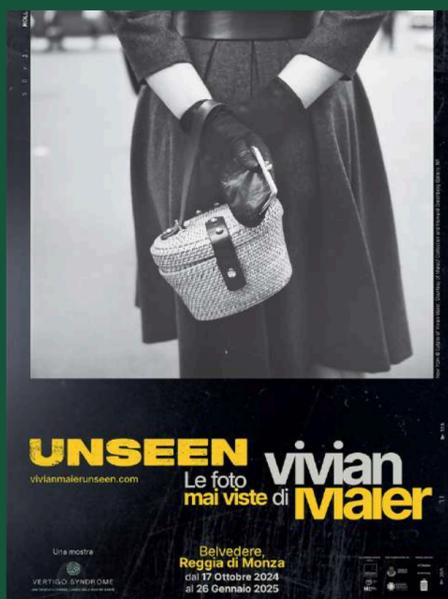
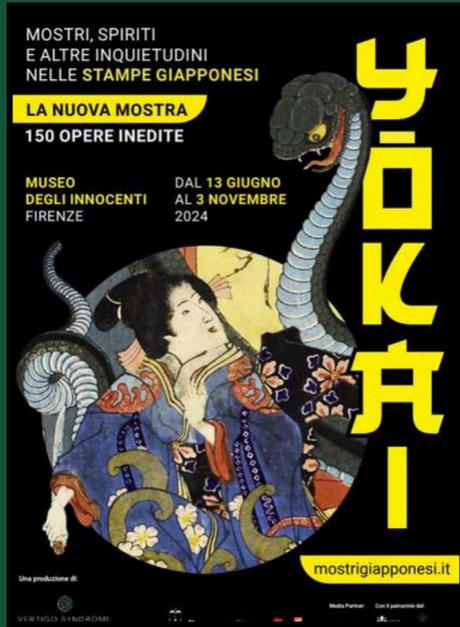
This has allowed us to create our own niche in just a few years, with a loyal audience (51,000 contacts in our newsletter) and a highly recognisable identity, where the majority of visitors come to our exhibitions out of affection and engagement with the brand, regardless of the theme of the exhibition.





VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE





VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

Our Exhibitions



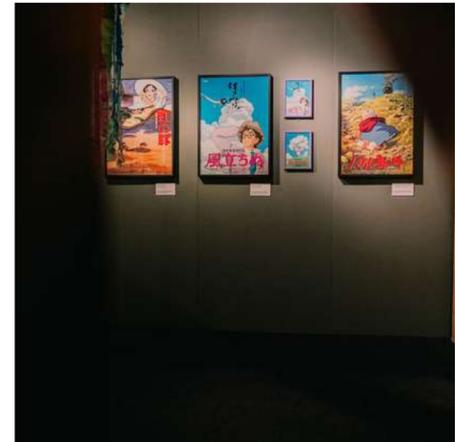
YOKAI. MONSTERS, SPIRITS AND OTHER DISTURBANCES IN JAPANESE PRINTS

- IN FLORENCE (MUSEO DEGLI INNOCENTI) – FROM 13 JUNE TO 3 NOVEMBER 2024
- IN BOLOGNA (PALAZZO PALLAVICINI) – FROM 7 APRIL TO 23 JULY 2023
- IN MONZA (VILLA REALE BELVEDERE) – FROM 30 APRIL TO 9 OCTOBER 2022



STREGHERIE. ICONOGRAPHY, RITUALS AND SYMBOLS OF THE HERETICS OF KNOWLEDGE

- IN PADUA (CATHEDRAL EX MACELLO) – FROM 24 OCTOBER 2025 TO 1 FEBRUARY 2026
- IN BOLOGNA (PALAZZO PALLAVICINI) – FROM 17 FEBRUARY TO 8 SEPTEMBER 2024
- IN MONZA (VILLA REALE BELVEDERE) – FROM 29 OCTOBER 2022 TO 26 FEBRUARY 2023



ITADAKIMASU. LITTLE STORIES HIDDEN IN THE CULINARY WORLD OF ANIME

- IN MILAN (SPAZIO VARESINA 204) – FROM 15 NOVEMBER 2026 TO 6 APRIL 2026
- IN GENOA (PALAZZO GRIMALDI DELLA MERIDIANA) – FROM 12 OCTOBER 2023 TO 28 JANUARY 2024



ISIA ACADEMY. WHEN DESIGNERS WORE TIES

- IN MONZA (CIVIC MUSEUMS) – FROM 10 NOVEMBER 2023 TO 25 FEBRUARY 2024



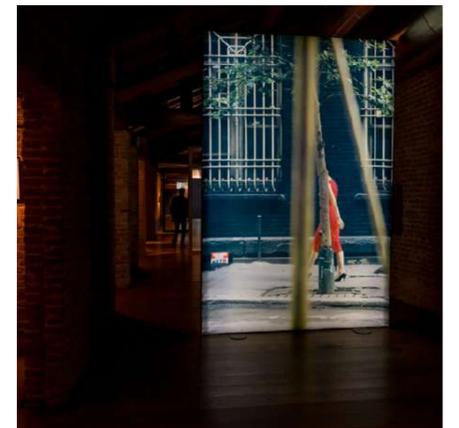
SHINHANGA. THE NEW WAVE OF JAPANESE PRINTS

