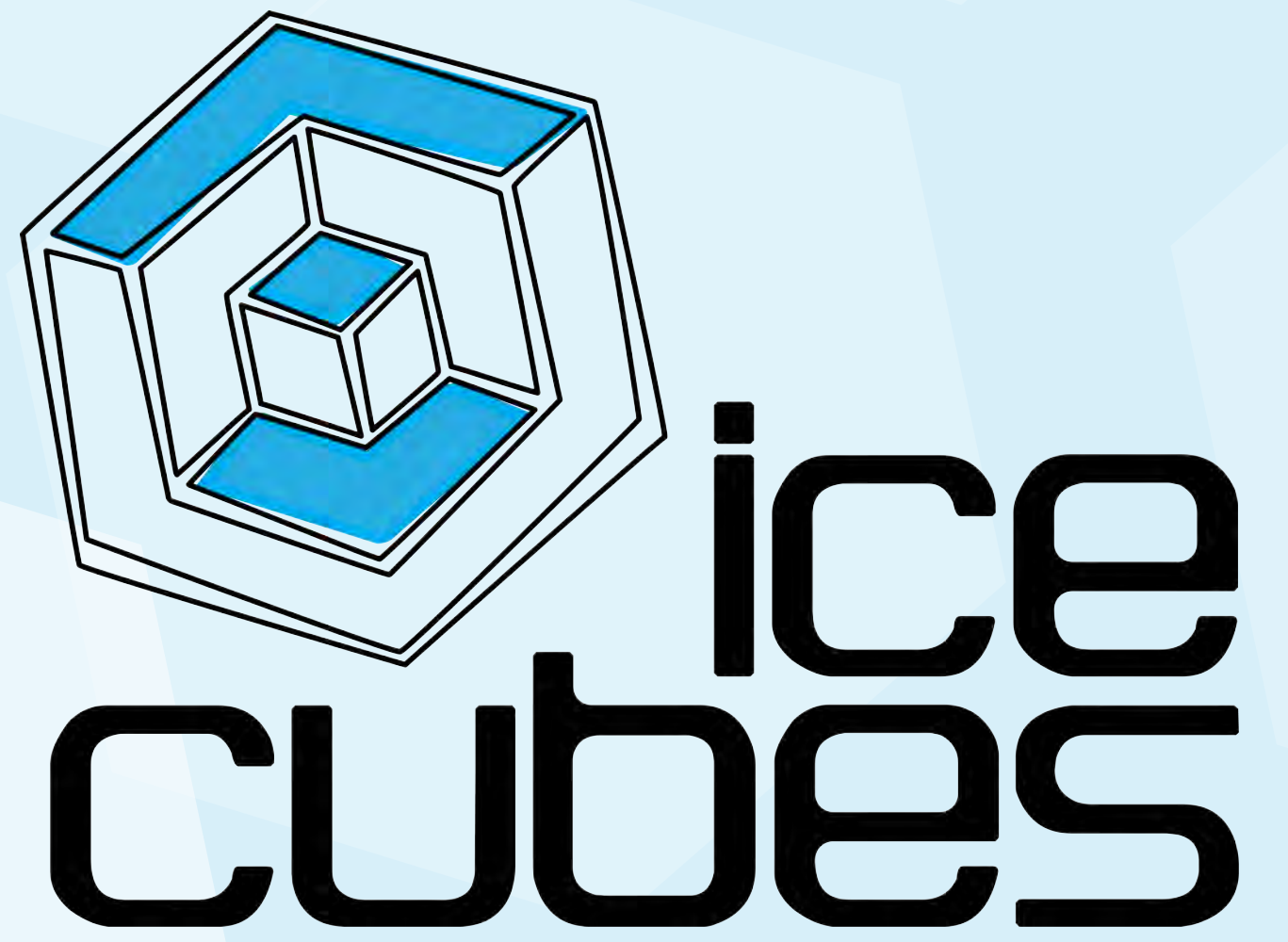
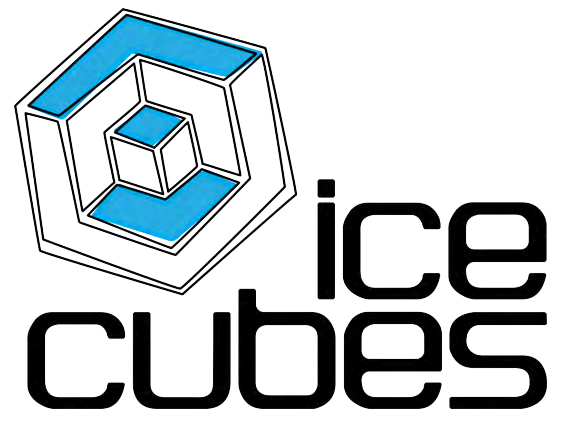


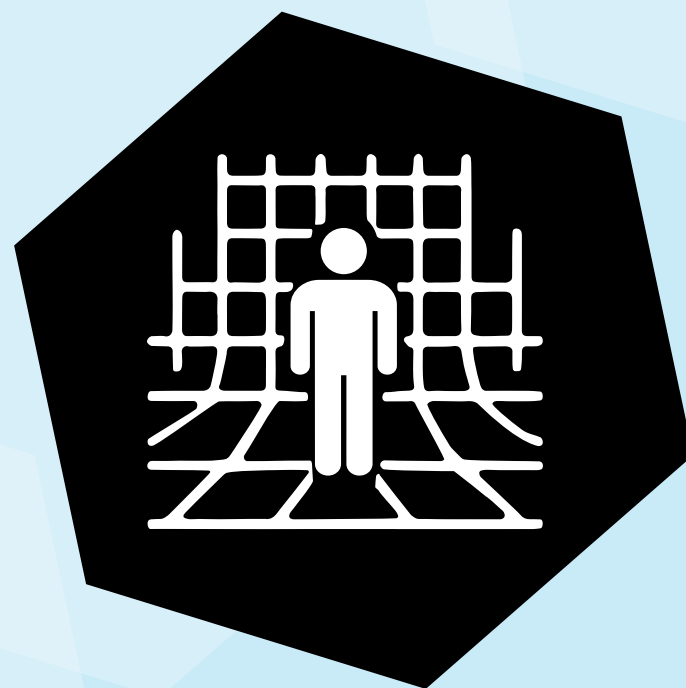


who
are we

what
we do



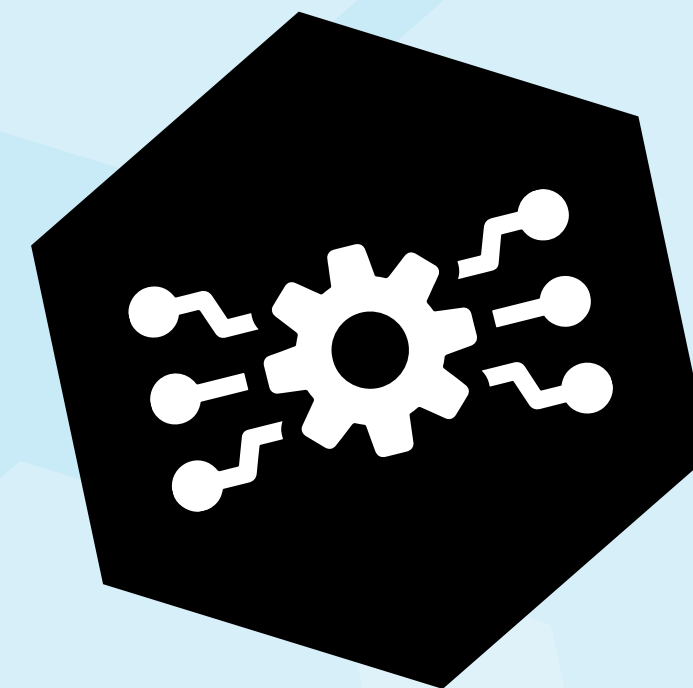
ICECUBES is a tech company dedicated to the design and development of **Extended Reality solutions** (AR, VR, Metaverse) for entertainment and culture, **Machine Learning** and **Artificial Intelligence** for content automation, **simulators, non-linear storytelling**, and **gamification-based education**.



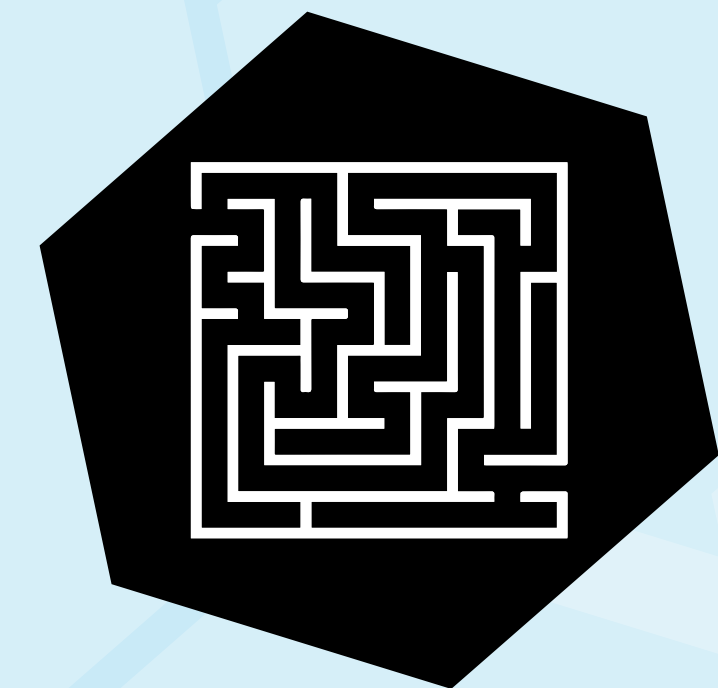
EXTENDED REALITY



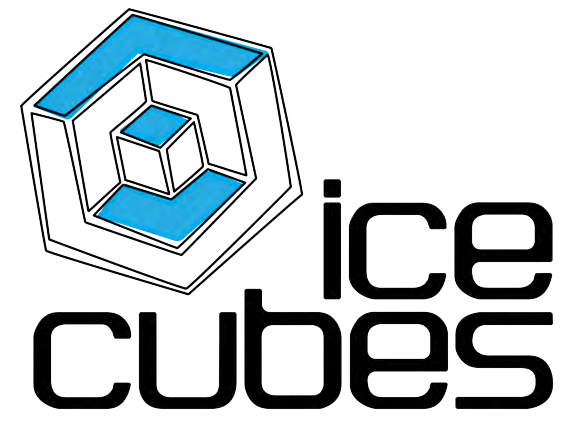
Web 3



Artificial Intelligence
Machine Learning

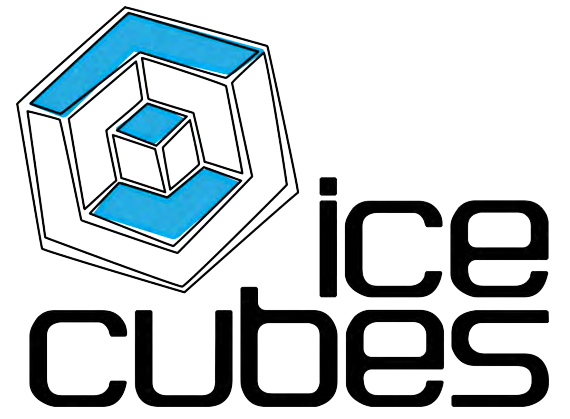


Non-linear storytelling
Gamification



Primary application areas are **entertainment** and **cultural promotion**, alongside **tech advertising**.

Primary targets, beyond Group companies, are institutions, both public and private, and brands.

