

VIRTUAL REALITY



MARCO POLO VR

A new immersive journey between Italy and China

"Marco Polo VR" is a great **3D Virtual Reality** film project realised by **Way Experience**. 

The audience will have the extraordinary opportunity to **undertake the journey of 'The Travels of Marco Polo'** along the Silk Road alongside Marco Polo, from Venice to the Chinese Empire of Kublai Khan.

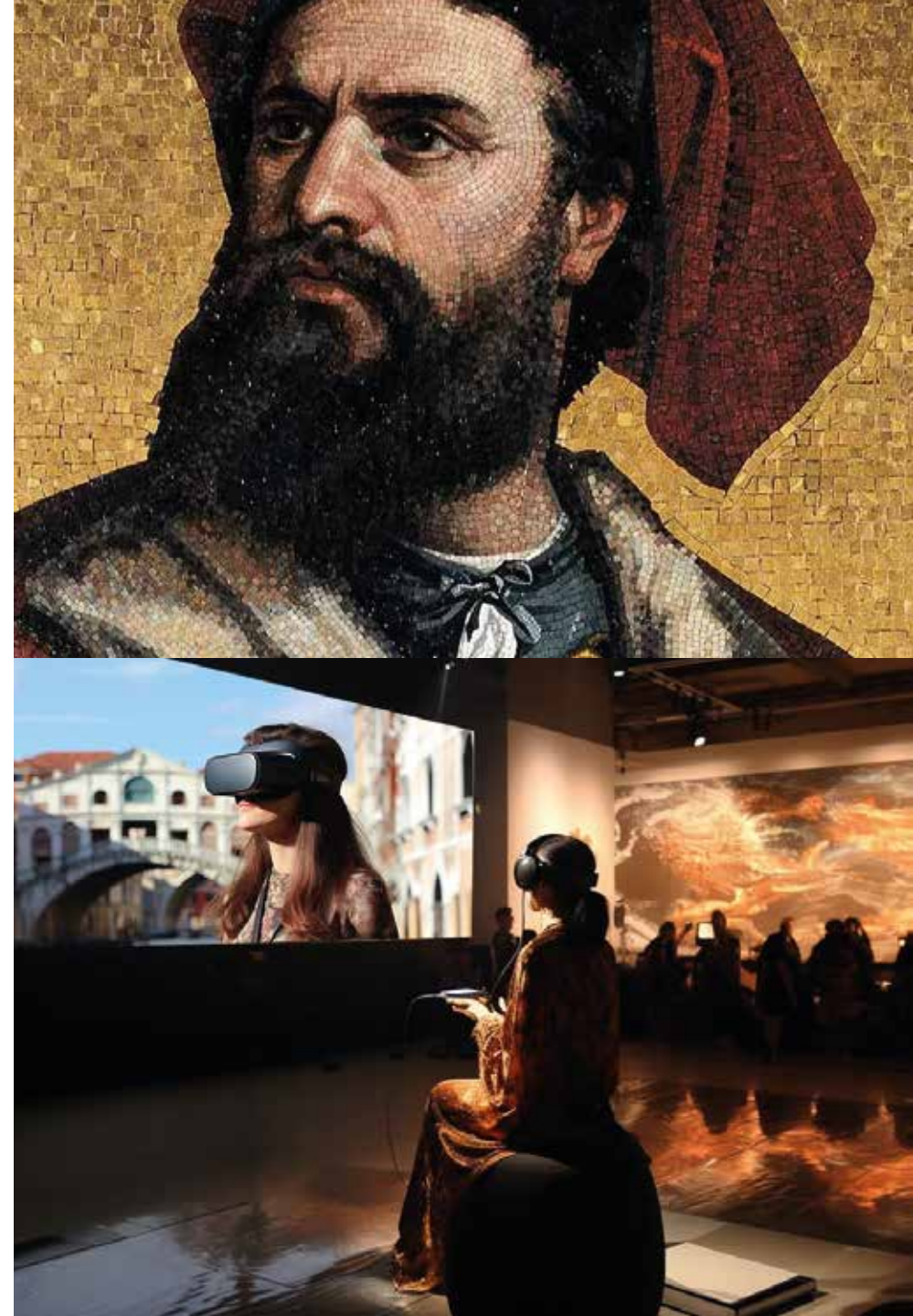
The project is designed with a duration of 8-10 minutes and 3/4 key locations.

MULTILANGUAGE

ACCURATE REPRESENTATIONS

IMMERSIVE

3DOF EXPERIENCE



MARCO POLO VR

Scene 1: Departure



Marco Polo introduces us to his legendary journey, showing us the main stages and his book 'The Travels of Marco Polo'.

