

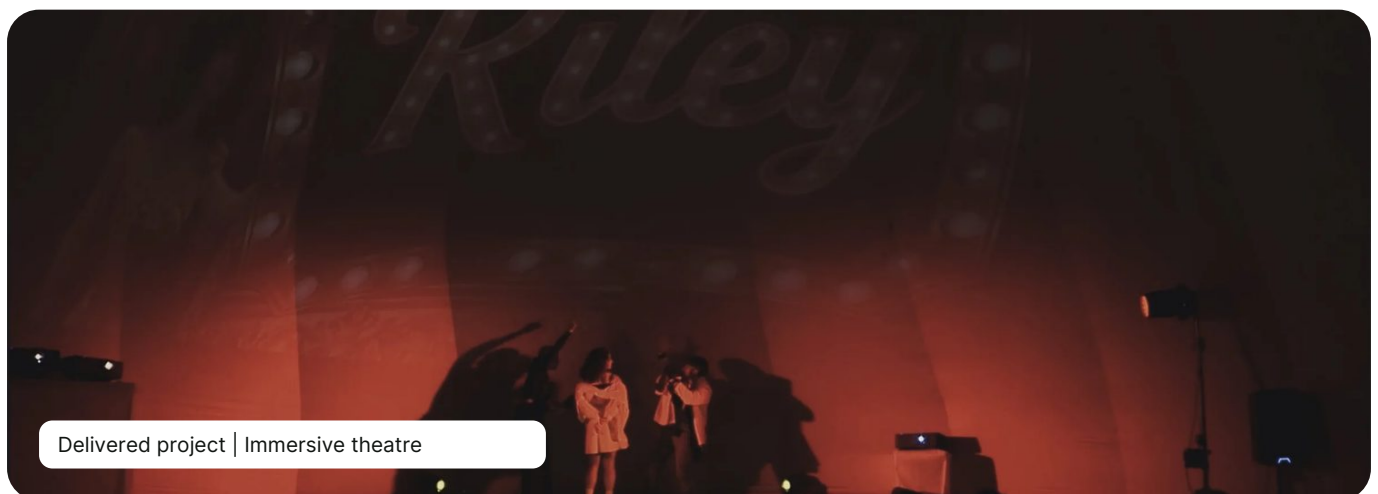
EVIDENCE DOSSIER

Immersive environment open to the public

Technical integration, production and live operation in a 14-metre geodesic dome.

STORY ROOM

Verifiable evidence, stated limitations and project application.

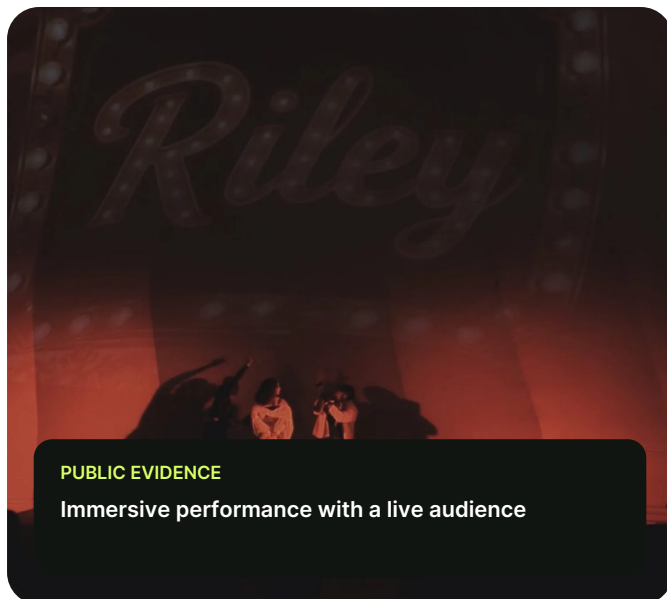


Capabilities documented in the presented case | Edition 29 August 2026

DELIVERED SCOPE

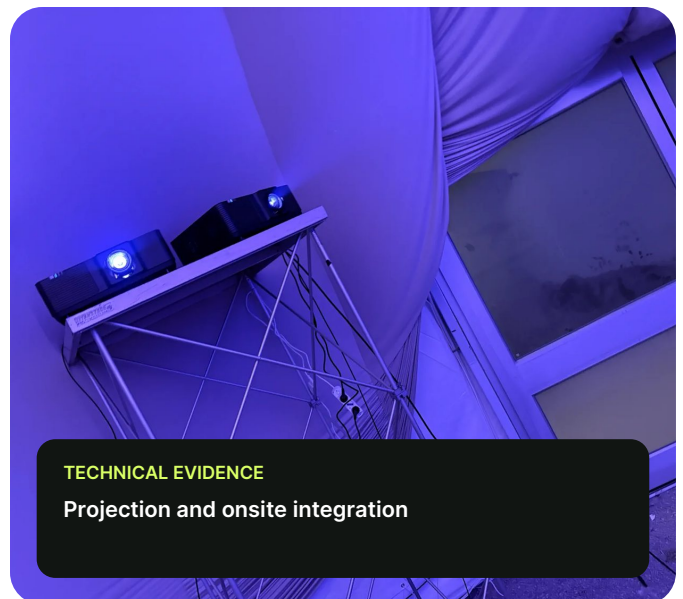
A 14-metre geodesic dome open to the public.