- IN ROME (MUSEUMS OF SAN SALVATORE IN LAURO) – FROM 13 MARCH TO 7 SEPTEMBER 2025
- IN TURIN (PALAZZO BAROLO) – FROM 8 MARCH 2024 TO 30 JUNE 2024



UNSEEN. THE UNSEEN PHOTOS OF VIVIAN MAIER

- IN MONZA (VILLA REALE BELVEDERE) – FROM 17 OCTOBER 2024 TO 21 APRIL 2025



SAUL LEITER. A WINDOW DOTTED WITH RAINDROPS

- IN PADUA (ALTINATE CULTURAL CENTRE – SAN GAETANO) – FROM 15 NOVEMBER 2025 TO 25 JANUARY 2026
- IN MONZA (VILLA REALE BELVEDERE) – FROM 1 MAY TO 31 AUGUST 2025



VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

THE MANIFESTO

TO ENCOURAGE A NEW CULTURE OF CURIOSITY

We, as enthusiasts of art and communication, proclaim the following principles to revolutionise the art exhibition experience forever:

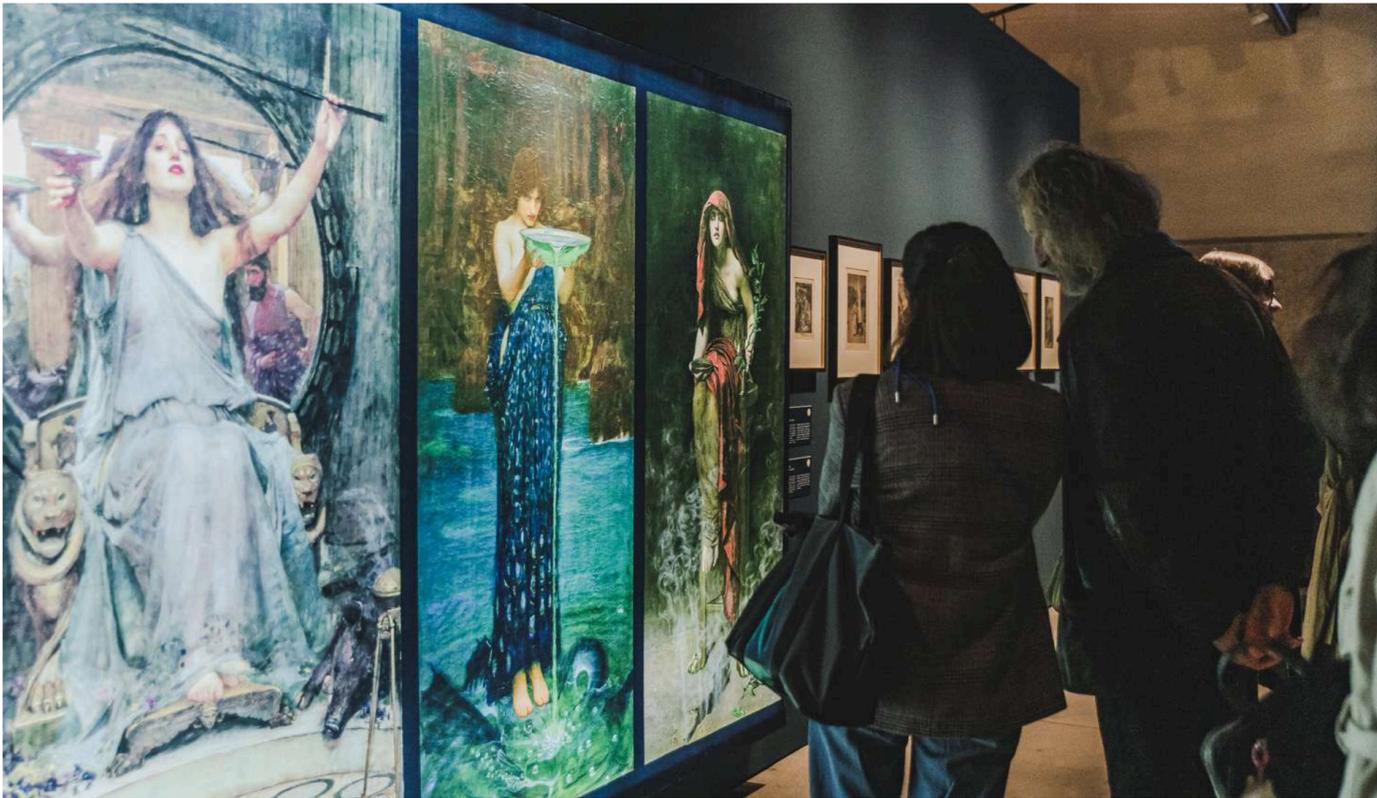
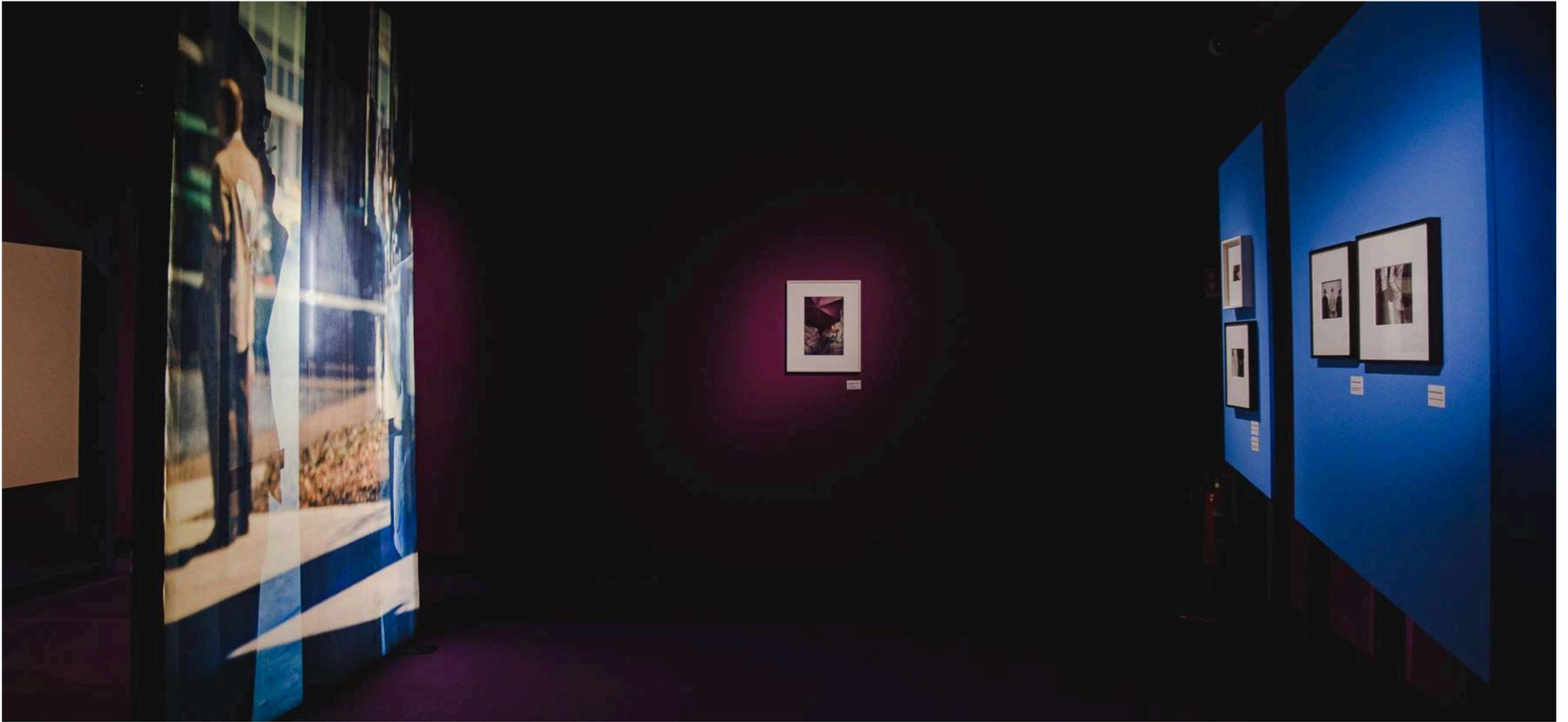
- 1.** Every visitor has the sacrosanct right to know nothing about the subject of the exhibition. We categorically reject any presumption of prior knowledge that might embarrass them or make them feel ignorant.
- 2.** We strongly denounce boring exhibitions. No matter how thorough or well-designed, an exhibition that bores visitors is a waste of time.
- 3.** We maintain that the risk of dissatisfaction should fall entirely on the organisers. We promote the immediate and unconditional refund of the entire ticket price for any dissatisfied visitor, without the need for explanations or justifications.
- 4.** We categorically reject exhibitions that require visitors to read panels overloaded with information, dates and technical details in order to be understood. An exhibition that needs to be explained is a boring, useless exhibition that does not bring visitors any closer to understanding an artist or their work.
- 5.** We maintain that every exhibition should strive to engage and satisfy every visitor. Especially those who have been dragged to the exhibition by someone else against their will, transforming their scepticism into enthusiasm.
