



Multiverse  
Institute  
For Arts and  
Technology

## BECOMING AN ART-TECH OF THE FUTURE.

Immersive Storytelling & Metaverse  
Masterclass - Boot Camp.

**11-17 July 2022 on site**



# WHO WE ARE.

We are a **creative and an educational hub** for immersive arts and emerging technologies integrating a **full service immersive production centre** generating original immersive experiences and a **E-Tech Academy** with hands-on and practitioner-driven industry access training programs.

Our consulting services and immersive content lead to the realisation of concrete projects allowing the adoption of innovation in every field and the **Metaverse**: from **communication** to **entertainment** and **immersive events**, from **CSR projects** to **art exhibitions**, from **industry** to **education** and **corporate trainings**.

## HANDS-ON LEARNING

Get trained with immersive technologies (VR/AR/MR/AI).

## THE IMMERSIVE STUDIO

Original immersive contents for multi platforms

## EMERGING TECH

## RESEARCH LAB

To develop cutting-edge immersive projects

Augmented Reality -AR -  
Virtual Reality -VR -

Mixed Reality - MR -  
Artificial Intelligence -AI -

VR + AR + MR = XR Extended Reality

## OUR TEAMS.

International **art-tech teams** combining artistic skills with high-end technological expertise with 10 years of expertise in the immersive sector.

Winning award immersive Filmmakers; Creative Producers; Documentarian; Art Directors; Art Digital Curators; Storytellers; Lead Artists; Motion Graphics Designers and Animators; XR developers; Marketing, Strategic Brand Management and Communication specialists.

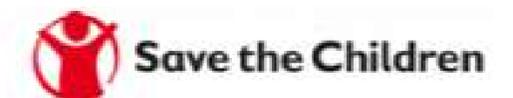
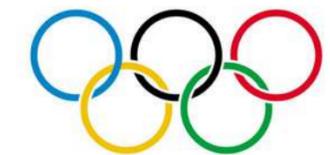
VIACOMCBS



National Theatre



OmnicomGroup





## CHANGING SCENARIO.

The global metaverse market size reached 47.69 Billion \$ in 2020 and **is expected to be worth 828.95 Billion \$ in 2028** registering a revenue CAGR of 43.3% during the forecast period.

\*Emergent Research

**Over 23 million jobs will be enhanced** by VR/AR globally **by 2030**, an increase from the 800 thousand jobs that were enhanced by VR and AR in 2019.

\*PWC 2019

**100% of the content productions are already made in digital contexts** driving businesses to redefine their business and digital offer, brand strategies, art and cultural service offering.

Worldwide Total  
Spending VR/AR  
**\$ 12 billion\***

Worldwide Total  
Spending VR/AR  
**\$ 73 billion\***

2020

2024

ANNUAL GROWTH RATE

**54%**



# IMMERSIVE STORYTELLING & METAVERSE MASTERCLASS - BOOTCAMP.

**Course Director:** Mary Matheson

**Typology:** Masterclass with International Immersive Director/Executive

**Study Time:** 60 hours full time on-site

**Language:** English Didactic

**Material:** International Case Studies and Winning Award Curated Pieces

**Dates:** 11-17 July 2022 on-site plus coaching sessions with our course directors and international immersive experts/lecturers for project work and two days (23 & 24 July) of online international pitches

**Location:** On-Site Milan

# OUR IMMERSIVE STORYTELLING & METAVERSE MASTERCLASS.

Balanced between artists, creatives and technologists, **you will work with a multidisciplinary team** learning about the process behind creative immersive production and how to create **a professional-level pitch document** for your own project.



**60** HRS  
on-site



**3**  
COACHES  
for project work



**15**  
OVERVIEWS



**16**  
HANDS ON  
workshops



**3**  
GLOBAL AWARDS  
winners



**4**  
INTERNATIONAL  
commissioners



**6**  
INTERNATIONAL  
lecturers



**FINAL**  
INTERNATIONAL  
pitch

# WHY MIAT?

## Bridging the gap

Worldwide, there are very few Masterclasses offering industry standard training to professionals and artists. MIAT aims at bridging this gap by providing core competences and hands-on training on Immersive Storytelling and Metaverse and how to design immersive projects with high international industry standards.