Placed in his shoes, we find ourselves in Venice, ready to embark towards the unknown.

Marco Polo's home

Canals

Harbor of Venetian canals



MARCO POLO VR

Moodboard scene 1: Departure



MARCO POLO VR

Scene 2: Silk Road



We cross some stages of the impassable route to the East, amidst environments as majestic as they are desolate.

Finally, we take a moment of rest in an oasis, where we observe the treasure at the origin of this journey: silk.

Dash-e-Lut desert

Himalaya

Taklamakan desert

Oasis



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Moodboard scene 2: Silk Road



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Scene 3: China



As guests of the Kublai Khan, we cross the merchant streets of the capital Xanadu admiring Chinese art and technology.

Evening falls and, having reached the river, we are enchanted by yet another marvel: the fireworks

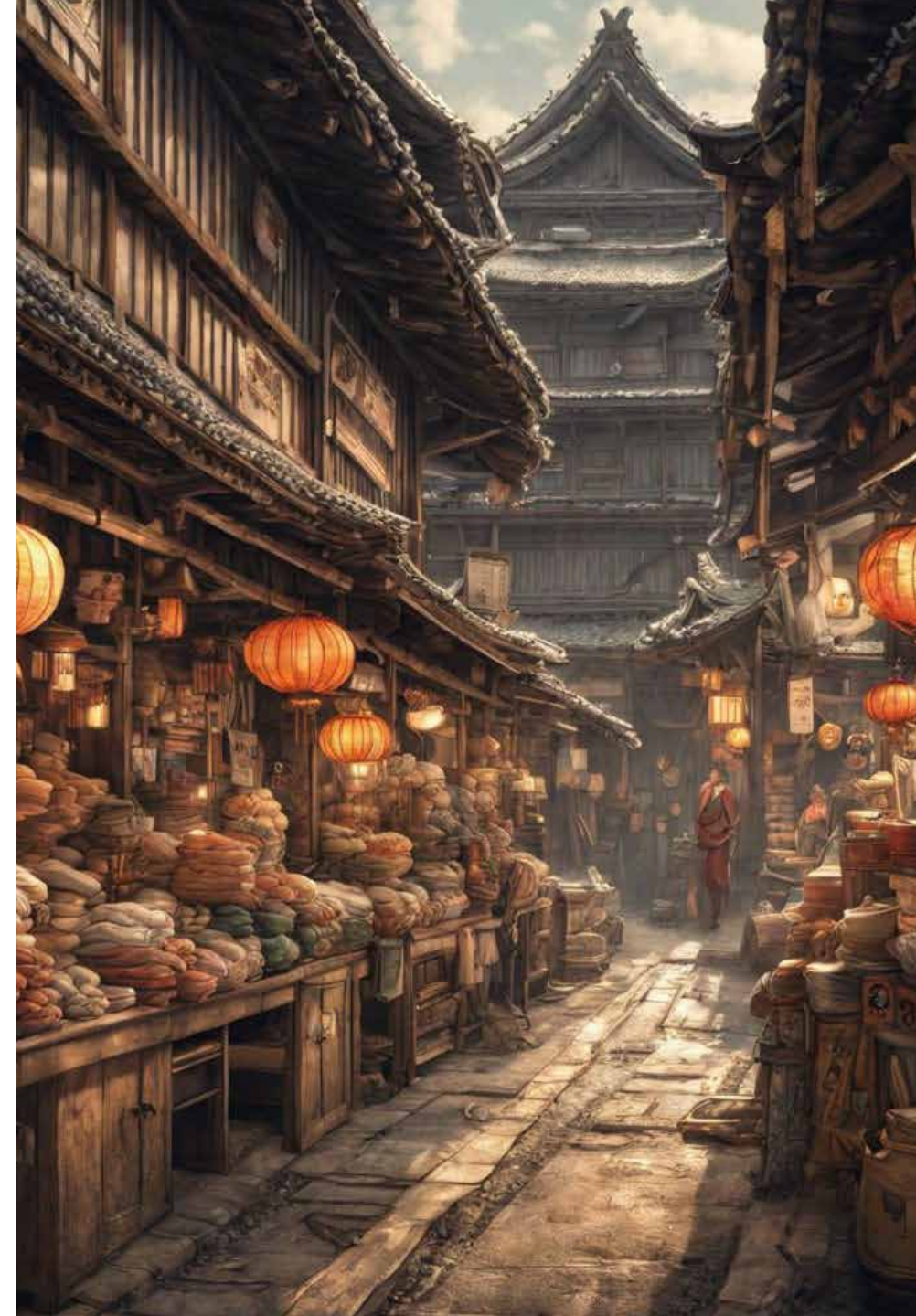
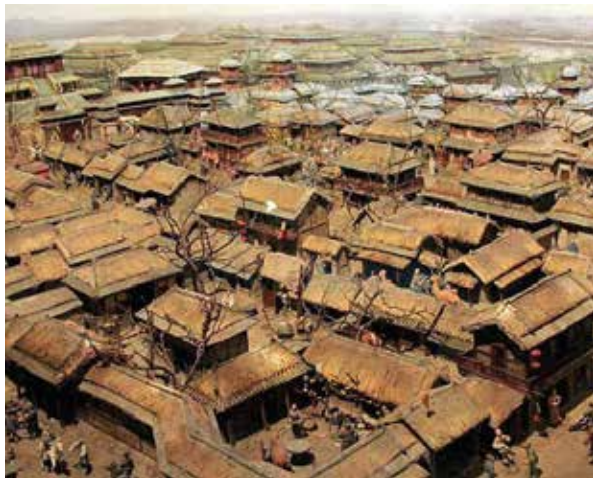
Street market