- 6.** We recognise that every art exhibition is only a fragment of a much larger theme. Its purpose is to stimulate wonder and a desire to learn more, not to exhaust a subject in every aspect.
- 7.** We challenge the prevailing idea that an exhibition must be dismantled and reassembled identically wherever it is displayed. We maintain that each installation should be designed to highlight the differences and complexities of each exhibition space, offering visitors new perspectives and a different way of seeing it each time.
- 8.** We condemn all forms of exclusion or intolerance towards children in art exhibitions. We demand that every exhibition be designed to actively engage even the youngest visitors, leaving them with a stimulating, educational and joyful memory of art.
- 9.** We reject the hyper-realistic and kitsch projections that contaminate so-called immersive exhibitions. We call for memorable and authentic experiences that transport visitors to the heart of the historical context and spirit of the exhibition, stimulating the senses and emotions while respecting the original works.
- 10.** We proclaim the end of static art exhibitions! We are committed to transforming every exhibition into a vibrant themed festival, where the works on display are the beating heart of a rich ecosystem of events. Conferences, performances, workshops and meetings must expand and deepen the theme of the exhibition, creating a total experience that resonates far beyond the walls of the exhibition space, becoming forever fixed in the mental toolbox of every visitor.





VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE





VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

EXECUTIVE SUMMARY

Vertigo S.R.L. is a cultural enterprise active since 2022, specialising in the **conception, design and production of exhibitions and exhibition events** in Italy and abroad.

The company offers turnkey solutions for public institutions, museums, foundations and cultural institutions, combining scientific content and immersive technologies.