## Offering uniqueness

MIAT offers the first and (to date) only course in Italy where students and professionals can learn the creative and technological foundations behind this new languages. Participants have the unique chance to qualify for a growing industry in search for talents.

## Addressing competitiveness

Students and professionals who are excited about joining the quest for the next storytelling and computing platform and want to contribute with their talent to build the best stories and immersive productions, with this course, will gain a unique competitive advantage that no other institution is currently offering.

# 01

## THE OBJECTIVES.

Discovering the **XR global scenario**.

**Watching curated international pieces** using XR technology.

**Understanding the different tools,** technology and software available.

**Experiencing Immersive Storytelling** from 360, 6DoF, AR/MR; to game engines, immersive sound, 3D and human capture.

**Developing your immersive pitch,** combining artistic and technological skills.





## 02 THE PARTICIPANTS.

Professionals from the screen.

Professionals from Mkt and communication.

Broadcast TV executives.

XR Developers.

Journalists.

Corporate creative teams.

Producers/Directors.

Artists.

# 03 WHY PARTICIPATE.

We want to teach you the **theory and practical skills** necessary when it comes to **conceptualising for XR** - how to utilise the appropriate tools, workflows, techniques and approach for **creatively producing content with cutting-edge XR technologies**.

The **demand** for skilled creatives in this field **is increasing**, and this Masterclass will guide you through the world of XR technology, **showing you exactly why this technology is the next frontier for art-tech expression**.

Course participants will **learn practically** how to **conceive and write immersive ideas**, and how to **utilise the best tools** possible to begin making high-end XR creative productions.

04

## OUR EXPERIENTIAL METHOD.

**60 hours** full time on-site plus **coaching sessions** for project work.

BACKGROUND & THEORY

**Understanding** how XR is shaping the global business.

HANDS-ON

**Watching** curated pieces with XR technologies and discussing critically the creative thinking behind each experience which lead to its conception.

SENSORY & LEGO WORKSHOP

**Exercising** through sensory and Lego exercises immersive world building, 360 filming, immersive storytelling and production.

CREATIVE DESIGN THINKING & PITCHING

**Generating** a creative process/project to develop an elevator pitch.

# 05 THE PROGRAM.

## I Module - The Immersive Global Industry

- In this module, we will discuss the industry overview, the market and the ecosystem, job positions and what are the multidisciplinary curriculum needed. How consumer attitudes are changing; who is investing; who is distributing. We will also highlight the fundamental differences between capture versus creation technology.

## II Module - The Metaverse

- In this module we will focus on the metaverse, what it is, how does it work and how it is rapidly changing how content is consumed and designed. Startups and large corporate firms are racing to create infrastructure for the metaverse, while artists and creatives are inhabiting and experimenting with new platforms to power their work. In this module we will deepen and experience the Metaverse, underlying which are the possibilities of application for businesses, why the metaverse is becoming a necessity for brands, and delineating what brands should know to approach this new world. International use cases and examples will be taken into consideration to better understand the range of applications.

## III Module - Interaction, Immersion And Empathy

- In this module, we will look into each different branch of immersive reality - VR, AR, MR (XR). Each medium will be defined and understood in relation to one another, and its unique expression will be discussed. We will look into the different forms of interaction and how these can affect the experience for the viewer. Time will be devoted to watching curated XR experiences and will be analysed and understood from a creative and technical perspective.



# 05 THE PROGRAM.

## IV Module - User-Centred Storytelling and 360 Video Production

- In this module, we will discuss immersive storytelling, and look into the directors tool box for developing a high-end 360 video project. You will experience curated pieces and learn about the methods behind immersive capture; looking at camera technologies, as well as a workshop focused on shot planning and shooting, also learning from guest artists best practices and what the classic mistakes to avoid are.