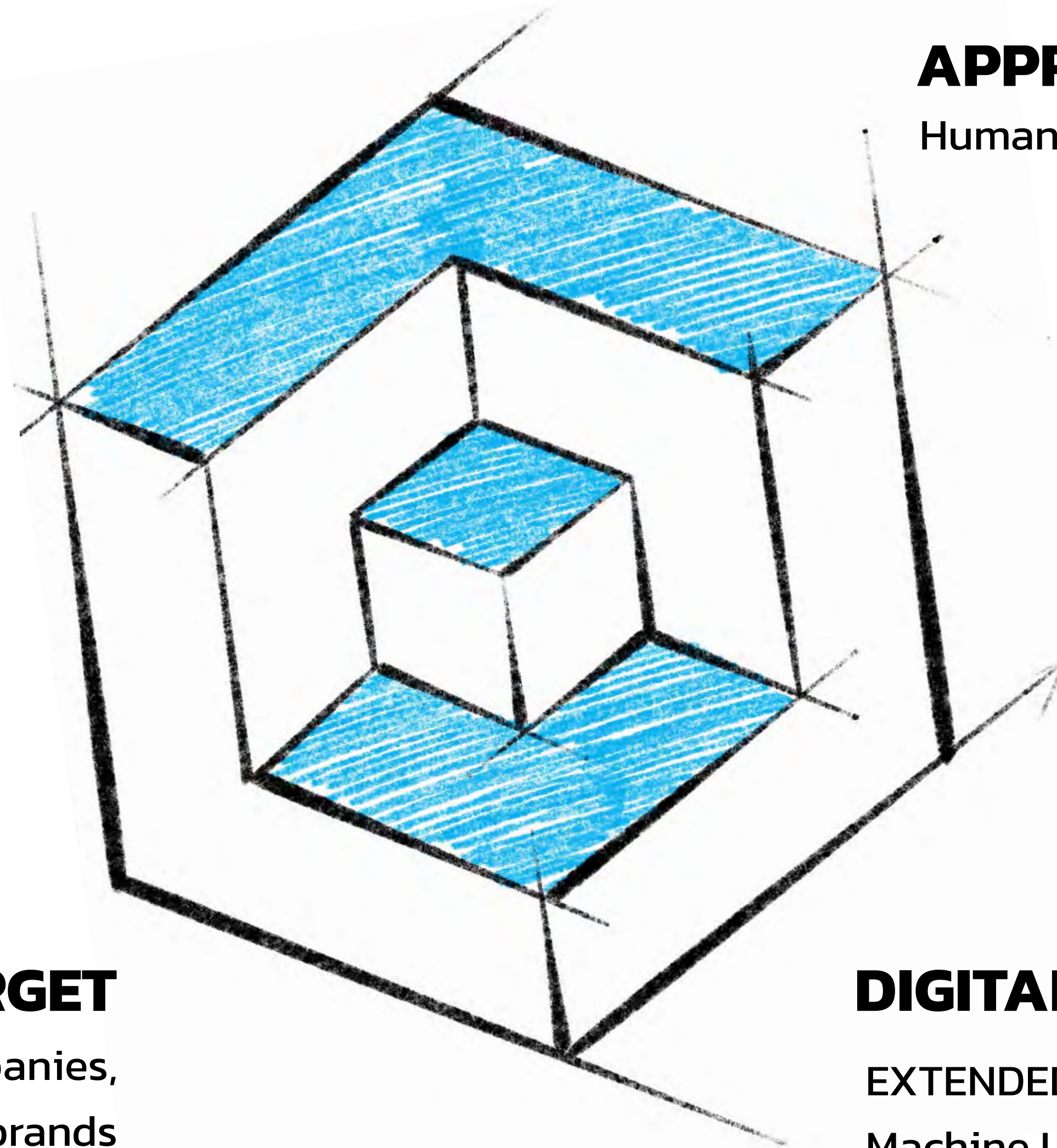


MISSION

Creating value by
conceiving and developing
technological solutions
destined for entertainment,
culture, advertising, and
education.

TARGET

Group companies,
institutions and brands



APPROACH

Human Centered Design

DIGITAL ECOSYSTEM

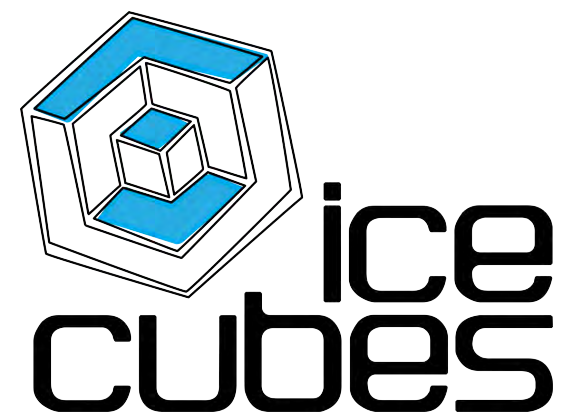
EXTENDED REALITY (AR, VR, Metaverse),
Machine Learning, Artificial Intelligence,
Web 3, non-linear storytelling, Gamification



ICE

Interactive
Communicating
Environment





REALITY

Componenti della Moka:
caldaia,
filtro imbuto,
guarnizione,
piastrina filtro,
bricco



oggetto: moka express
progettista: Alfonso Bialetti
anno: 1933
materiali: alluminio e bachelite

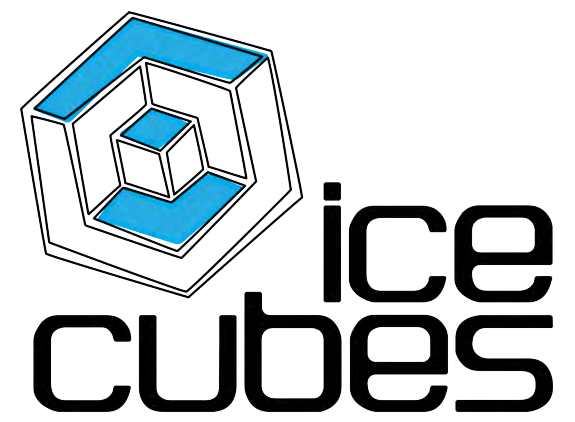


AUGMENTED REALITY



VIRTUAL REALITY



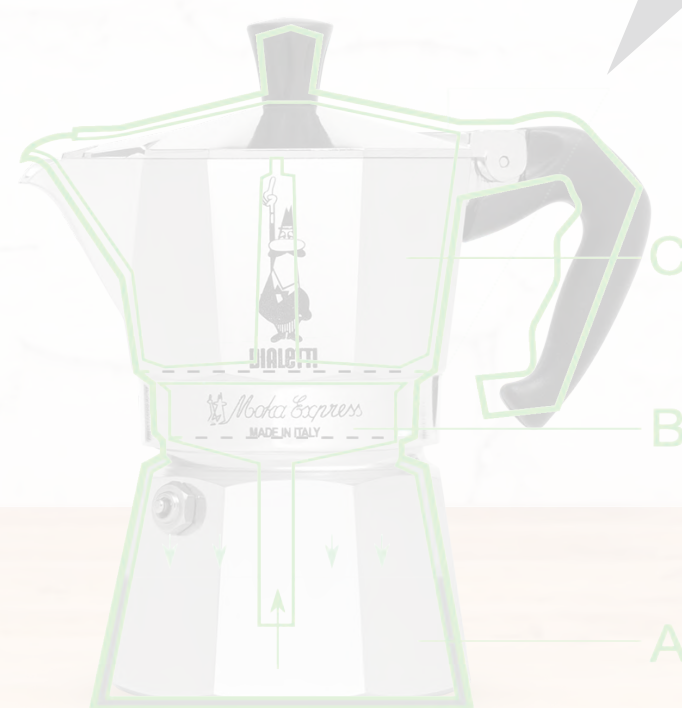


REALITY

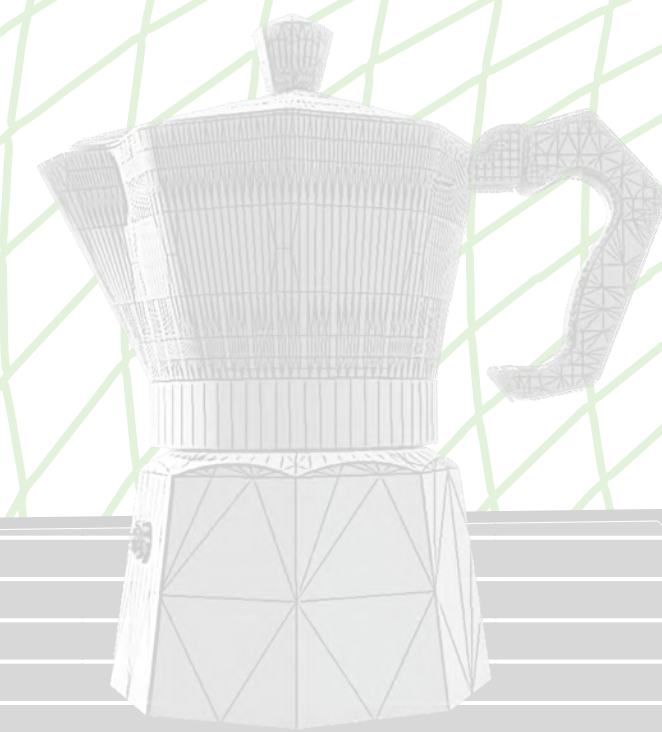
Componenti della Moka:
caldaia,
filtro imbuto,
guarnizione,
piastrina filtro,
bricco



oggetto: moka express
progettista: Alfonso Bialetti
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materiali: alluminio e bachelite