Company Details

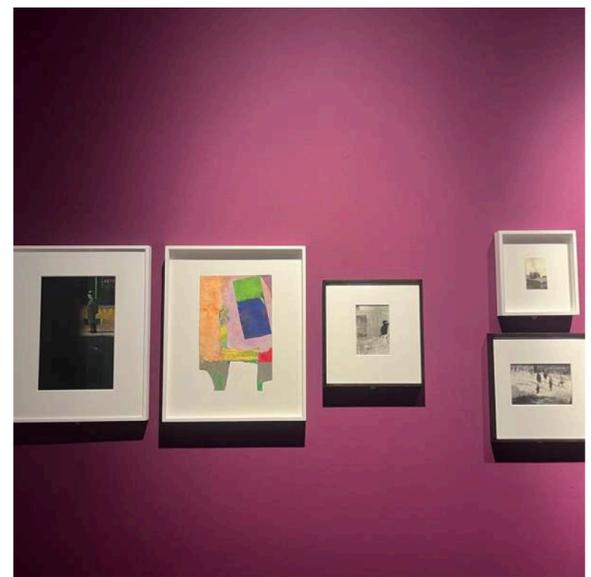
- **Company name:** Vertigo S.R.L.
- **Registered office:** Corso Milano 23, Monza
- **Legal form:** Limited Liability Company
- **Year of incorporation:** 2022
- **Sole Director:** Chiara Spinnato (CEO & Institutional Relations)

Activities and Services

Vertigo is involved in the creation of:

- **Temporary exhibitions produced in-house**
- **Strategic consulting**
- **Design of exhibition itineraries for third parties** (museums, organisers, public and private entities)
- **Integrated services:** curation, set-up, graphics, transport, technical coordination

Main clients: private entities (exhibition organisers), public bodies (municipalities, museums), cultural associations, private museums, collectors.



VERTIGO SYNDROME

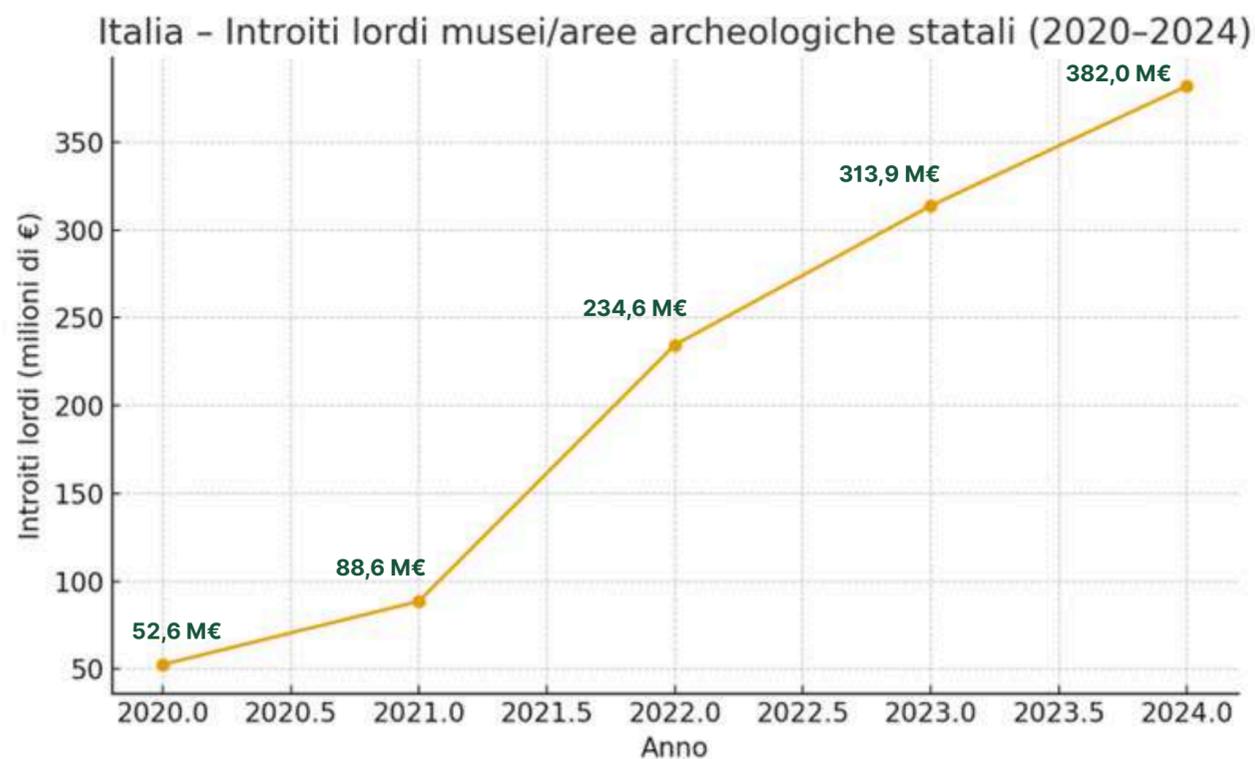
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE



Target Market

After the contraction linked to COVID-19, the culture sector has seen a sharp recovery.

