



Press release

## **The company event becomes a "fiction": Teoresi releases the first virtual set film created for (and with) employees**

- *"Teoresi Grand Tour" is the first virtual set film made by an Italian company as an internal communication and employee engagement tool.*
- *Conceived and written by Teoresi Group, an international engineering company, the film became the highlight of the annual event dedicated to the company's employees across Europe and the USA. Teoresi invited all employees to watch the film in cinemas near the company's offices in Europe and the United States.*
- *The film was created in collaboration with Prodea Group, which houses one of only two virtual sets in Italy, located in Turin. This cutting-edge technology, which has never been used for this purpose, is present in only about thirty studios worldwide.*

Cinema as a medium for communication and storytelling, where new technologies and employee engagement are explored: **Teoresi**, an international engineering company based in Turin, is the **first in Italy to create a virtual set film** to creatively communicate its values.

The project was born in collaboration with **Prodea**, a media company specializing in 3D and virtual reality, which built the **Prodea Led Studios** in Turin. This virtual set, **one of only two in Italy and one of the largest in Europe**, features innovative technologies that enable the combination of real and virtual scenery. This cutting-edge technology, present in only around thirty studios worldwide (half of which are in the USA), **was used for the first time in Italy for internal corporate communication**.

Teoresi Group created the film, **Teoresi Grand Tour**, to rethink the traditional annual event format dedicated to its employees across Europe and the USA through new languages. The company wanted to **involve employees** not only **in the production** but also **in a collective viewing experience**: it invited all collaborators to watch the film in select cinemas in **Turin, Milan, Modena, Naples, and Troy, USA**.

*"For Teoresi, cross-disciplinary knowledge and the exploration of innovative communication methods are core values reflected not only in our approach to developing cutting-edge technologies daily but also in how we communicate our*



*work. Engaging in lateral thinking and out-of-the-box reasoning makes it possible to bridge worlds that might seem far apart, such as engineering and cinema. Our collaboration with Prodea Group is part of a long path of 'synergies' that Teoresi has built over time with innovative and international entities in the Piedmont and national territory. With Prodea, we found we had many values in common: innovation, creativity, pioneering technology, and the desire to be part of a shared project," says **Beatrice Borgia, Chief Corporate Development Officer of Teoresi Group.** "Promoting teamwork and stimulating employees' curiosity is crucial for Teoresi: this initiative was an opportunity for cultural enrichment and experimentation with a new experience in an advanced film set, connecting with Teoresi's values through an engaging script. As a Group, we also wanted to convey an environmental awareness message by rethinking the annual company event in a sustainable way, while still preserving a moment of social gathering through an engaging and innovative activity like cinema."*

*"So far, in the Prodea Led Studios, we've primarily collaborated with companies to produce commercials in a virtual set, while we hadn't yet had the chance to apply this cinematographic technology to corporate communication," says **Corrado Camilla, President of Prodea Led Studios.** "The equipment used for Teoresi's film is state-of-the-art globally: currently, major studios like Disney, Amazon, and Netflix use virtual sets for film production, primarily in the USA. There are numerous advantages: the virtual set allows combining real and digital backdrops, giving directors full control over the scene. You can move an object, change the lighting or setting, or even flip an entire scene. This technology is thus particularly suited to innovative and visionary projects, like Teoresi's."*

*"Teoresi Grand Tour is a unique case in Italy: for the first time, a company chooses this technology to tell its story and communicate its values not only to the outside but also to its employees," adds **Paolo GEP Cucco, Director at D-WOK.** "It was interesting to see how Teoresi managed to translate its corporate messages into imaginative storytelling, consistent with the innovative tools at play. For the film's production, we combined the actors' presence on set with real and digital backgrounds, inspired by steampunk aesthetics, manipulating lights and photography to achieve a cinematic effect. While this isn't an action film with abundant chase scenes and dynamic moments, we still wanted to avoid staticity, especially in sequences where Teoresi experts share their experiences and innovative projects. We leveraged the full potential of the virtual set to create a fantasy atmosphere in the surrounding environment."*

### **A journey through time and space: the storyline of Teoresi's film**

The plot of *Teoresi Grand Tour* isn't that of a classic corporate film but a hybrid script where elements of fantasy fiction intertwine with the storytelling of the



engineering Group. At its center is Aurora, a "multiverse traveler" played by actress **Chiara Francese**, who explores four fictional cities (Detroit, Luganum, Monak, and Torin, inspired by real places where Teoresi has offices) and meets experts from various disciplines, such as anthropologist **Veronica Barassi** and musician **Max Casacci**, as well as Teoresi's managers and employees, who help her obtain the keywords needed to unlock the mechanism that prevents these cities from continuing to innovate.