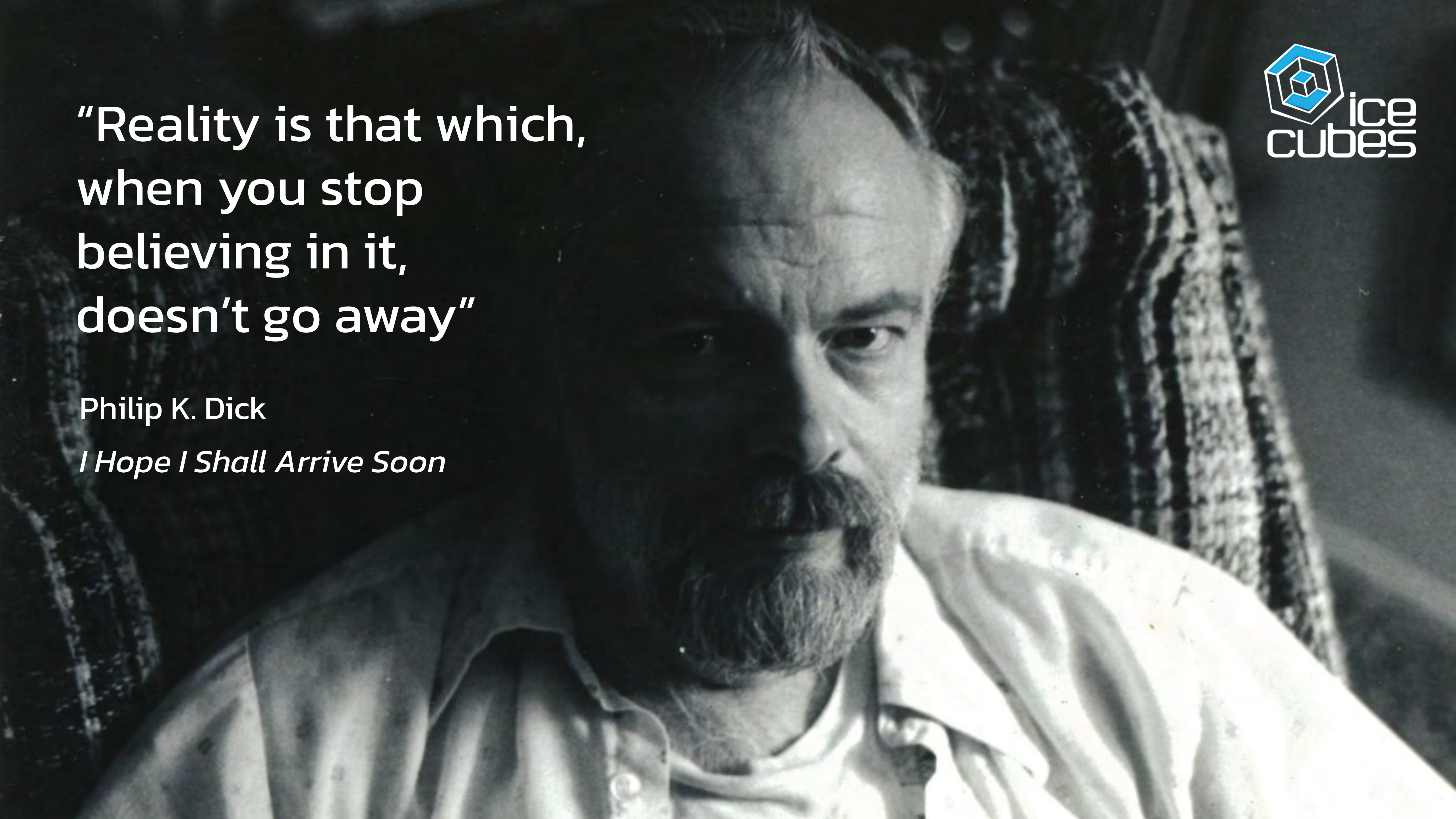


REALTÀ AUMENTATA



REALTÀ VIRTUALE

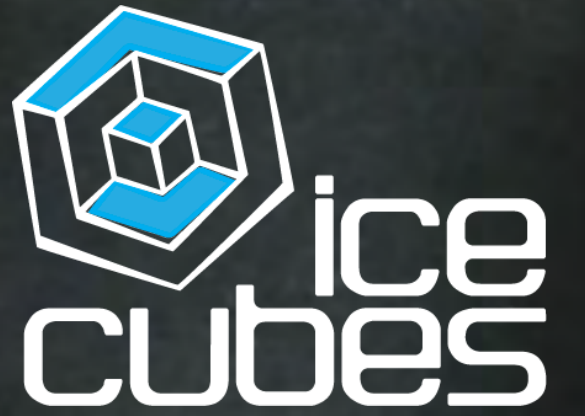


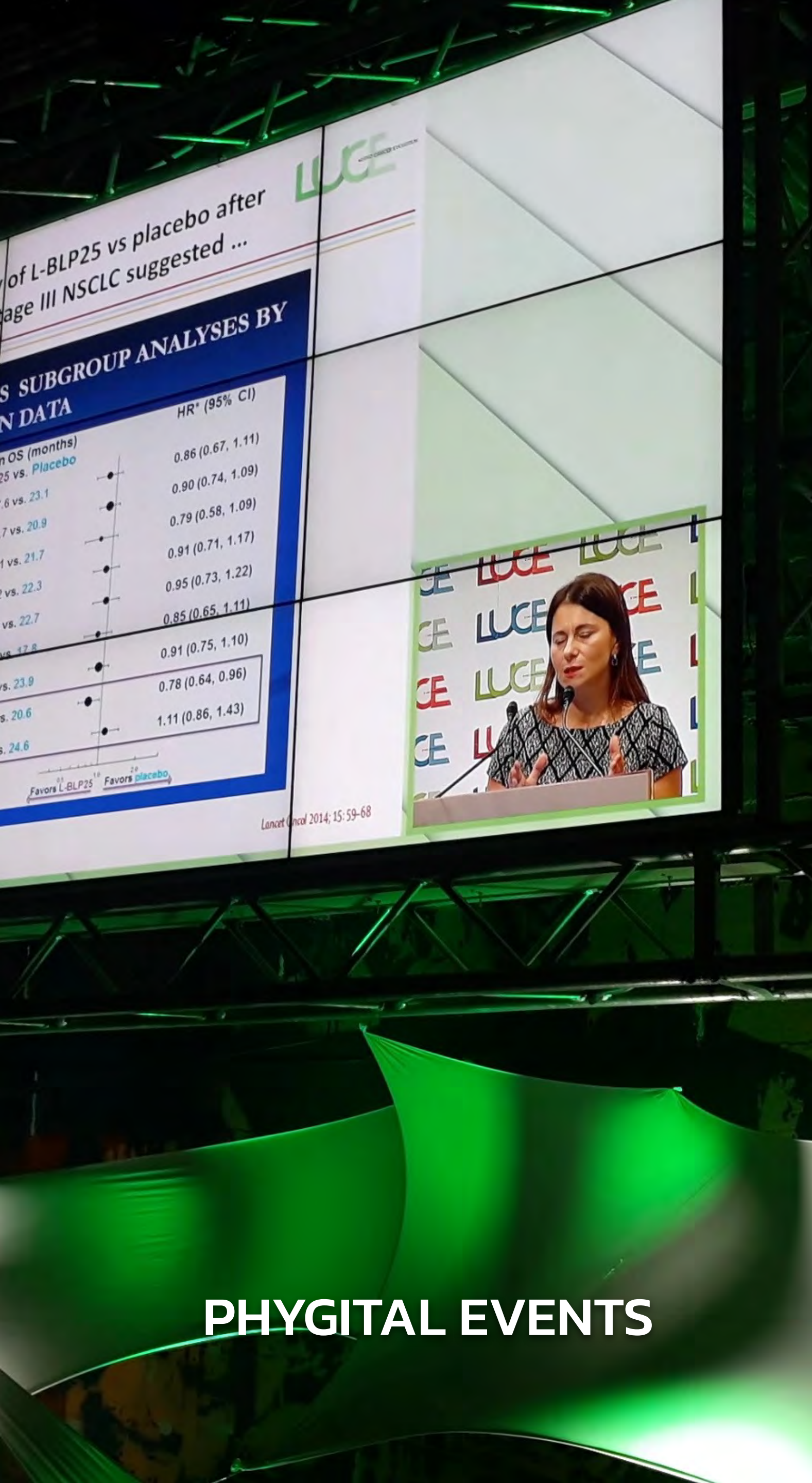


“Reality is that which,
when you stop
believing in it,
doesn't go away”