Here is a graph based on **official** data showing the 2020–2024 trend in **gross ticket revenues** for **Italian state** museums/monuments/archaeological sites (an excellent proxy for the “exhibition business” in Italy):



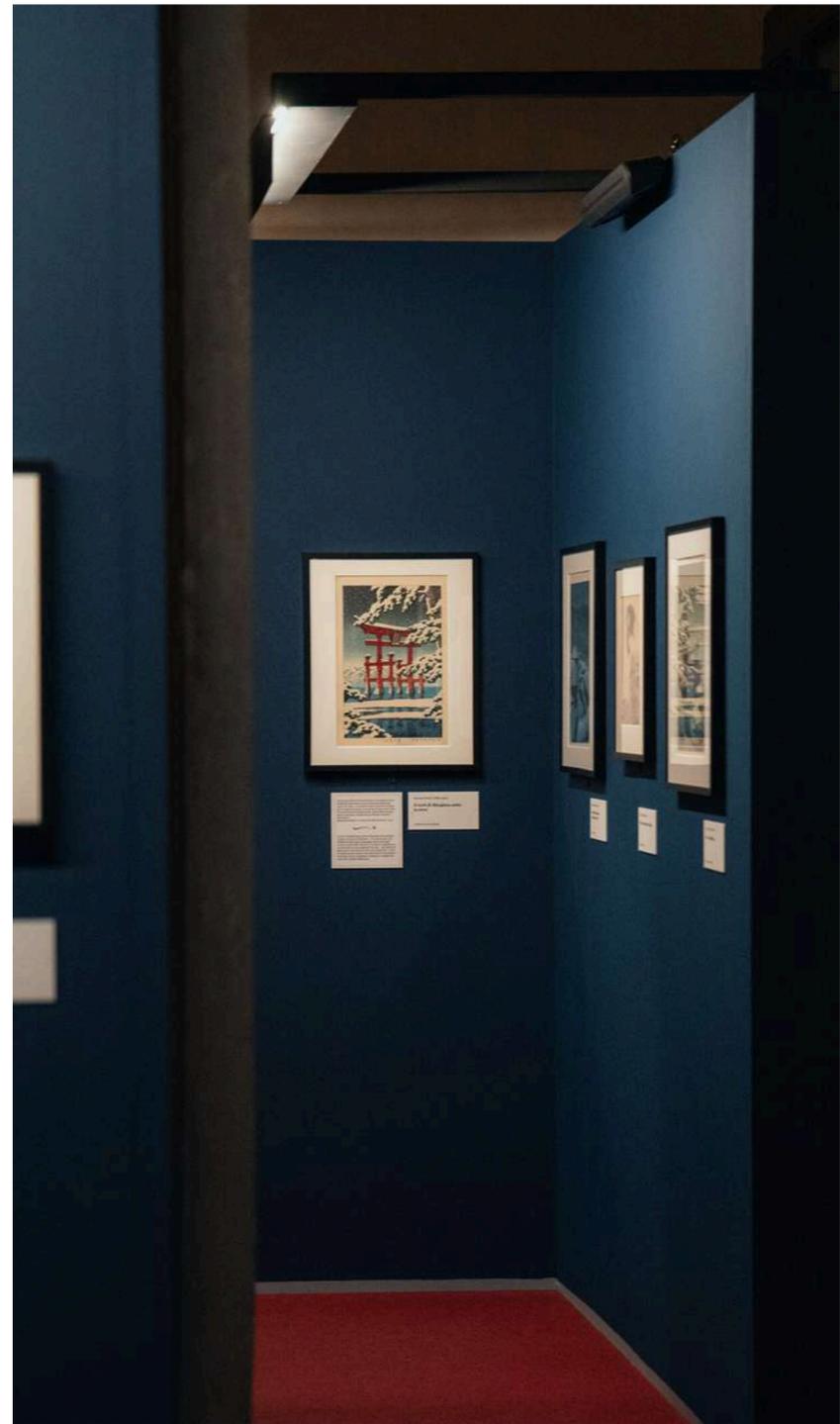


VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

The **cultural exhibition production and management sector** in Italy is characterised by a strong presence of **structured private operators**, often specialising in large blockbuster exhibitions and exhibition projects commissioned by public bodies and museums.

These companies share an often **traditional, didactic approach** to production, centred on expert targets or cultural tourists.



VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE



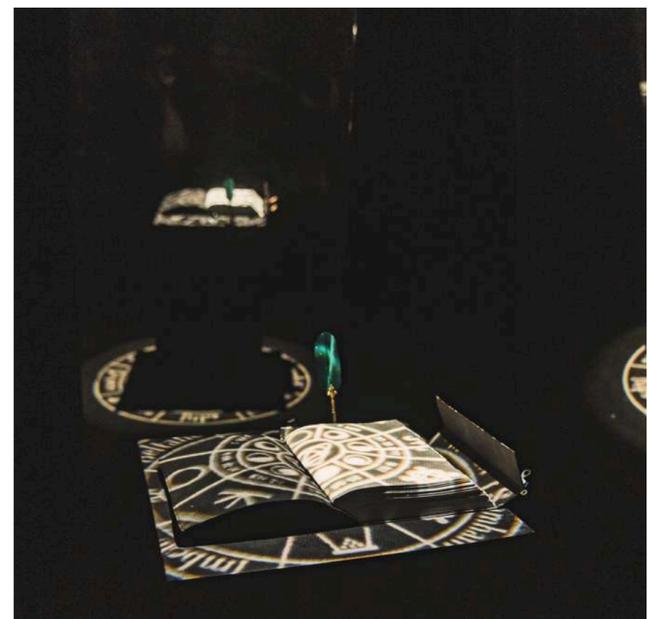
VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

THE VERTIGO SYNDROME BRAND DIFFERS RADICALLY FROM THIS MODEL:

- In just a few years, it has built a **highly recognisable brand**, focused on an **innovative, accessible and engaging** cultural offering
- The exhibitions produced by Vertigo Syndrome are aimed primarily at a **non-specialist audience**, using narrative, visual and technological languages that aim not to bore visitors who may arrive at the exhibition legitimately unprepared for the theme covered in the exhibition.
- The scientific content is always rigorous, but conveyed in an **experiential, immersive and creative way**, going beyond the “classic” model of traditional exhibitions.