## V Module - 360 Video Production

- In this module, you will understand and experiment the the image cases of 360 video and how this medium should be utilised efficiently. You will go through an overview of pre-production, production and post-production. This includes thought processes behind crewing, budgeting and planning a 360 film, and later with the post-production process – stitching, operator/rigging removal, slates and incorporating interactivity within 360 film. You will understand practical and professional key practices like data management, low-res stitching, editing and high resolution stitching and you will have a look into how workflow differs when stereoscopic tech is involved. You will have a deeper look with immersive technologies at The Female Planet shots, how we filmed and edited them.

# 05 THE PROGRAM.

## VI Module - Immersive Interactivity

- In this module, we will discuss and you will gain experience on the usage cases of 6DoF (six degrees of freedom), how the medium should be utilised efficiently and what art can take from the game industry to benefit user experiences and immersive art-work. We will have a look and practice the different forms of interactions that can be utilised with interactive VR and we will discuss the technicalities of multiplayer content. We will also look at the differences between the two most popular forms of game engines and character capture and how they can fit into your immersive art-work story, along with a look at capture techniques such as photogrammetry.

## VII Module - Spatial Sound and Ambisonic Audio Recording

- In this module, you will develop an understanding of the nature of audio and visual signals in different situations, how they can be captured for analysis, and how the ear and eye process inputs before coding them for higher centres of the brain. You will look at signal capture devices, bandwidth, coding schemes, and consider their advantages and disadvantages. You will also examine how audio and visual signals are best presented to users.

## VIII Module - AR and MR

- In this module, we will explore the practical possibilities and why an artist/creative should consider AR and MR to create art-tech works. You will experience an in depth discussion of tracking environments and objects to understand the current limitations of the technology and how, when use and conceptualise AR. You will also hear insight on the future of this medium and the implications to future audiences.

# 05 THE PROGRAM.

## IX Module - Tech Insider. XR Optics.

- In this module, you will hear directly from Meta Reality Labs technologist how AR and VR headsets work. You will learn how AR/VR displays interact with your visual system and brain to deliver the illusion of three-dimensionality. You will understand the root cause of common visual and perception artifacts in modern headsets and explore a technology roadmap and series of breakthroughs required to make AR/VR truly immersive. We will answer questions such as: why do we get headaches with VR and how can we reduce this phenomenon? How can we render black objects in AR? How can you turn your phone into a VR headset? Developing an understanding of device and technology limitations is key to inform your artistic choices and achieve optimal art-tech works.

## X Module - Immersive narrative, character development.

- In this module, we will give a closer look at narrative techniques and character development for immersive productions. We will understand traditional narrative structures as the hero's journey and the three-act structure and we will underline the differences between factual and fictional narrative, and linear and interactive storytelling.

## XI Module - Immersive pitching.

- In this module, we will guide you towards the creation of a pitch/project document for your own immersive art-work, thinking about your concept, your user experience, target audience, hero image, visual style, UX, schedule, budget, partners and ideal distribution systems for the immersive art sector.

## 06

## THE MASTERCLASS INTERNATIONAL EXPERTS.

**ELISABETTA ROTOLO**

Strategic brand management, communication, innovation & change. Interior architect.

**MIAT CEO & Founder**

Elisabetta has over 25 years of experience as Global Chief Marketing Officer, Communication Director, and Strategic Consultant in branding, marketing, communication, innovation & change for corporations and international organisations like the State of New York, Ketchum – Walt Disney, Mattel, Heinz, Plasmon – Ferrovie dello Stato, the XX Olympic Games in Turin. She has a degree in Interior Architecture and holds an MBA from the University of Liverpool.

**MARY MATHESON**

Immersive Director/ Executive Producer.