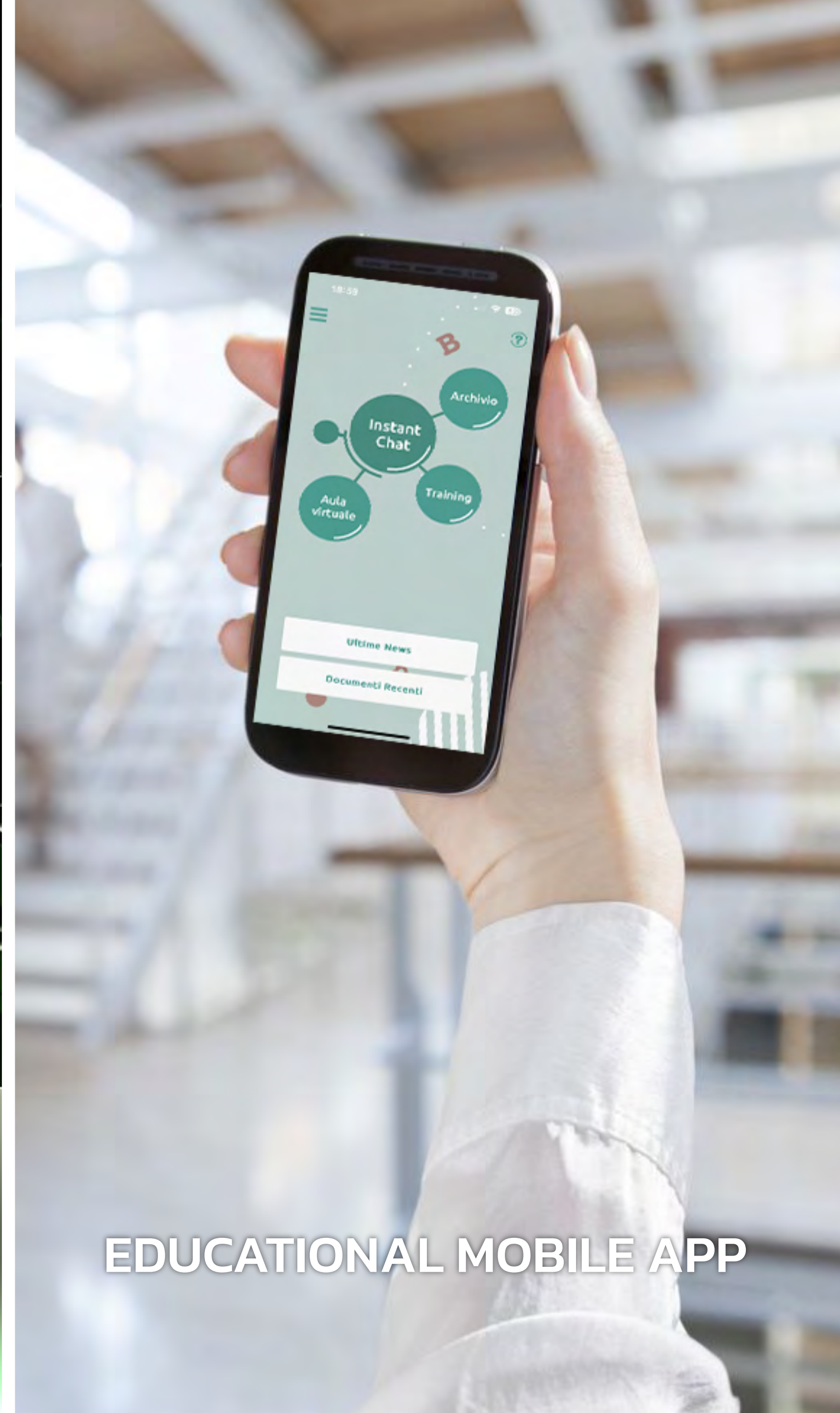
Philip K. Dick

I Hope I Shall Arrive Soon

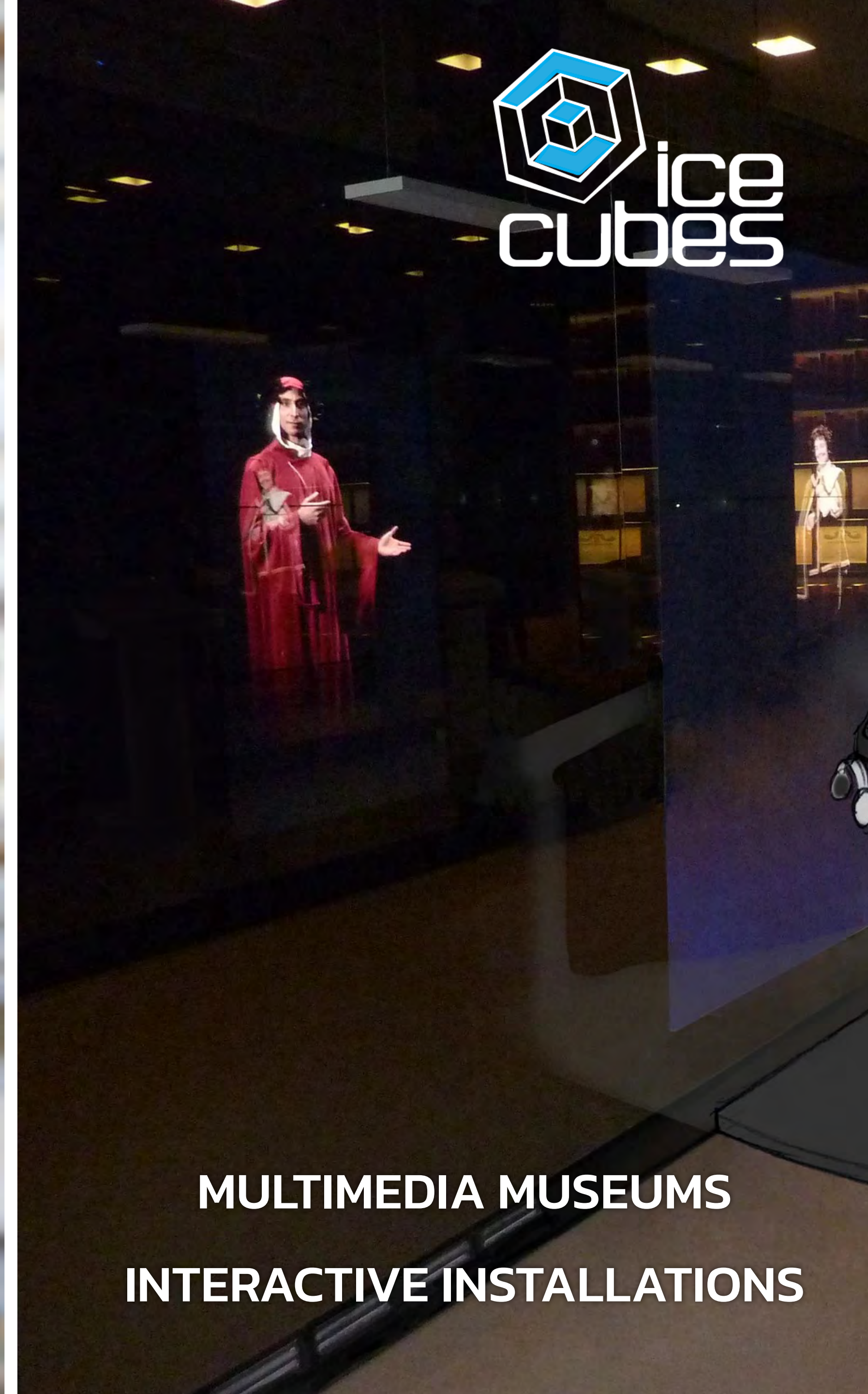




PHYGITAL EVENTS



EDUCATIONAL MOBILE APP



MULTIMEDIA MUSEUMS
INTERACTIVE INSTALLATIONS



VIDEOMAPPING
SITE-SPECIFIC INSTALLATIONS



IMMERSIVE INSTALLATIONS



INTERACTIVE TOYS

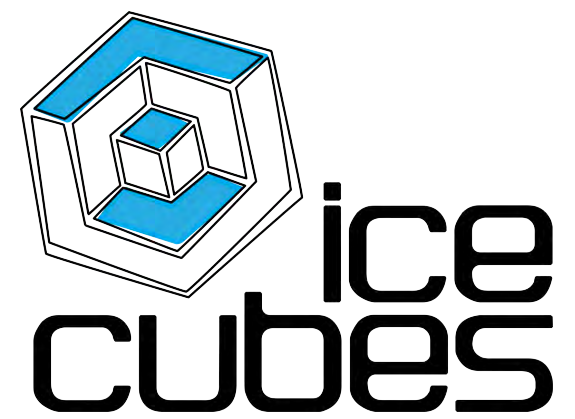


VENTO

IMMERSIVE MULTISENSORIAL INSTALLATION

FUORISALONE AWARD 2022

[CLICK HERE TO OPEN THE DIGITAL TWIN](#)



REALITY

Componenti della Moka:
caldaia,
filtro imbuto,
guarnizione,
piastrina filtro,
bricco



oggetto: moka express
progettista: Alfonso Bialetti
anno: 1933
materiali: alluminio e bachelite



AUGMENTED REALITY



VIRTUAL REALITY



Componenti della Moka:
caldaia,
filtro imbuto,
guarnizione,
piastrina filtro,
bricco



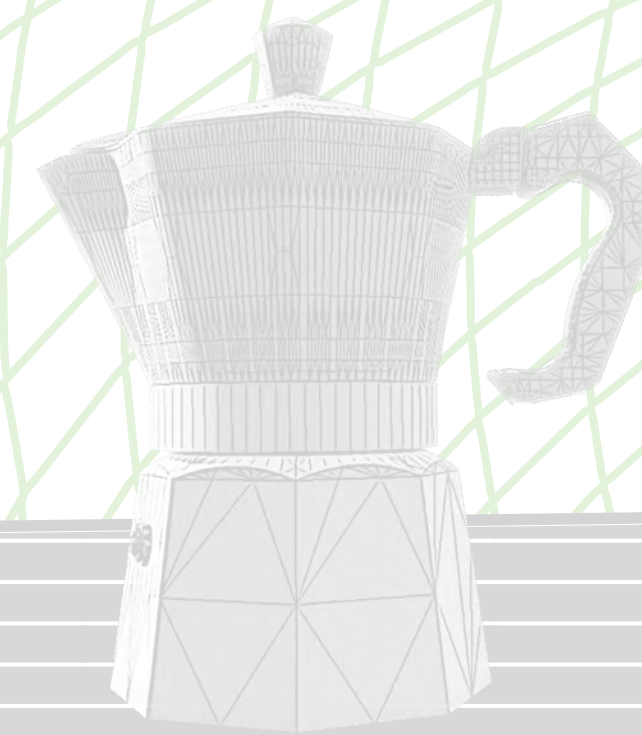
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progettista: Alfonso Bialetti
anno: 1933
materiali: alluminio e bachelite



REALTÀ



AUGMENTED REALITY



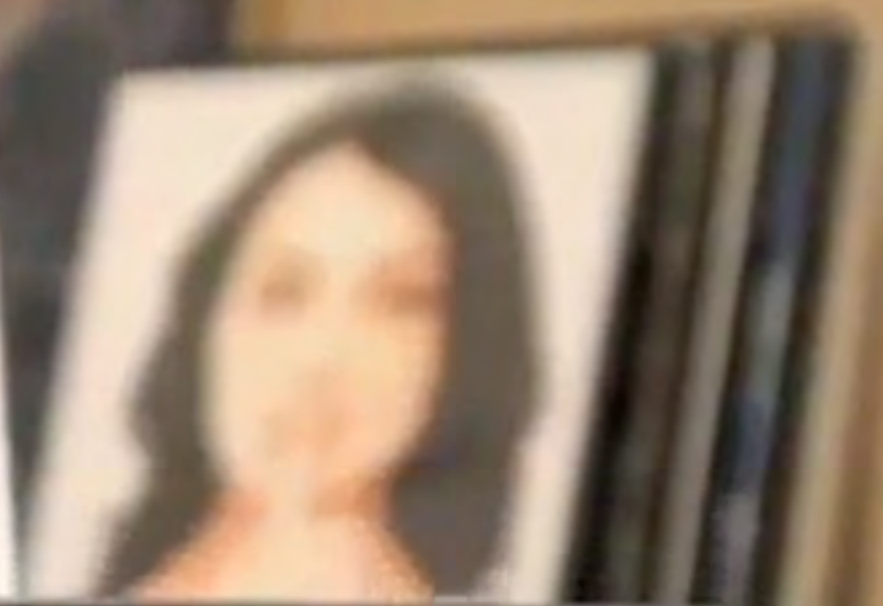
REALTÀ VIRTUALE

← REALITY-VIRTUALITY CONTINUUM →

AR

Augmented Reality is the technology through which it is possible to integrate the physical reality with the digital world, enhancing human sensory perception by introducing new levels of content and depth.





A person's hands are holding a tablet in front of a large, ornate gold-framed painting of a woman with a red headband. The tablet screen displays a digital version of the same painting, but with an augmented reality effect: the woman's face on the screen has a pale, almost white complexion and a slightly open mouth, contrasting with the more naturalistic tones of the original painting in the background. In the background, a bookshelf is visible with several books, including one with a white cover and a red spine.

AUGMENTED REALITY

[Click here to watch the video](#)

Pitture di Anversa del XVI sec.
San Cristoforo, XVI sec.

Olio su tela
47x56 cm
INV. 228

San Cristoforo, così si chiamava il traghettatore, che poi era un gigante, barbero e dall'aspetto animalesco, ed era un traghettatore senza barca, che si caricava sulle spalle quelli che dovevano attraversare un fiume, che adesso non saprei dire precisamente quale, nella regione della Licia, e questo traghettatore senza barca, che una volta si chiamava Reprobos, fin prima di aver fatto attraversare un fanciullo, che gli ha confessato di essere proprio Cristo. Si perché dopo aver portato sulle spalle quel fanciullo che diceva di essere Cristo, Reprobos, si è convertito al Cristianesimo, ha cambiato nome da Reprobos, che per chi non lo sapesse, in latino vuol dire «falso», ed è quindi diventato Cristoforo, cioè «colui che porta Cristo», quindi si è arruolato nell'esercito imperiale romano, ha confessato di essere cristiano, ha incominciato a parlare di Cristo, e hanno deciso perciò di tagliargli la testa, ma non prima di aver convertito due donne, Niceta e Aquilina. Tutto questo nel 250 d.C. circa. Così nasce la venerazione di San Cristoforo Martire, ma la cosa curiosa è che il pittore di Anversa che l'ha dipinto è legato a un altro gigante. Allora, c'è la Shelda o il Shelda o l'Escaut, che si getta nel Mare del Nord attraversando anche Anversa, e, per passare da est a ovest, o da ovest ad est, dipende da dove arrivi e dove devi andare, ci sono due ponti, e in uno di questi c'era un gigante, e c'era questo gigante ancor prima che Anversa si chiamasse Anversa.

Quindi abbiamo due giganti, due fiumi e due storie che si intrecciano a distanza di tremilacentoquarantacinque chilometri e a qualche secolo di distanza, abbiamo delle mani mozzate e una testa tagliata, ma andiamo per gradi.

Quindi, ad Anversa, come dicevo, tremilacentoquarantacinque chilometri più a nord-ovest, esattamente lì c'era quest'altro gigante, un tale che si faceva chiamare Druon Antigoon, che se ne stava bellamente seduto tutto il giorno, all'entrata di un ponte, sul fiume Shelda, poi, quando qualcuno voleva passare doveva pagare un dazio altissimo, e se si rifiutava Druon Antigoon, gli mozzava la mano e la gettava nel fiume. Un giorno però, Druon Antigoon ha chiesto il dazio alla persona sbagliata, un centurione romano di nome Silvius Brabo, il quale, essendo un romano, non poteva accettare di ricevere ordini da un abitante di un popolo sottomesso, anche se era un gigante, qui siamo attorno al I secolo a.C., quindi Silvius Brabo, senza pensarci due volte, sfodera il gladio in dotazione, gli taglia la mano e la getta nel fiume esclamando «così impari!». Dicono che il nome Anversa derivi proprio da questa vicenda, Anversa assomiglia all'espressione fiamminga «hand werpen», «lanciare la mano».

Ad Anversa, nella piazza del Mercato Grande, c'è una fontana che racconta questa storia. Quindi un pittore di Anversa del XVI, prima che venisse costruita la fontana, almeno due secoli e mezzo prima, decide di raccontare il passaggio di Reprobos con, alle spalle, il Cristo fanciullo, che pare per un attimo svelando la sua vera identità, pare proprio glielo stia sussurrando all'orecchio, e da quel momento Reprobos diventa Cristoforo, e il resto lo sappiamo.



Inquadra il codice e vivi
l'esperienza

A SINGLE INTEGRATION REQUIRED...

... THE REST IS HANDLED BY
SMARTPHONES OR TABLETS





ENHANCEMENT OF INFORMATION

EXTEND A CONTENT AVAILABLE IN PHYSICAL SPACE BY OBTAINING DIGITAL INFORMATION USEFUL FOR ITS UNDERSTANDING.

INTERACTIVE MAP

3D VISUALIZATIONS OF MONUMENTS AND POINTS OF INTEREST, ENRICHMENT WITH DYNAMIC CONTENTS, CUSTOMIZABLE INSIGHTS BASED ON USER NEEDS (AGE, EDUCATION LEVEL, POSSIBLE DISABILITIES...