Fireworks display



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Moodboard scene 3: China



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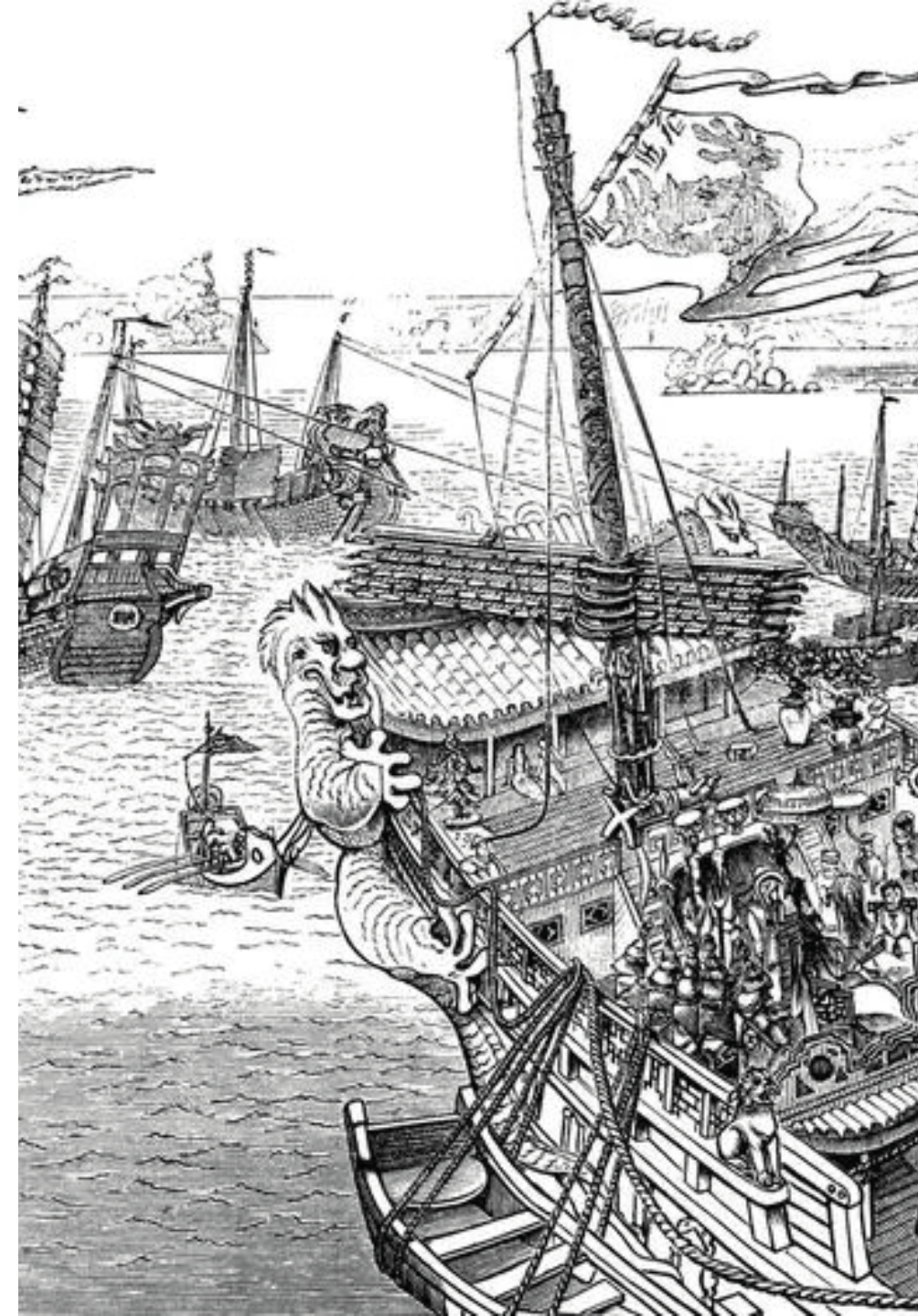
Scene 4: Return home