**MIAT Course Director**

Mary Matheson, is an award-winning immersive director, creator and executive producer. She is Professor of Practice for Arizona State University's Narrative and Emerging Media program in Los Angeles. She mixes the latest technology (mobile, augmented and virtual reality), along with intimate documentary techniques to bring the audience into the heart of the narrative. She directed the ground-breaking GoogleVR 360 documentary series The Female Planet and was lead director for the recently-released ten-part 360 New Realities series. She is currently directing an immersive documentary about NASA's Artemis mission to the Moon for Sky.

## 06

## THE MASTERCLASS INTERNATIONAL EXPERTS.

**LEWIS BALL****Immersive Director/DoP.****MIAT Creative Director and Lecturer**

Lewis started his filmmaking career in 2014 and soon after joined the immersive storytelling movement. Putting his name on a wide variety of high-end 'VR for good' projects, he has travelled all over the world creating innovative immersive documentaries creating greater awareness to important issues. Alongside his documentary work, he has also created branded content for high profile clients such as National Geographic, Sky, Lenovo, and Samsung. Lewis is an Engineer and a Filmmaker combining both scientific and artistic skills.

**GIUSEPPE CALAFIORE****Research Manager at Meta.****MIAT Lecturer**

Giuseppe has more than 10 years of experience in the field of Optics and Nanotechnologies. He holds two Master Degrees in Physics and Systems Engineering and a PhD in Materials Science. His academic carrier starts in Italy and progresses through Australia to the United States. In 2012, he moves to the Silicon Valley where he works as an Optical Scientist at the Lawrence Berkeley National Laboratory. In 2016, he moves to Seattle and joins Facebook to form the Nanooptics Research Lab. Giuseppe leads an international team of scientists that performs advanced research on the next-generation AR/VR display technologies. His work and research are cited in several peer-reviewed papers, and has been featured in scientific journals such as Nature, Nanotechnology, Optics Express and may others

# THE MASTERCLASS INTERNATIONAL EXPERTS.



**DAN STANKOWSKI**

**Award winning games developer.**

**MIAT Lecturer**

Dan Stankowski is an award winning games developer with a passion for immersive storytelling, specialising in delivering VR & AR experiences. A graduate of the prestigious National Film & Television School in Game Design, Dan crafts interactive experiences for high-end clients such as SKY, Channel 4 and The National Theatre as well as charitable organizations like The Childrens Society to change the emergent immersive landscape. Winner of the Unity for Humanity Prize 2019, Dan continues to use interactive formats to challenge, excite and inspire the user with the hope of eliciting real change in the world.



**MATTEO MILANI**

**Award winning sound designer and sound artist.**

**MIAT Lecturer**

Matteo Milani is an award winning sound designer and re-recording mixer. Over the last 20 years, his creative background in different disciplines of sound - from advertising for television and radio to cinema and mobile applications - has led him to an openness to a variety of ideas and sound styles. In addition to producing and delivering innovative sound effects libraries as U.S.O. ([www.unidentifiedsoundobject.com](http://www.unidentifiedsoundobject.com)), he also offers music consultancy for audiovisuals, composes cinematic music and develops spatial audio for multimedia installations and live events.

# 06

## THE MASTERCLASS INTERNATIONAL COMMISSIONERS.



**MYRIAM ACHARD**

**Chief Partnerships New Media & PR at PHI - Canada**  
**MIAT Commissioner**

A driving force in communications, Myriam Achard has more than 20 years of experience in public relations and press relations.

For the past 15 years, she has worked with Phoebe Greenberg to develop and promote the Canadian and international avant-garde arts scene. She has been Chief, New Media Partnerships & PR at the PHI Centre since it opened in 2012, and is Director of Communications for the PHI Foundation for Contemporary Art since its opening in 2007.

Over the past 6 years she has devoted a great deal of her energy to representing PHI internationally, and has thus created an extraordinary distribution network for immersive projects on which PHI takes part today as a co-producer, as well as a distributor.



**LIZ ROSENTHAL**

**Curator, executive producer and pioneer of  
immersive and interactive creative media.**  
**MIAT Commissioner**

Liz is Curator of Venice Biennale's International Film Festival's Official Selection and Competition programme Venice VR, Executive Producer of immersive content accelerator programme, CreativeXR, led by Arts Council England and Digital Catapult and the CEO & Founder of trail-blazing innovation company Power to the Pixel. She has an extensive network and knowledge of international talent, financiers and distributors across the immersive entertainment and arts space.