DANZA

"Moving Centuries" con Liudmila

Debutta in modalità online il progetto "Moving Centuries" nato con l'intento di promuovere, divulgare e valorizzare l'arte coreutica tra i giovani studenti provenienti da scuole pubbliche e private.

ebutta in modalità online il progetto "Moving Centuries" nato con l'intento di promuovere, divulgare e valorizzare l'arte coreutica tra i giovani studenti provenienti da scuole pubbliche e private. Ideato dall'Associazione Danza e Musica di Udine, questo incontro ha lo scopo di creare rapporti di collaborazione tra le diverse discipline artistiche e musicali.



compart
g Centur
gendo la
Danza c
a esclusiv
e ai docen
drina del
a Ballerin
la Konov
letto di S
na che il 3 marzo
un'esclusiva onli
le sale dell'Opera
rica si snoda inve
nate di 2, 11, 30
aprile con Silvia
cesca Pedroni e
Buzzi

MULTIFORMAT ENHANCEMENT

AN IMAGE OR AN OBJECT BECOMES THE TRIGGER FOR MULTIMEDIA EXPERIENCES
(VIDEO, AUDIO, 3D, ANIMATIONS...) CONNECTED TO THE PHYSICAL WORLD.



Colori ad Olio Tonalità utilizzate



Vai al tutorial per dipingere
la mela

Colori ad Olio Tonalità utilizzate



L'uva, il frutto da cui nasce il
nettare divino.
Lo sapevi che il vino risale
all'epoca romana?
Guarda il video per scoprire
le curiosità su questo
succosissimo frutto.

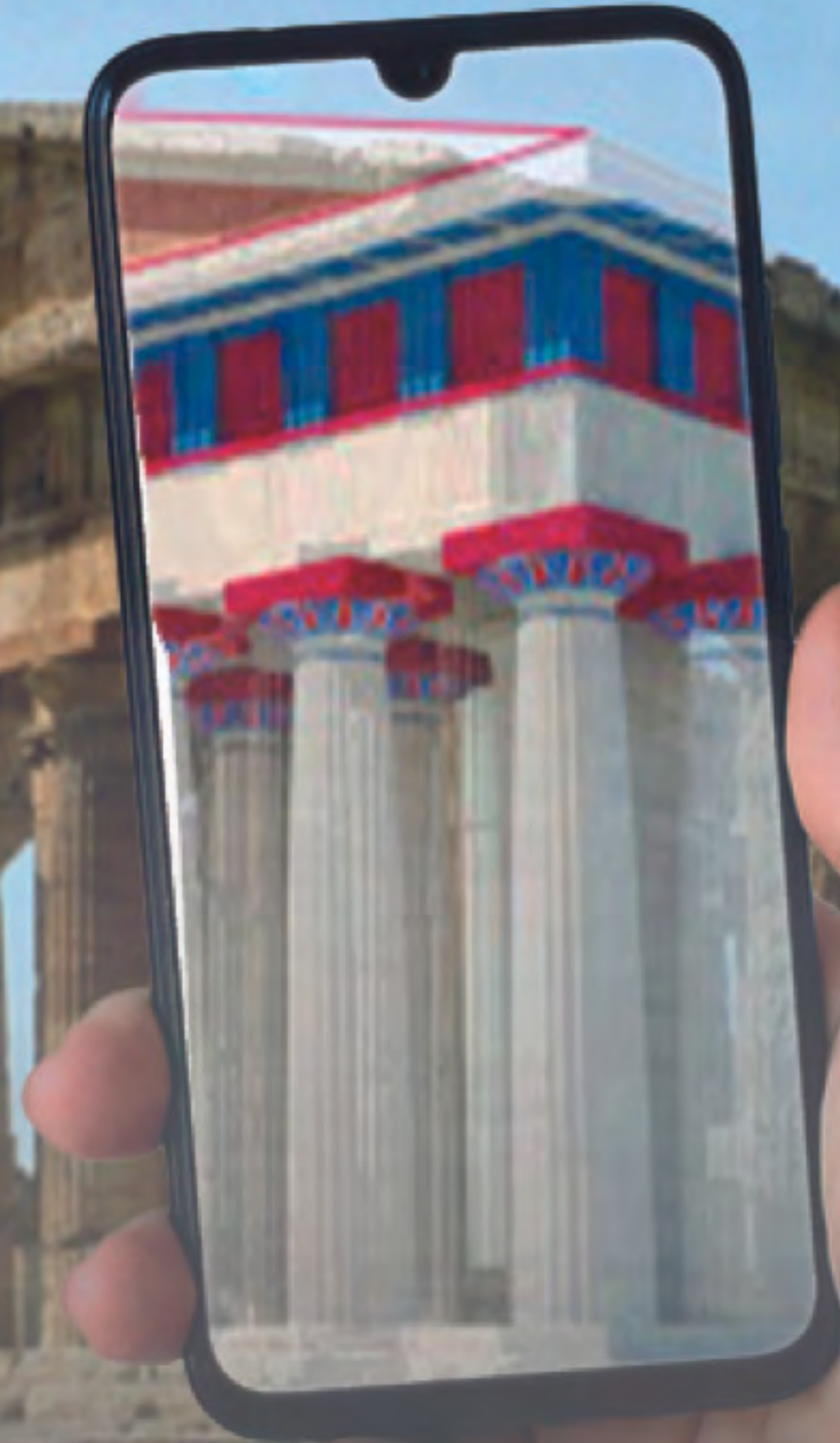


AUGMENTED WORK OF ART

ACTIVATING A QR CODE ALLOWS YOU
TO OBTAIN MULTIMEDIA AND/OR
HYPERTEXTUAL INFORMATION ABOUT
WORKS OF ART AND ARTIFACTS.

CHRONOSCOPE

VIRTUAL RECONSTRUCTION OF
A PLACE OF CULTURAL
INTEREST, THE ORIGINAL STATE
OF AN ARCHAEOLOGICAL SITE,
THE EVOLUTIONARY
DYNAMICS OF ANY SPACE.



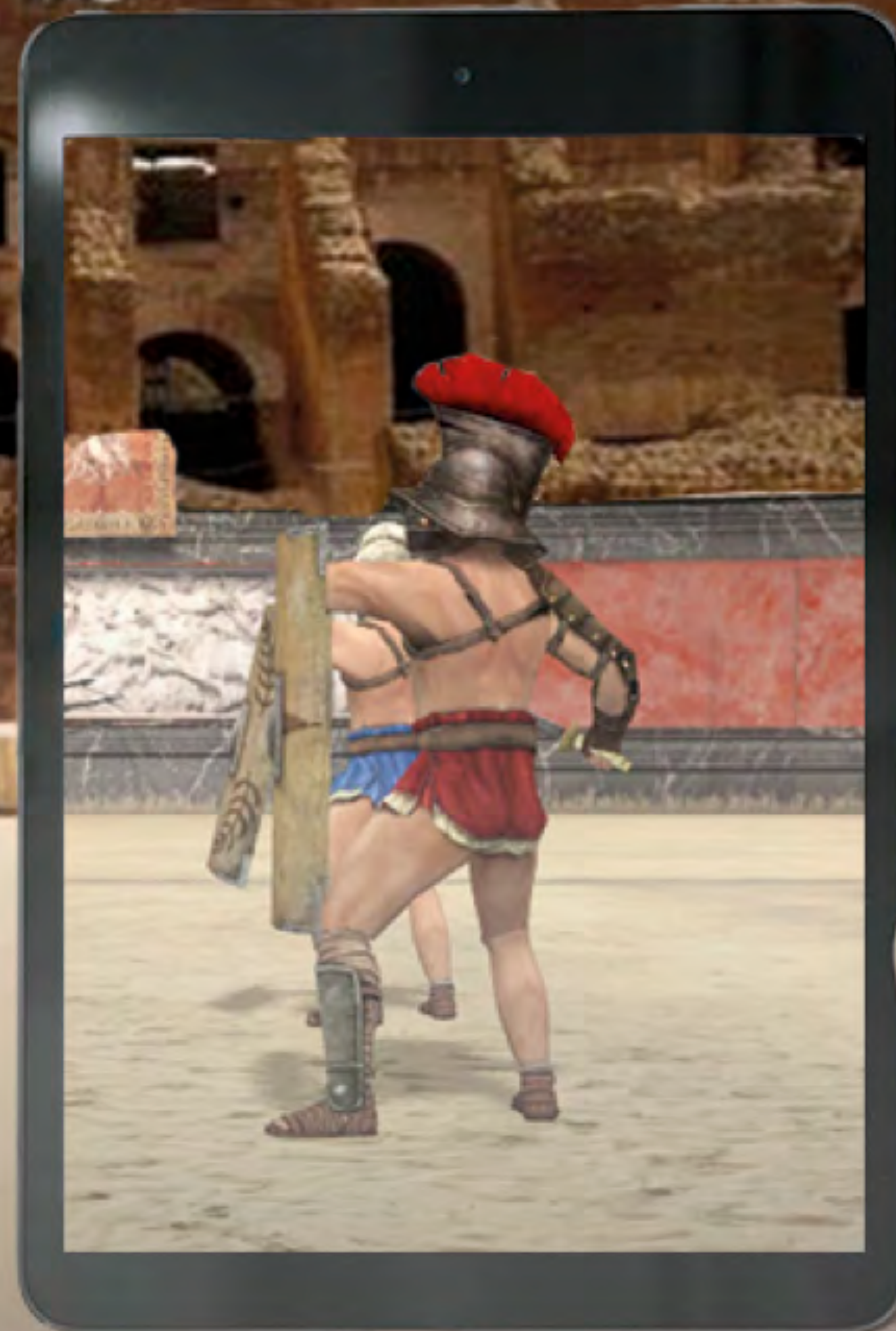
AUGMENTED EDUCATION

BOOKS AND PRINTED MATERIALS COME
TO LIFE, OFFERING GAMES, INSIGHTS,
AND INTERACTIVE EDUCATIONAL PATHS.



EXPERIENCES

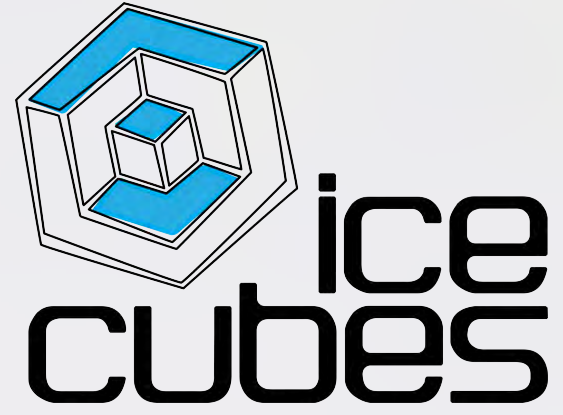
PAST PLACES COME TO LIFE THROUGH 3D
VIDEO RECONSTRUCTIONS INTEGRATED
WITH THE PHYSICAL ENVIRONMENT



INTERACTIVE TRAINING

THE USER INTERACTS WITH AN
IMMERSIVE AND DYNAMIC
NARRATIVE, ENHANCING LEARNING
AND ENRICHING THE QUALITY OF
GATHERED INFORMATION.

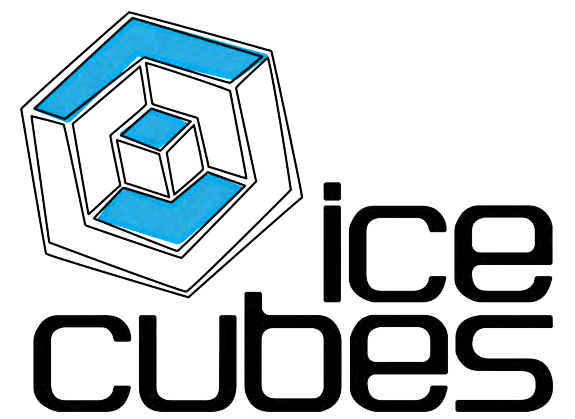




AUGMENTED REALITY LABEL

SCANNING A QR CODE OPENS A
HUB OF MULTIMEDIA AND
INTERACTIVE CONTENT DEDICATED
TO THE PRODUCT AND THE WORLD
AROUND IT.