This positioning has allowed Vertigo to build **its own niche**, with a **loyal audience** (thanks in part to a newsletter affiliation of over 51,000 contacts), greater digital virality and interest from public and private entities eager to renew their cultural offerings.

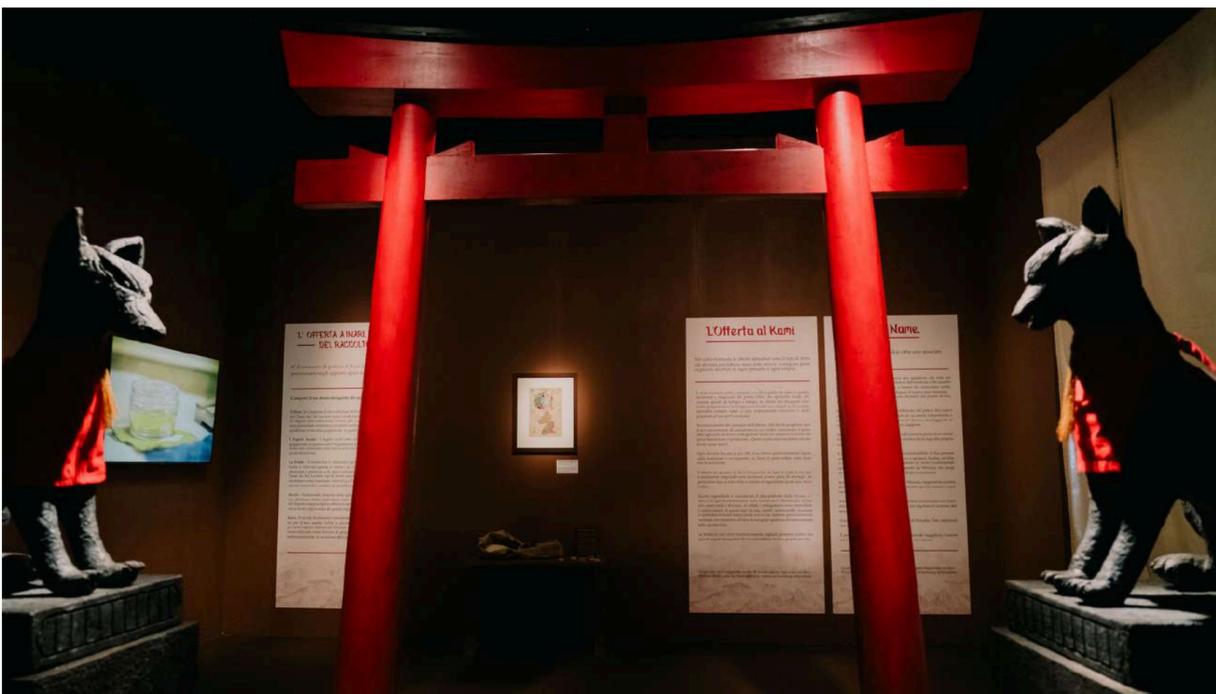
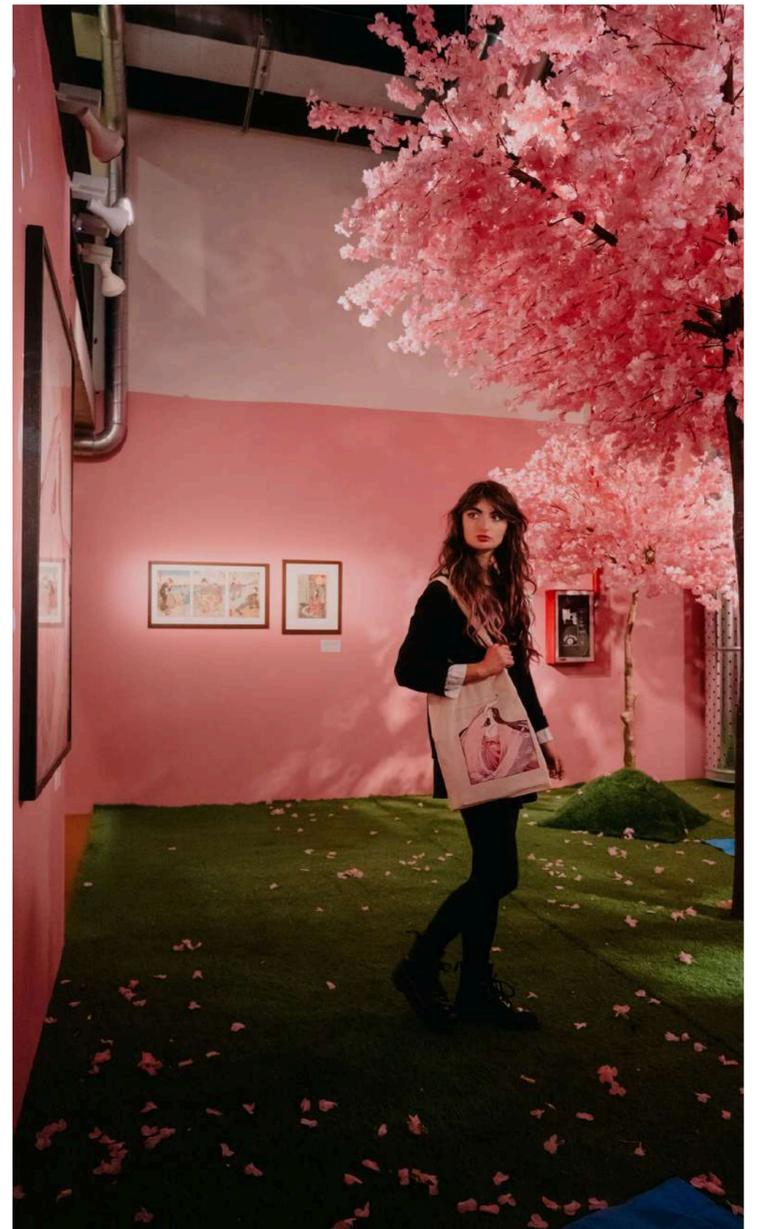
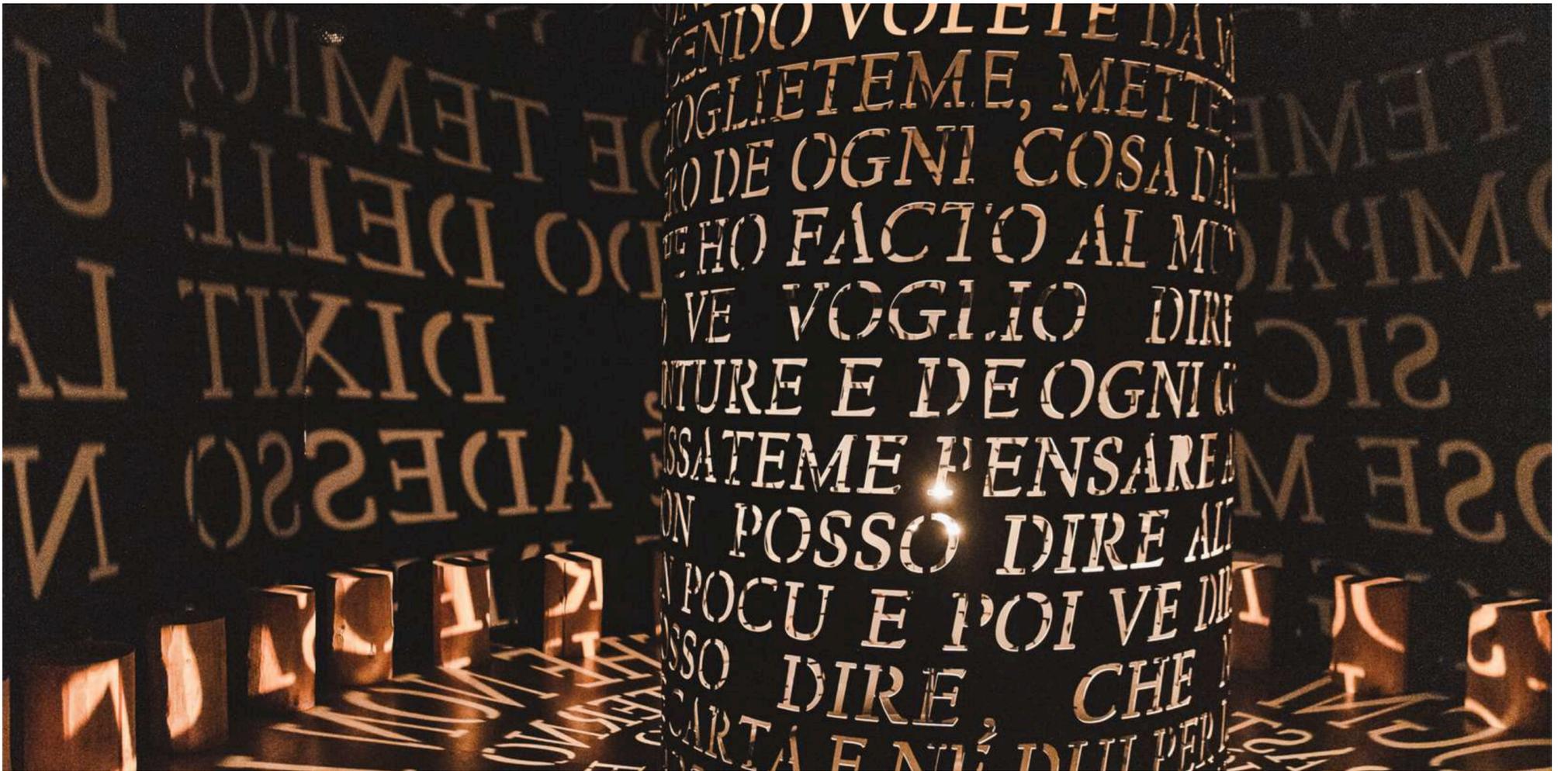


VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE



VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE





VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

COMPETITIVE ADVANTAGE: THE PROPRIETARY REVENUE GENERATION SYSTEM

Vertigo Syndrome's Visitor Generation Machine

A distinctive feature that represents an **unbeatable competitive advantage** over traditional competitors is the proprietary direct marketing system developed by Vertigo Syndrome. While competing companies follow the traditional industry model - setting up high-quality art exhibitions and waiting more or less passively for visitors to arrive, relying solely on word of mouth - Vertigo has implemented **a veritable revenue generation machine** based on direct marketing strategies that have been tested and optimised over the years.