### **Virtual and real: Teoresi involves employees in its first film**

In *Teoresi Grand Tour*, the company took an active role by **inviting some of its employees to "act"**: in total, **fifteen employees**, including executives and President Valter Brasso, were involved. *Teoresi Grand Tour* is part of a journey to engage employees that over the years has included workshops on D&I and the ethical use of technology (primarily artificial intelligence), as well as initiatives to improve company well-being, such as an artistic installation in the common spaces of the Turin headquarters. These initiatives won the **Aretè Award** in **2024** (second place in the Internal Communication category), a significant recognition awarded to organizations with an innovative approach to responsible communication.

### **Filming in a Virtual Set: how the technology used for the film works**

With around 30 virtual sets worldwide, half of which are in the USA, only two are operational in Italy: one at Cinecittà and the other at Prodea in **Turin, active since 2023**. Among the main features of this cinematic technology is the ability to balance real and virtual scenery. Actors and physical objects are placed in a semicircular theater surrounded by 512 square meters of LED surfaces, spanning a diameter of 16 meters. This vertical LED wall has **a pixel pitch of 1.8, making it one of the highest-resolution displays in Europe**, while the ceiling, located at 7.5 meters, has a pixel pitch of 4.8. The walkable ceiling allows for easy handling of scenery, lighting, and cameras. A custom-developed software manages 27 cameras, enabling real-time monitoring and editing of elements within the virtual set. This way, it's possible to structure the LED wall and link the image tracking system to a virtual camera simulated in the 3D environment, for instance, to consistently position actors in the digital space.

In order for this cutting-edge set to function at its best, the Prodea team includes not only **artistic and cinematic expertise but also technological skills** in visual effects, engineering, and software. In addition to commercial spots, the technology at Prodea Led Studios has been used in **cinematic productions**: in 2024, Paolo GEP Cucco and Davide Livermore directed *The Opera! – Arias for an Eclipse*, an opera-musical (special screening at the 19th Rome Film Festival), inspired by the story of Orpheus and Eurydice, with actors like Vincent Cassel and



Fanny Ardant. The collaboration with Teoresi marks the first instance of this technology being applied to corporate communication.

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#### **Teoresi Group**

Founded in Turin in 1987 as an IT consulting company, Teoresi Group has evolved into an international engineering company with a presence in four countries (Italy, Germany, the United States, and Switzerland) and a total of 27 operational offices, including 15 in Italy, located in cities such as Turin, Milan, Modena, Rome, and Naples. Teoresi supports companies in developing projects with the most advanced technologies, from autonomous driving to nanotechnology applications in the medical field. With global expertise in engineering, Teoresi Group offers design, development, and technological consulting, focusing on the innovative aspects of every project challenge. They accompany clients through all stages, from analysis to concept, prototype, and market introduction.

Since 2023, Teoresi's growth has also expanded through external acquisitions: in January 2023, Teoresi announced the acquisition of two Italian companies, HiFuture, specializing in hardware and firmware, and BindingFuture, specializing in web, app, and cloud applications. Both companies underwent significant rebranding efforts in 2024 to further integrate their expertise into the Group and reinforce Teoresi's positioning in their respective fields. In October, the Group incorporated products from the Milan-based IoT Solutions, specializing in smart building technologies and solutions to enhance workplace comfort, optimize building management, and reduce consumption. Additionally, in 2024, Teoresi launched the MedTech division, a result of the Group's investments in healthcare verticals and the 2023 acquisition of MediCon Ingegneria, a Bologna-based company.

#### **Teoresi Press Release**

Marco Puelli | +39 320 1144691 | [marco@agenziapressplay.it](mailto:marco@agenziapressplay.it)

Claudia Oliva | +39 3474386511 | [claudia.oliva@agenziapressplay.it](mailto:claudia.oliva@agenziapressplay.it)

Diana Avendaño Grassini | +39 338 1313854 | [diana.avendanograssini@agenziapressplay.it](mailto:diana.avendanograssini@agenziapressplay.it)