REALITY

Componenti della Moka:
caldaia,
filtro imbuto,
guarnizione,
piastrina filtro,
bricco



oggetto: moka express
progettista: Alfonso Bialetti
anno: 1933
materiali: alluminio e bachelite



AUGMENTED REALITY



VIRTUAL REALITY



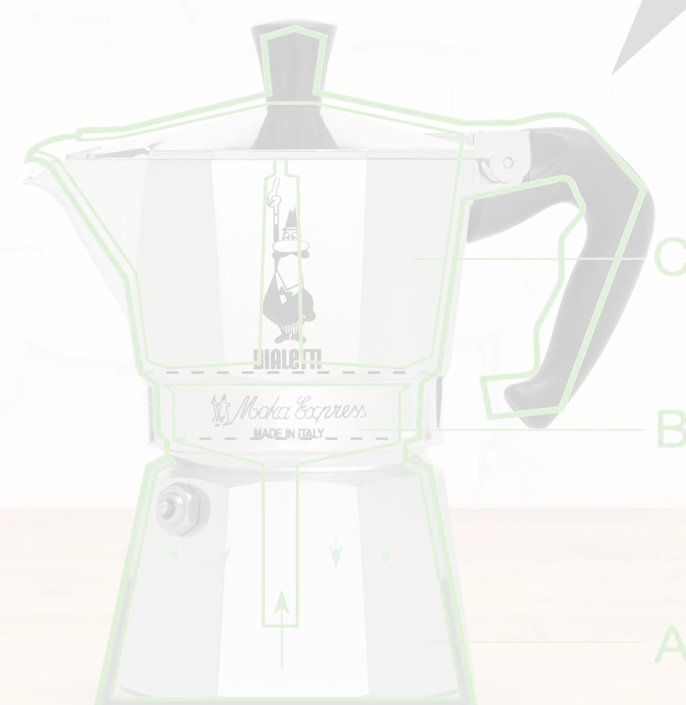
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guarnizione,
piastrina filtro,
bricco



oggetto: moka express
progettista: Alfonso Bialetti
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materiali: alluminio e bachelite



REALTÀ



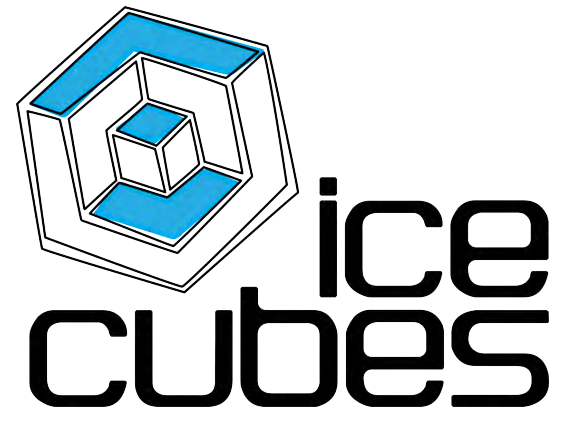
REALTÀ AUMENTATA



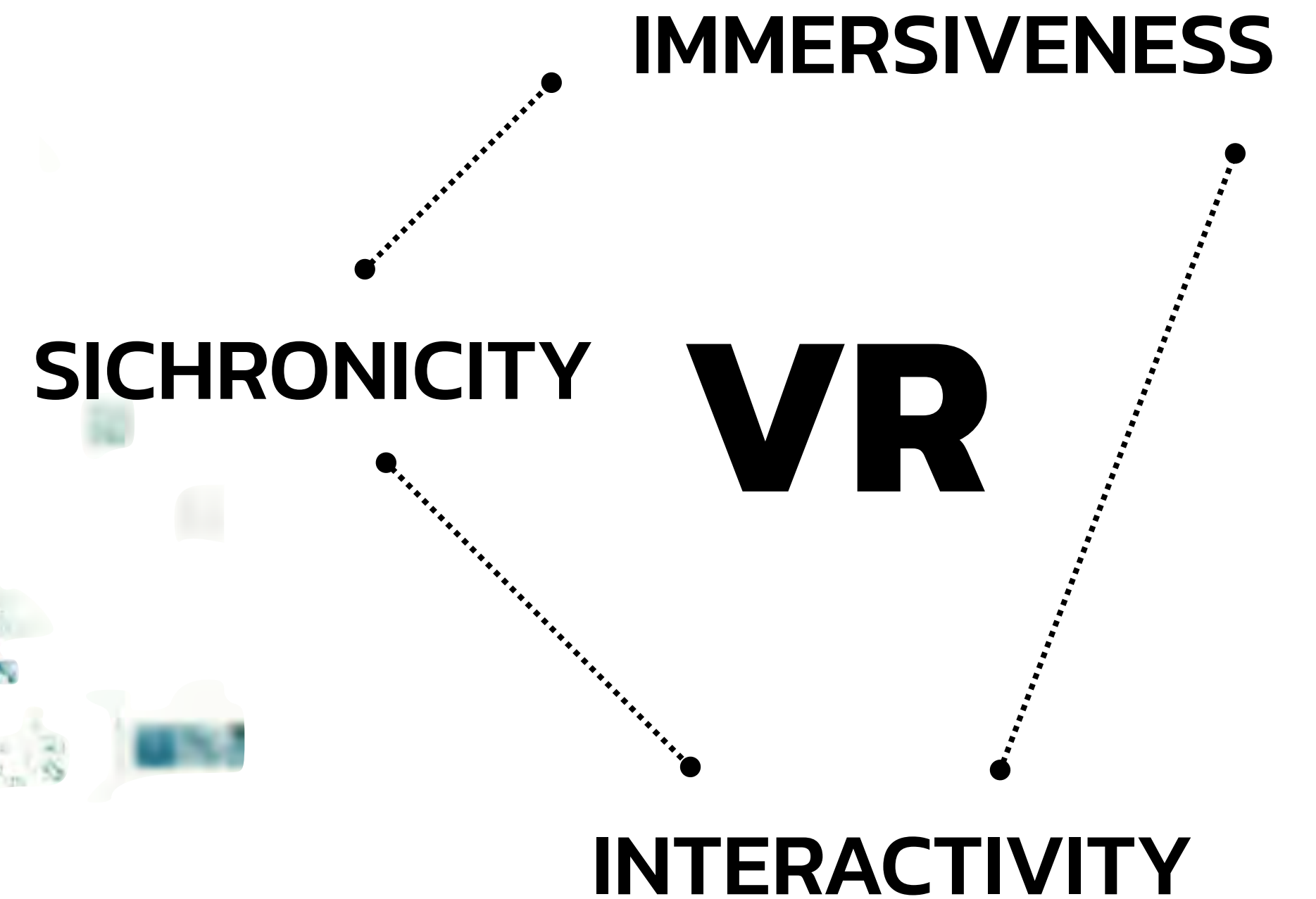
VIRTUAL REALITY

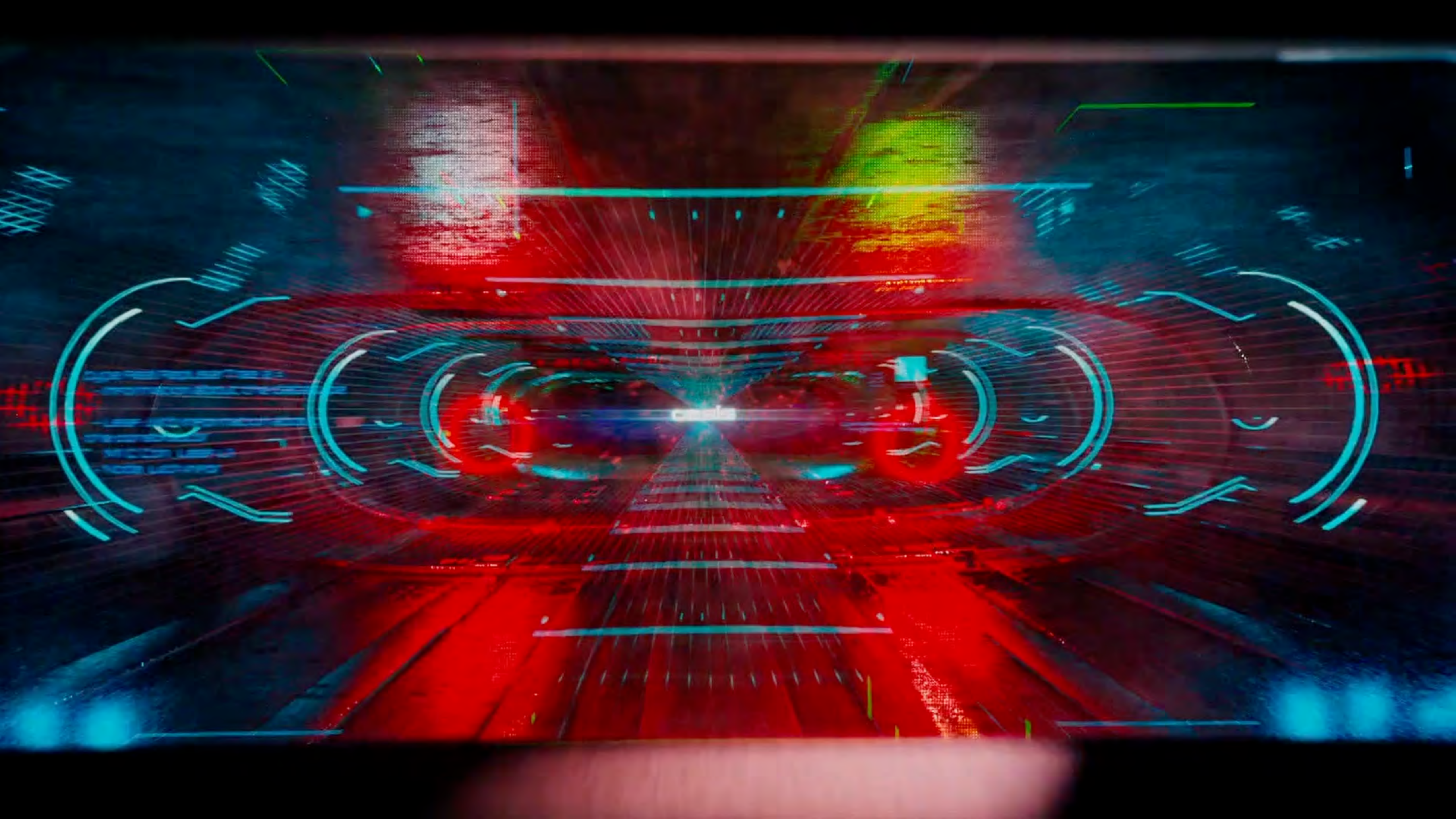


Virtual Reality is a
technology that
allows users to
immerse themselves
in an elsewhere, in a
space completely
different from where
they are.



To do so, you need to wear a headset: a high-tech device capable of replacing our view of the surrounding world with an artificial environment that adjusts seamlessly to our movements in space.