The project integrated the structure, internal screen, panoramic 360-degree projection, audio, lighting, fulldome visuals, cabling, control system, flooring, access and live technical production. Theatre direction: Giuseppe Brancato.



PUBLIC EVIDENCE

Immersive performance with a live audience



TECHNICAL EVIDENCE

Projection and onsite integration

14 m

GEODESIC DOME

Structure, screen and systems installed onsite.

360°

PANORAMIC PROJECTION

Fulldome visuals coordinated with staging, audio and lighting.

Live

AUDIENCE AND CONTROL

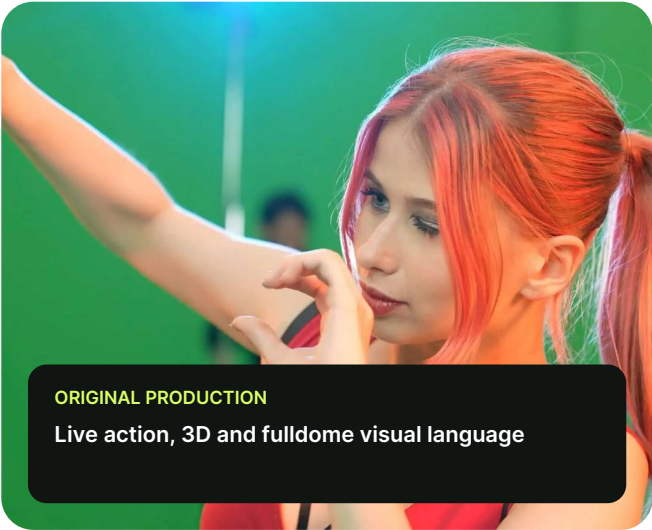
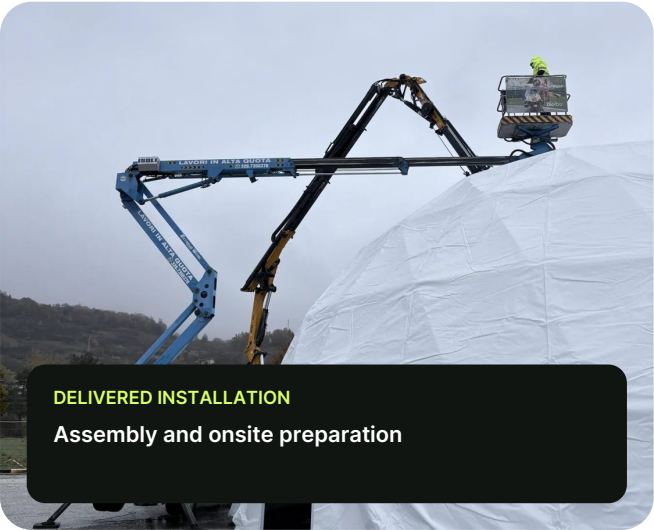
Testing, startup and technical operation during the performance.

Learn more: theusualnext.com/en/immersive-theatre

IMPLEMENTATION

From content production to commissioning.

The images show onsite work and original production. The table distinguishes what is documented in this case from activities that must be specified separately for every Story Room.



DOCUMENTED ACTIVITY	EVIDENCE IN THE CASE	APPLICATION
Audiovisual integration	structure, projection, audio, lighting and control	system architecture
Content production	filming, fulldome visuals and 3D graphics	visual language for the space
Testing and commissioning	assembly, technical tests and opening	FAT/SAT to be specified
Session operation	live technical operation	procedures and training

CORRECT INTERPRETATION

The case demonstrates immersive integration and live operation, not Story Room ROI.

The delivered project demonstrates the ability to coordinate space, media, content and operations. The standard 180-degree configuration, object interactions, SLA and economic results require specification and verification in the client's project.

EVIDENCE FROM THE DELIVERED PROJECT	APPLICATION TO A STORY ROOM PROJECT
installation of structure, screen, cabling and projection	layout, access and technical architecture based on site survey
control of images, audio and lighting in a shared space	message sequence and cues defined during concept design
technical tests, public opening and live operation	FAT/SAT criteria, procedures and training
Original fulldome production	storyline, filming, 3D and format adaptation

Review the case and request a feasibility assessment

theusualnext.com/r/en/prova