Back home, we flip through the pages of "The Travels of Marco Polo" while Polo tells us about the adventures on the return journey and the genesis of the work.

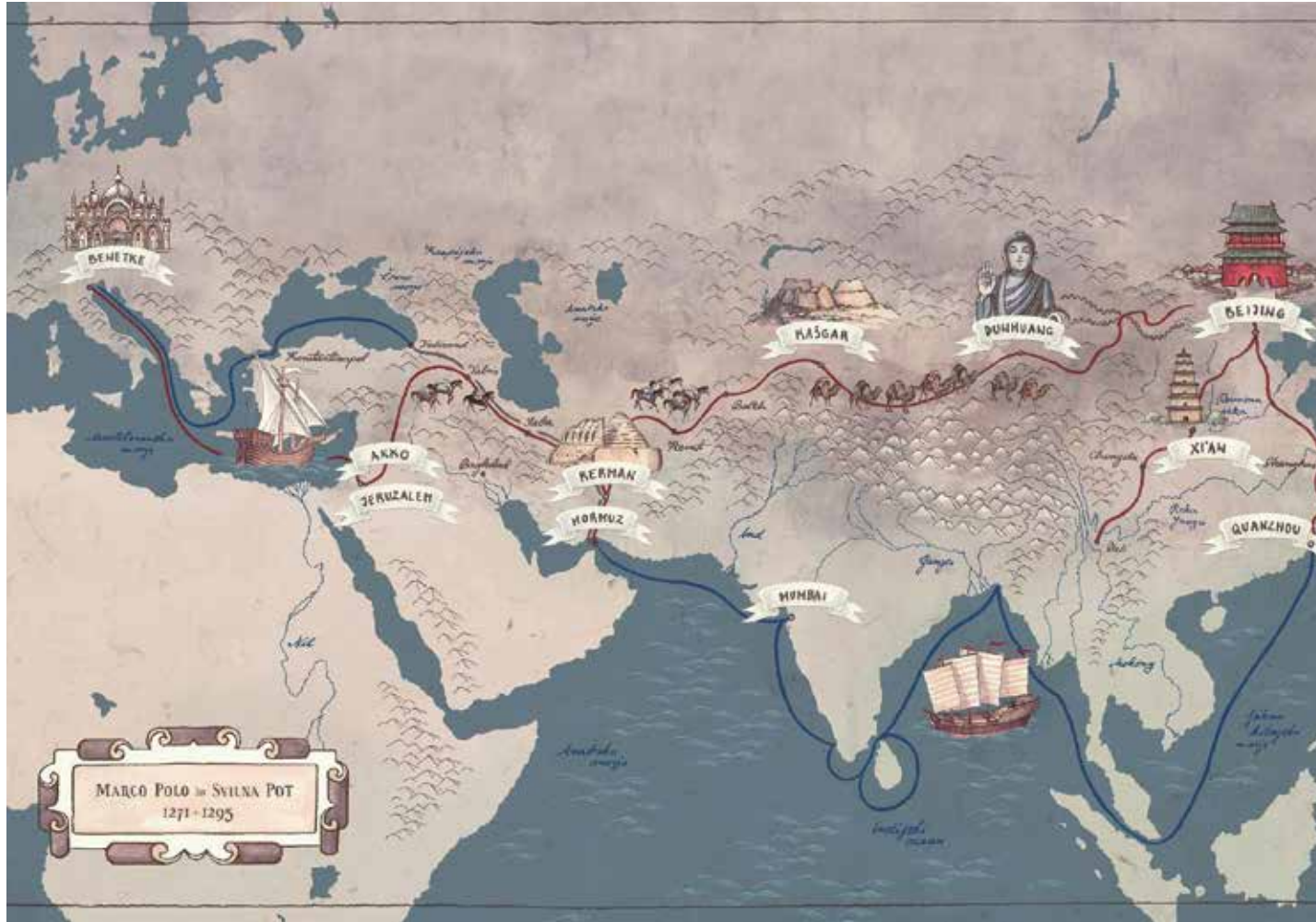
Finally, we approach the window to take one last look at his Venice.