Throughout her career, Liz has helped international media businesses and artists to innovate and adapt their practice to evolving platforms, tools and audiences. She has advised countless leading international festivals, media organisations and national and regional funds.

## 06

## THE MASTERCLASS INTERNATIONAL COMMISSIONERS.



CARLO RODOMONTI

**Strategic and Digital Marketing Manager at Rai Cinema**  
**MIAT Commissioner**

Manager specialized in marketing of the entertainment and media sector and lecturer in "Economy of crossmediality" at the Master of Image, Cinema, Audiovisual at Catholic University. Extensive experience in the launch of film products, in the organization of events, in the integrated management of digital, social and VR platforms. In the current role of Strategic and Digital Marketing Manager of Rai Cinema has launched the first Italian VR app for cinema content and events, the first Italian VR cinema within the National Cinema Museum of Turin and curated the first transmedia Rai project, Happy Birthday. Previously he held the position of marketing manager in 01 Distribution and Medusa Cinema. He started his professional career as Marketing Assistant in Medusa Film.



DAN TUCKER

**Immersive Curator & Executive Producer**  
**MIAT Commissioner**

Dan is an award winning digital producer and curator with over 25 years of experience of working with broadcasters, digital agencies, startups and international artists. Passionate about interaction and story, Dan works in the intersection between multiple screen industries, from television documentary to virtual reality.

His experience spans the production of TV projects like Charlie Brooker's How Videogames changed the World to digital projects like the interactive drama Our World War and the VR documentary Easter Rising: Voice of a Rebel for the BBC. As Curator of Alternate Realities for Sheffield International Documentary festival, Dan created a touring exhibition of digital art and documentary. Showcasing ground breaking immersive and Interactive works from the Guardian, Greenpeace, BBC and National Film Board of Canada. More recently Dan has been a Commissioning Exec for BBC Arts and Arts Council England's New Creatives, Head of Partnerships for York Mediale, Researcher for the BFI and Producer of the CreativeXR project Dazzle 2021.

# 07

## KEY SELECTION CRITERIA.

**Age:** participants must be 18+

**Track Record:** participants must have experience in a relevant creative field such as filmmaking, audiovisual capture, production, digital, performance, communication (or equivalent) credits.

**Language:** participants must be fluent in English.

### APPLY

1. Write to [miat@miat.tech](mailto:miat@miat.tech)
2. For the deadline for participants please see “Masterclass Tickets” section.

*Our Masterclass is held for small groups max 22 participants and allocated on a first-come, first-served basis - subject to the eligibility criteria.*

# 08 WHERE.

MIAT partners with Milano Luiss Hub for MIAT's E-Tech Academy.

Milano Luiss Hub is an urban regeneration project born in the heart of the city whose mission is to create research opportunities, learning, exchanging and testing ideas and actions for the development of the creative industry and digital manufacturing, also through the application of digital technologies.

VIA MASSIMO D'AZEGLIO 3, 20154, MILANO



# 09 MASTERCLASS TICKETS.

## Masterclass tickets promotional offer for 2022

Number of Tickets	Early Bird 2022*	Regular Ticket 2022*
1	3,500 Euro	4,500 Euro
2	6,500 Euro	8,500 Euro
3	10,000 Euro	13,000 Euro
4	12,000 Euro	16,000 Euro
10	29,000 Euro	37,000 Euro

\* In addition to VAT and legal charges

**Deadline Early Bird Within May 2022**

**Closing applications: 10 June 2022**

**Payment Modalities:** One-time payment via bank transfer.

### Including:

- Learning materials.
- Experiencing curated pieces and immersive experiences with XR technologies.
- Work with international XR guest artists directors, executive producers, storytellers, DoP, creative directors.
- Participating in international pitching.