VIRTUAL REALITY

[Click here to watch the video](#)



IMMERSION

360-DEGREE
EXPERIENCE WITHIN
A WORK OF ART



EXPLORATION

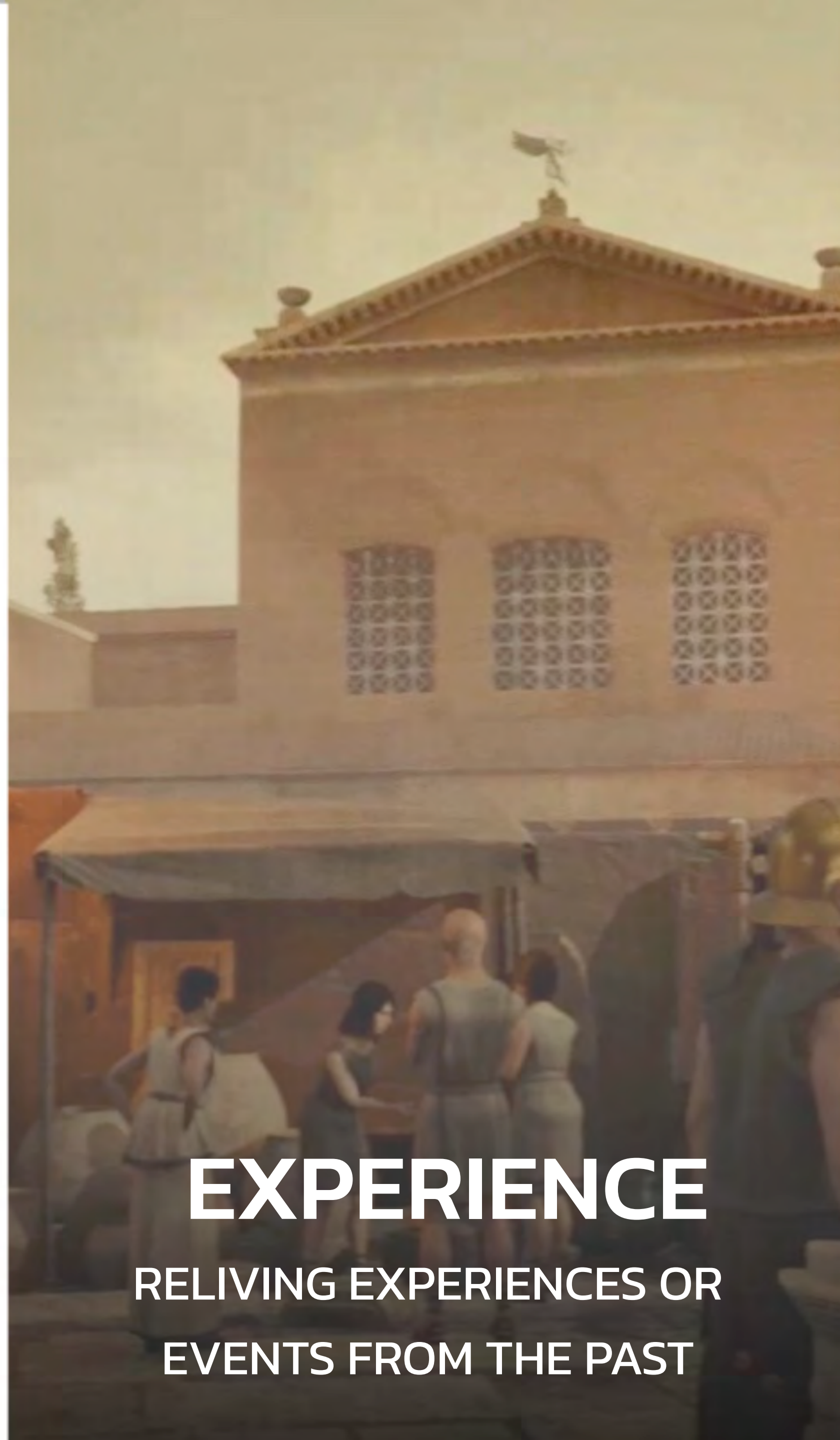
"RECONSTRUCTION OF A
HISTORICAL-CULTURAL SITE
OR PLACE OF INTEREST





STORYTELLING

EMOTIONAL IMPACT SUPPORTED
BY THREE-DIMENSIONALITY OF
SPACE, ENVIRONMENTAL SOUND
DESIGN, AND INTERACTION WITH
OBJECTS AND AVATARS



EXPERIENCE

RELIVING EXPERIENCES OR
EVENTS FROM THE PAST



INTERACTIVITY

SIMULATIONS WITH
LOGIC SIMILAR TO
GAMING WORLDS



METAVVERSE





Benvenuti nel
MoMoverso,
lo spazio virtuale
dedicato all'opera di
Momò Calascibetta

un'iniziativa promossa da



powered by



Tutti i diritti riservati

MOMOVERSO

METaverse VIRTUAL GALLERY + DIGITAL TWIN



WEB 3

NFT

Crypto

Spatial Computing



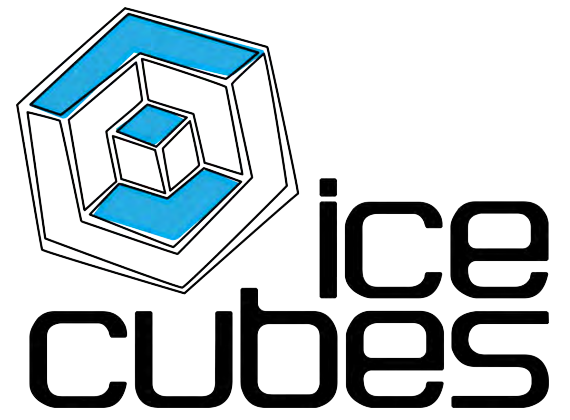


Machine Learning

IA

The background is a dark blue space filled with various geometric shapes and glowing points. On the left is a large, red, wireframe heart. In the center, a pair of hands made of blue wireframe triangles reaches out, with a red wireframe cube floating between them. On the right, a profile of a person wearing a VR headset is shown in blue wireframe. Scattered throughout are other geometric shapes like triangles and hexagons in red, blue, and green, along with small glowing dots.

Non-linear Storytelling Education Gamification



**EDUCATIONAL
CLASSROOM**



**360°
THEATRE**



LIBRARY



CLINIC



**DIRECTOR'S
OFFICE**

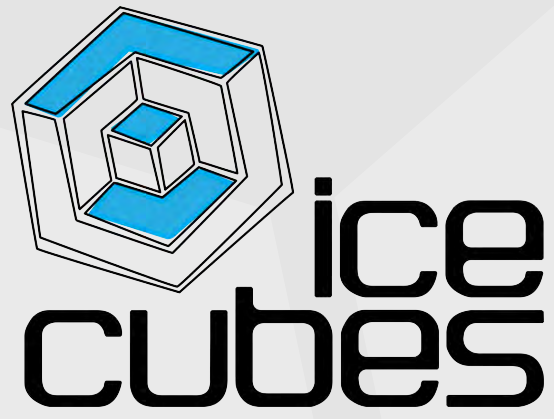
MEDISIM

Virtual Hospital for training and education



VIRTUAL HQ

INTERACTIVE VIRTUAL SPACE
CREATED WITH UNREAL ENGINE



TEAM - KEY ROLES



ROBERTA GAITO
(CREATIVE DIRECTOR
ART&CULTURE - ICE CUBES)

An art historian and curator, for years she directed Philippe Daverio's exhibition office and collaborated with Frassa Associati in the realization of temporary exhibitions. In 2010, she founded her own company, 'allestimenti di idee,' with which she continues her curatorial and exhibition path. Since 2012, with Fishbone Creek, she has curated interactive content, educational video games, stage sets, and multimedia exhibitions for important events. Since 2018, she has collaborated with Parco della Fantasia Gianni Rodari on the creation of installations and educational projects.



ALESSIO MAZZOLOTTI
(CEO - ICE CUBES)

Awarded writer and screenwriter, Alessio has been working as a television author and director for over 15 years and has been the creative mind behind significant advertising campaigns for Italian and international brands. Digital content and interactivity, at the core of his academic research path, have led him to lead important teams dedicated to the creation of multi-platform interactive content, Interaction Design projects, immersive installations, and advanced digital products. Founder and CEO of Fishbonecreek, partner of Bad Idea.



LIUTONG YE
(HEAD OF IMMERSIVE - ICE CUBES)

She has a background in scenography and theatre, with experience in set design and theatrical production. She later specialized in New Technologies of Art, bringing spatial storytelling into digital and immersive environments. Her work spans 3D design, VR, AR, and interactive experiences, combining artistic practice with emerging technologies. She has worked on cultural and educational projects for museums, institutions, and virtual environments.



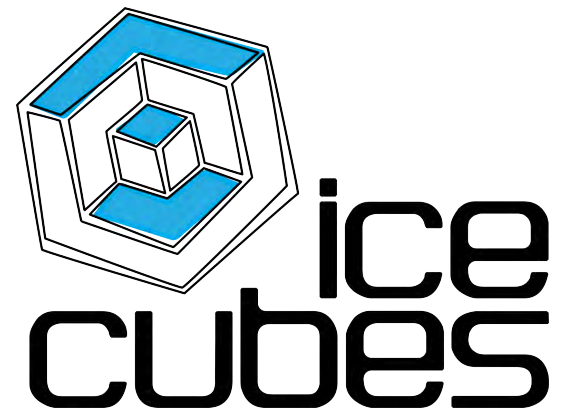
AARON BRANCOTTI
(CTO - ICE CUBES)

A senior developer since 1990, he first approached Virtual Reality as an arcade systems developer and technical editor for the magazine 'Virtual.' For nearly a decade, he developed gaming systems and solutions focused on neurophysiological rehabilitation, in collaboration with the Don Gnocchi Institute in Milan. In the late 1990s, he co-founded a company with Nicholas Negroponte from the MIT Media Lab in Boston to develop non-violent 3D video games. Subsequently, he delved into other technologies such as Artificial Intelligence, genetic algorithms, eyetracking, and multimodal interfaces. Since 2011, he has been the CTO of Fishbone Creek.



GIORGIO TUSA
(HEAD OF DESIGN - ICE CUBES)

A graduate of Politecnico di Milano in Industrial Design, he worked for Design Group Italia from 2003 to 2010 as a designer and visualizer, refining his skills in product design and storyboarding. Formerly a lecturer in drawing at the European Institute of Design in Milan, he works as a freelancer designing and conceptualizing products for major national and international brands. Since 2011, he has collaborated with 'allestimenti di idee' as an illustrator. Since 2012, he has worked with Fishbone Creek as a designer and visualizer, contributing to the company's most important projects.



SCIENTIFIC PARTNERS



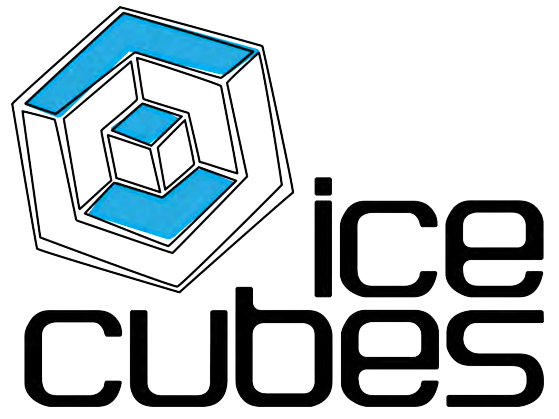
UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Dipartimento di Psicologia della Comunicazione – PSICOM
POSITIVE MEDIA HUB



UNIVERSITÀ DI NAPOLI
L'ORIENTALE

Facoltà di Archeologia
OPUS Lab



From September 2023, available in the Digital Professions series by FrancoAngeli Publisher, #Metaverse Architect written by Aaron Brancotti and Alessio Mazzolotti

Professioni digitali

In questo libro, così ricco di sapere tecnologico, è l'umanesimo del dialogo, della condivisione di conoscenze, il filo rosso che ci guida alla scoperta della Complessità.
Roberto Bonzio, giornalista e fondatore di Italiani di Frontiera

In definitiva il designer non è un creatore di mondi, ma un esploratore delle realtà.
Alberto Corti, Head of Customer Experience & Digital Channels - Generali Italia



Aaron Brancotti è sviluppatore VR, coder di giochi arcade e redattore tecnico per la rivista *Virtual*. Ha realizzato sistemi ludici e soluzioni orientate alla riabilitazione neurofisiologica e alla creazione di videogiochi 3D non-violenti.



Alessio Mazzolotti è scrittore e sceneggiatore, ha lavorato come autore e regista televisivo ed è la firma di importanti campagne pubblicitarie. Si occupa di UX e di contenuti digitali evoluti.

Aaron e Alessio collaborano dal 2007 e sono soci di Fishbone Creek e del gruppo Bad Idea.

