

Milano Film Festival and Fastweb Digital Academy present "Ultrareal World", the first 360° VR Cinema in Italy

*Screenings until March 2018
at BASE, Via Bergognone 34, Milan*

Milan, 26 September 2017 - The Milano Film Festival and Fastweb Digital Academy, the new school for digital professions, aimed at promoting encounters and exchanges between young people and the labour market, present "Ultrareal World", the first 360° VR cinema in Italy. Inside BASE, in Via Bergognone 34 in Milan, a space fully dedicated to virtual reality will be created and will offer the public an opportunity to experiment with the new languages and technical innovations of the audiovisual landscape.

Inside the cinema, the public will be able to watch, using goggles provided by Samsung, footage filmed with the 360° technique used in film productions with subjective shots, still within a context based on exchanges and discussions. The footage viewing will be in fact accompanied by presentations and discussions which will contribute to promoting a sharing of experiences and the development of new inspirations.

Starting Friday, October 6 and until March 2018, thanks to a special calendar with six dates, all visitors and film enthusiasts will be able to discover and explore new film-making frontiers in a completely new fashion.

"We are very pleased to be back at the Milano Film Festival in such an innovative project for this city - declared Sergio Scalpelli, Director of External and Institutional Relations for Fastweb. "Milan confirms once again to be a true laboratory that fosters new ideas, languages and technical advances. Fastweb has been one of the first companies to believe in the potential of virtual reality. In fact, we have developed, in cooperation with Freccie Tricolori, an app which makes available, in high definition, videos shot inside the aircrafts of the Italian Acrobatic Team and a number of films for the promotion and development of the artistic and cultural heritage of some of the most beautiful Italian cities".

Fastweb Digital Academy is the school for the new digital professions. Established in Milan within Cariplo Factory, the school is financed by Fastweb together with Fondazione Cariplo and its purpose is to promote encounters and exchanges between young people and the labour market through specialised training in new digital skills. Fastweb Digital Academy actively supports the professional development of youth also in the audiovisual and animation sectors.

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