The program information and data contained herein are subject to change

The realisation of the course is subject to the achievement of a minimum number of participants. MIAT will have the right to make changes in dates in the event that, due to unexpected organisational needs or for reasons beyond the control of MIAT, it is not possible to carry out the course regularly on the dates initially provided.

In case of failure to carry out the course, for any reason, as well as in the case of the Enrollee's inability to participate in the new dates established by MIAT, all the amounts already paid will be returned to the Subscriber, within the necessary technical times and in any case within the maximum deadline. 30 working days from the date of cancellation. For more details contact MIAT Support Team at [miat@miat.tech](mailto:miat@miat.tech)

**MIAT manages all services and activities in compliance with the regulations and indications of local and national authorities.**

10

## MASTERCLASS VIDEO.



11

## A PEEK AT OUR PREVIOUS EDITION.



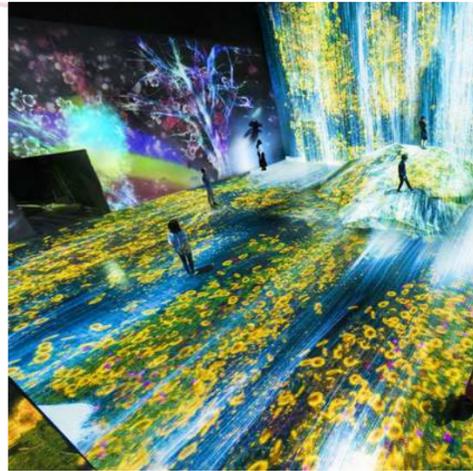
# THE E-TECH ACADEMY HANDS-ON PROGRAM.



EMERGING TECH ORIENTATION  
WORKSHOP - CORPORATE OFFER



XR FOUNDATIONS



IMMERSIVE ART



360 AND VR PRODUCTION



IMMERSIVE AUDIO



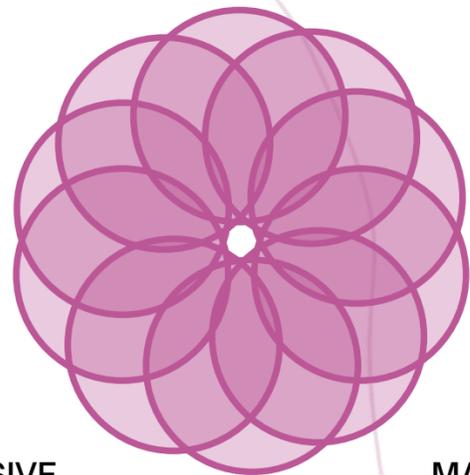
DOCUMENTARY AND VR NEWS

## YOUTH SUMMER SCHOOL

FULL-TIME  
PROGRAMS

EVENING  
CLASSES

INTENSIVE  
WORKSHOPS



MASTERS

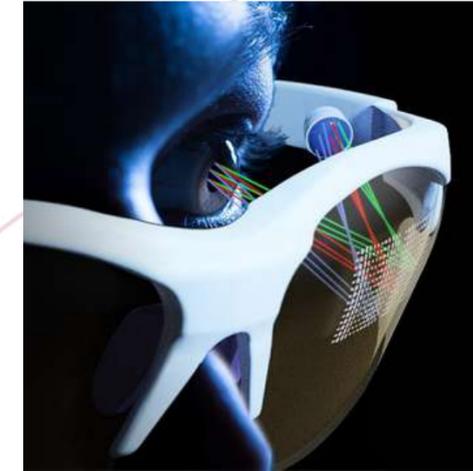
HIGH SCHOOL  
PROGRAMS

MASTER CLASSES  
WITH GUEST ARTISTS

METAVEVERSE  
FOUNDATIONS



XR OPTICS  
MASTERCLASS



LIVE PERFORMANCES  
IN THE METAVEVERSE



COMING SOON...

# BECOME AN ART-TECH OF THE FUTURE.

## CONTACT INFO.

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Chief Executive Officer

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