Questo testo vuole offrire una lettura originale del fenomeno Metaverso, tratteggiando le competenze necessarie per esserne protagonisti. L'obiettivo è indurre i futuri professionisti del Metaverso a farsi le domande giuste, offrendo loro utili spunti in una prospettiva *contech*, nella quale gli elementi più squisitamente tecnici e tecnologici siano chiamati a un dialogo aperto e costante con la componente soft del contenuto e dell'usabilità. Lo skillset del metaverse architect comprenderà quindi non solo solide basi tecniche ma anche la capacità di pensare nell'ottica dello Human Centered Design. Perché per costruire un "mondo" accanto a un altro mondo occorre considerare una pluralità di ingegni. E perché, come affermano gli autori in apertura: "la nostra idea di Metaverso tiene sempre l'Utente al centro poiché riteniamo che sarà sempre l'uomo, e l'uomo soltanto, a decretare il successo o il fallimento di qualsiasi innovazione".

Il dialogo continua su [#professionidigitali](#)



28.37 A. Brancotti e A. Mazzolotti

#METaverse ARCHITECT

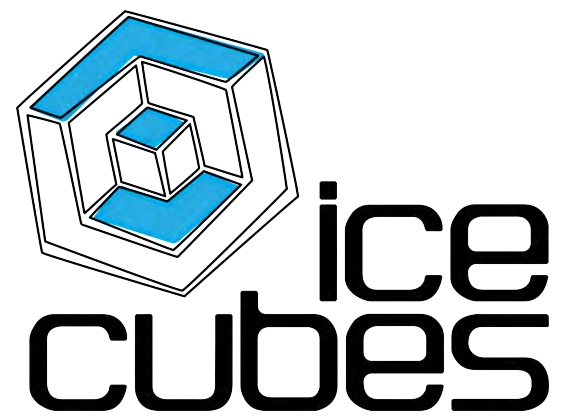
Aaron Brancotti
Alessio Mazzolotti

#METaverse ARCHITECT

Skillset per costruire altri mondi



FrancoAngeli



TEAM PORTFOLIO

Immersive video installations for museum exhibition.

A multimedia educational journey through the rooms of the villa where Giacomo Leopardi spent the last years of his earthly life



VILLA DELLE GINESTRE



FONDAZIONE ENTE VILLE VESUVIANE,
TORRE DEL GRECO

MUSEO DEL RISPARMIO

BANCA INTESA SANPAOLO
TORINO

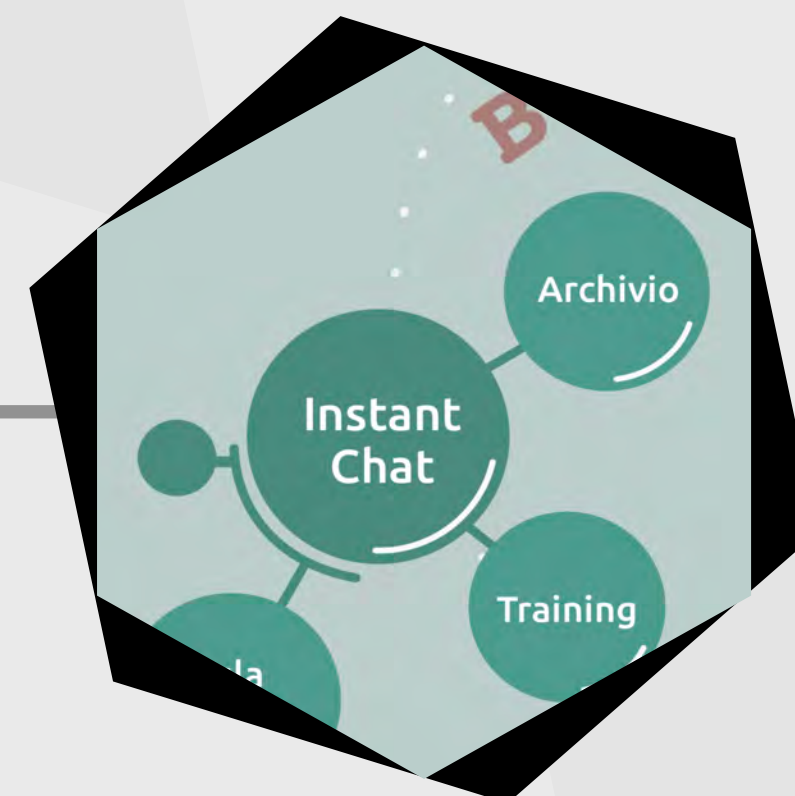


Video installations, light design, graphic design, videogames

Museum of edutainment that brings together audiences of diverse ages and educational backgrounds to educate about saving through innovative technological solutions and interactive educational paths.

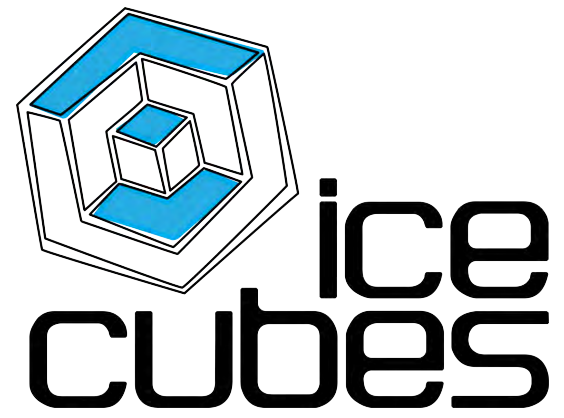
Platform for corporate training, information, and communication.

It hosts advanced knowledge management tools, quizzes, video lessons, reports of corporate events, webinars, interviews, user-generated content, and in-depth videos.



B - HUB

PIATTI FRESCHI ITALIA SPA



TEAM PORTFOLIO

Immersive multisensory installation.

A synesthetic journey to discover the origins of the microclimate that makes San Daniele Prosciutto unique.



VENTO



CONSORZIO SAN DANIELE
FUORISALONE AWARD 2022

PROGETTI DIDATTICI

SETTORE PHARMA



Interactive clinical cases.

Simulation of diagnostic dynamics and therapeutic treatment, Virtual Reality rooms, interactive cards developed in Augmented Reality.

Augmented Reality Packaging

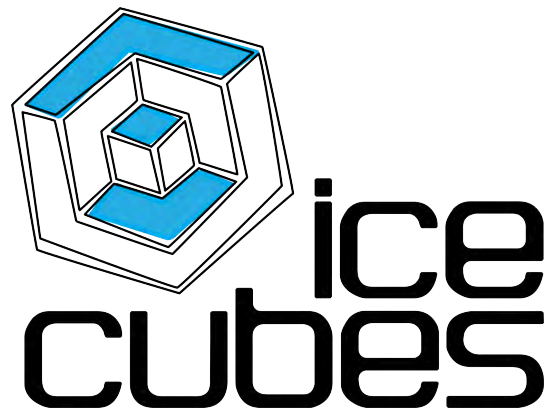
Product packaging enriched with multimedia content (video games, selfie box, YouTube channel, product catalog...) aimed at children.



REXY WORLD



FRATELLI BERETTA



TEAM PORTFOLIO

Interactive Videogame

The White Rabbit's house hosts a video game based on the story of 'Alice in Wonderland.' The installation is part of the outdoor exhibition RILUCE.



ALICE SOTTOSOPRA



THE STYLE OUTLETS

AB SATURDAY&SUNDAY

AB MEDICA



Phygital Event

AB Medica's open day transforms into a large meta-television container where live in-person events, live streaming, and video games blend together in an experience capable of overcoming the constraints imposed by the pandemic.



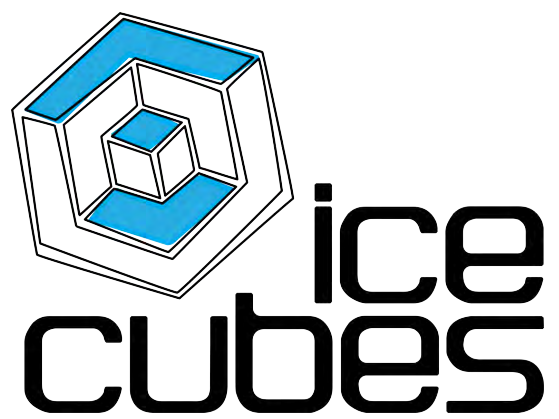
INTERIOR HUB EST



AEROPORTO LEONARDO DA VINCI
FIUMICINO – ROMA

User Experience Design

Designing the User Experience of the video/LED wall system at Terminal 1 of Rome airport, formats, schedules, identity...



RECENT WORKS

Immersive Environments for Metaverse-Based Learning

A Theatre, a Knowledge Garden, an Holodeck.
Designed and developed to deliver university-level education across environments with varying degrees of virtuality.



METALAB



UNIVERSITÀ CATTOLICA
DEL SACRO CUORE

A Cross-Platform Museum Accessibility Project

Dedicated to improving cultural and sensory accessibility across 28 museums and heritage sites, the project brings together extended reality (XR), digital twins, digital fabrication and artificial intelligence to remove cultural and sensory barriers and create more inclusive museum experiences.



MENTAL FLEX



UNIVERSITÀ
DEGLI STUDI DI TORINO

GENIUS LOCI

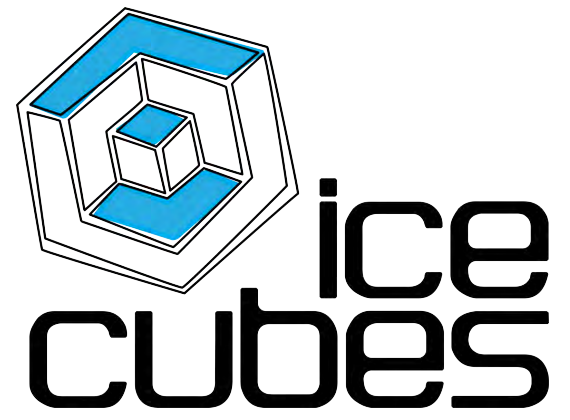
**DIREZIONE REGIONALE
MUSEI NAZIONALI CAMPANIA**



Multi-Scenario VR System with Biofeedback-Driven Adaptive
Dynamics designed for psychological training and User Experience
monitoring.



Since September 2025, *La Mente al Museo* has been available as part of the *Ricerche* series published by Vita e Pensiero. The ICE CUBES team contributed the section *Il museo che parla (e che ascolta)* ("The Museum that Speaks – and Listens"), dedicated to enabling technologies.



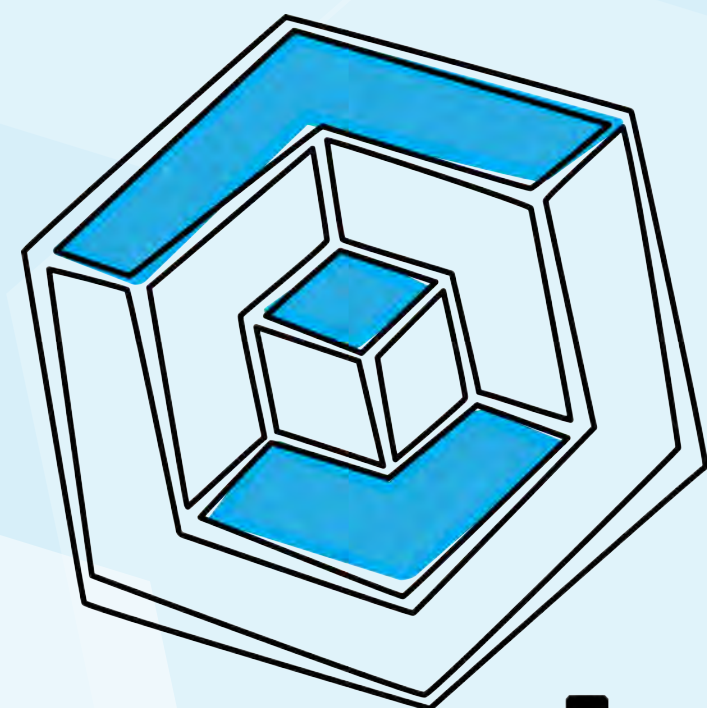
GENIUS LOCI – AWARDS



**GOLD – Web3&Immersive
VISIONARY**



FINALIST



ice
cubes

Milano,
via Malaga, 6