The system includes:

- **Advanced Lead Generation:** Automated systems for acquiring qualified leads through multi-channel campaigns (web and print)
- **Dynamic Pricing Strategies:** One-time offers, early bird tickets, special bundles that maximise average ticket value
- **Professional Copywriting:** Scientifically tested and optimised direct marketing messages for conversion



VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE



VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

- **Integrated Digital Marketing:** Coordinated campaigns on social networks, email marketing and partnerships with newspapers
- **Expanded Geo-targeting:** Ability to reach and convert visitors from geographical areas far from the exhibition venue

Measurable economic results:

- **35% increase in conversion rate** compared to the industry average
- **Visitor attraction radius expanded to 150 km** from the exhibition venue (vs. 50 km for the industry average)
- **Proprietary database of 51,000 profiled contacts** with an engagement rate of 42%

Bookshop Monetisation Strategy: The Highest Margin in the Industry

Vertigo Syndrome has also revolutionised museum bookshop management through **advanced retail marketing** techniques, achieving the **highest margins** in the industry with a bookshop EBITDA of 25% (compared to an industry average of 10-15%).

The strategies implemented include:

- **Upselling and cross-selling** with high-margin themed bundles
- **Limited editions and exclusive products** developed in-house
- **Psychological pricing** and controlled scarcity techniques



VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE



VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

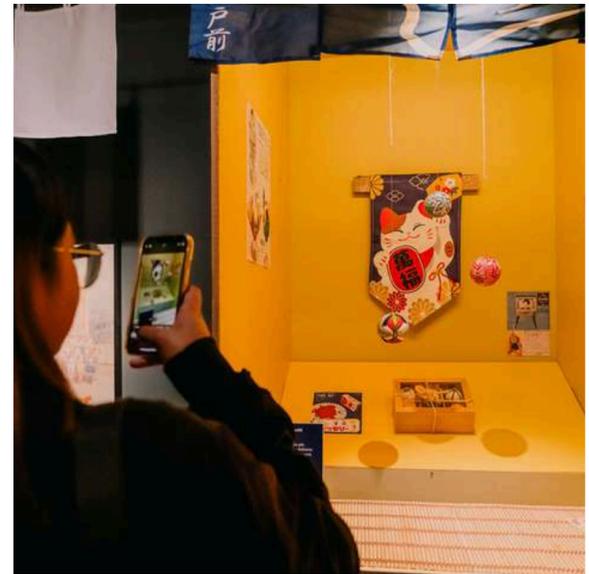
SCALABILITY STRATEGY: FROM TESTING TO MULTIPLE MONETISATION

The 'Proof of Concept - Licensing - Consulting' Business Model

Vertigo Syndrome's growth strategy is based on a three-phase economic model that minimises risk and maximises returns:

PHASE 1 - TESTING AND VALIDATION (In-house Production) The company invests in the production of innovative exhibitions on niche, non-mainstream themes. Through its proprietary direct marketing system, Vertigo is able to:

- **Generate visitor flows that are 40% higher** than exhibitions on non-mainstream artists or themes produced by competitors
- **Collect quantitative data on visitor behaviour** (length of stay, routes, points of interest)
- **Obtain qualitative testimonials and enthusiastic reviews** (average Net Promoter Score: 8.7/10)
- **Test and optimise** bookshop monetisation strategies
- **Train staff** in professional offering and sales strategies to maximise bookshop profits



VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE



VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

PHASE 2 - FORMAT LICENSING (Guaranteed Recurring Revenue)

Once the success of an exhibition has been validated, Vertigo can:

- **License the complete format** to other companies
- **Guarantee superior performance** thanks to the data collected in Phase 1
- **Offer a risk-free product** with results already tested on the market
- **Generate recurring revenue** without further production investments

PHASE 3 - STRATEGIC CONSULTING (High Margins)

The Monstrum brand capitalises on its accumulated expertise by offering:

- **Premium consulting** based on real case studies and verified metrics
- **Transfer of know-how** on marketing strategies and bookshop management
- **High value-added services** with EBITDA margins above 70%
- **Unquestionable social proof** based on documented successes



VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE



VERTIGO SYNDROME

UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

ECONOMIC AND FINANCIAL ADVANTAGES OF THE MODEL

This approach guarantees:

- **Risk diversification:** three independent revenue streams
- **Predictable cash flow:** mix of spot (tickets), recurring (rentals) and consulting revenues
- **Incremental ROI:** each exhibition becomes an asset that generates multiple revenues over time
- **Barriers to entry:** proprietary know-how and data cannot be replicated by competitors
- **Non-linear scalability:** revenue growth without a proportional increase in costs



VERTIGO SYNDROME
UNA CROCIATA CONTRO L'UGGIA DELLE MOSTRE D'ARTE

VERTIGO SYNDROME

info@vertigosyndrome.it
www.vertigosyndrome.it