Marco Polo's house



MARCO POLO VR

Moodboard scene 4: Return home

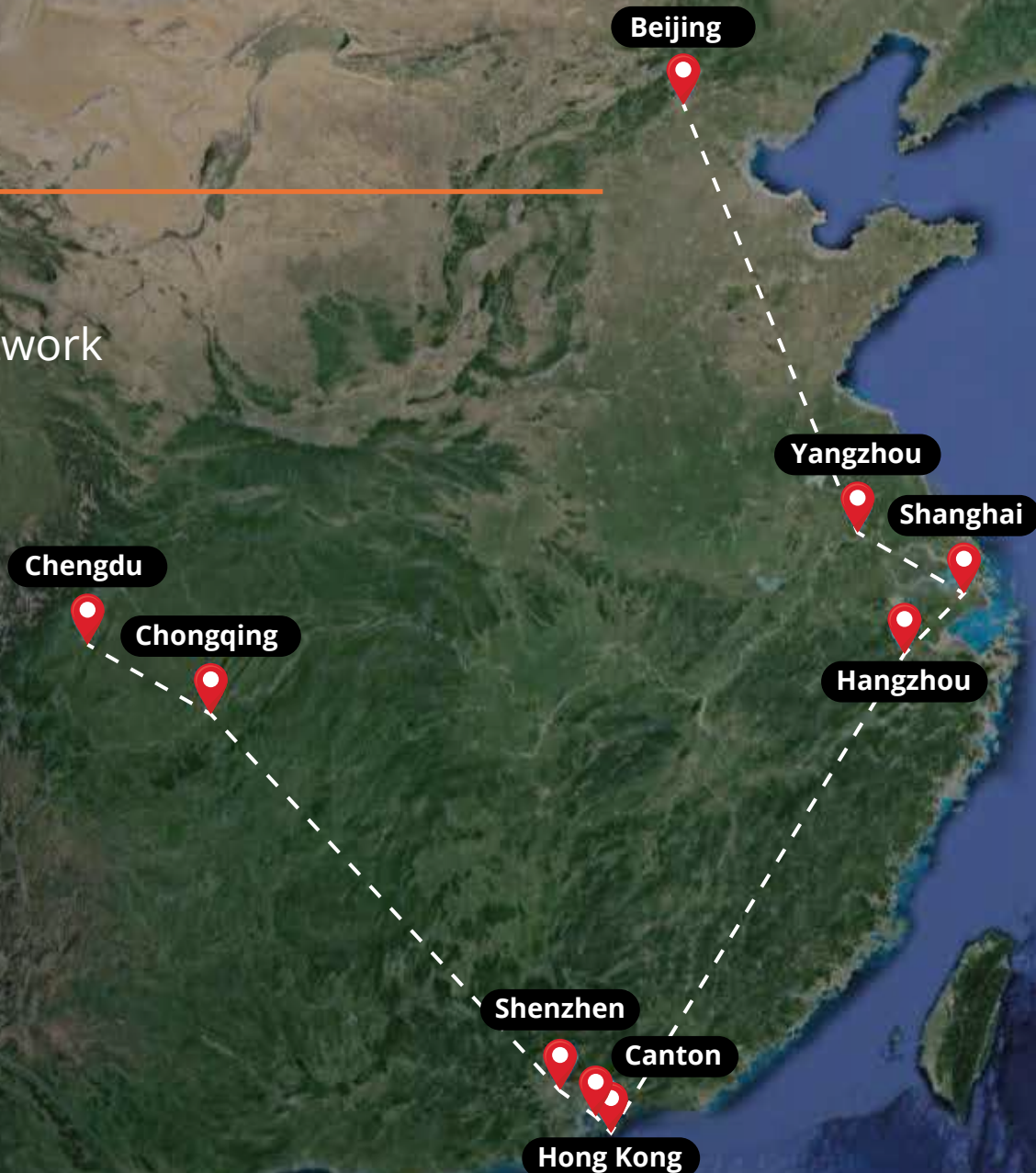


MARCO POLO VR

All stages

Marco Polo VR will be hosted
in all cities of the consular network

- 📍 **Beijing**
- 📍 **Yangzhou**
- 📍 **Shanghai**
- 📍 **Hangzhou**
- 📍 **Shenzhen**
- 📍 **Canton**
- 📍 **Hong Kong**
- 📍 **Chongqing**
- 📍 **Chengdu**



THANKS



Ministero degli Affari Esteri
e della Cooperazione Internazionale



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