



# COMPANY PROFILE



P H A N T A S Y A  
C O M U N I C A Z I O N E

[www.phantasya.it](http://www.phantasya.it)



# CREATIVE AGENCY

**In its 20-year history, Phantasya has been able to reinvent the ordinary concept of a communication agency to transform its reality into a creative agency capable of responding to any challenge with concepts and solutions with a high creative and technological profile.**

*In a word, creativity.*

Phantasya's creativity is the answer to today's complex market that needs more fast changes and continuous evolution. Phantasya Communication, specialized in integrated communication, offers an added value to the development plans of companies through solutions adapted to every customer's business. Thanks to own versatility, Phantasya guides companies from brand creation to marketing strategies. Through the creative ability of his founder and creative director Roberto Pantè, who has directed a lot of museum activities (curating design of the museum project, from the exhibition until promotional activities), Phantasya was able to forge partnerships and alliances with bodies and institutions of art's world, private collectors and prestigious international museums. The competence and the constant effort to gain high professional standards has encouraged prestigious collaborations, contributing to consolidate Phantasya's position as a stable reference point in the business landscape, operating on a global scale.

The professionalism and success in the various jobs has favoured collaboration with medium-high profile companies and has led Phantasya today to be an established presence on the corporate scene, active in a scenario with an international scope.

Below are some of Phantasya Communication's main client companies:



# Exhibition Set-Up

Phantasya is responsible for the organisation and Art Direction of exhibitions and museum routes, from the conception of the museographic project to the exhibition set-up and communication and promotion activities.





# Art direction of museum routes



Museum routes are designed on the basis of storytelling, designed to transform each exhibition into an experience. The public's imagination is stimulated by the fusion of creative elements: multimedia exhibits, route scripts, documentaries, original soundtracks, communication activities, creation of brand and visual identity, exhibition design, architectural design, lighting design and language adaptations.









# Graphic & Web Design

An effective visual identity is a necessity shared by all sectors, from public to private. This is why we realise on and offline creative projects ranging from brand identity, packaging to website.

Graphic Design is the creation of new solutions in the field of visual communications. In its domain is the creation of logos, web interfaces, communication media, animations; everything a company needs to graphically express its identity, direction and goals.





# Video

Thrilling is not for everyone. It is perhaps the most complex challenge for those who tell a story, but through the creation of atmospheres, colours, sounds, dialogues and moving images you can strike the emotional sphere of those who receive it.

Phantasya takes up this challenge on a daily basis and specialises in the production of videos with a cinematographic slant intended for museum tours and brand promotion. It produces documentaries, corporate videos, commercials, branding videos, series and promos from script to post production to tell the story of its clients

## CGI & VFX

CGI and visual effects amplify the impact of audiovisual productions with new and magical computer-generated elements.

A person is shown from the back, wearing a black VR headset. The background is a blurred indoor setting with warm lighting and other people, suggesting a public event or exhibition. The text is overlaid on a semi-transparent white rectangular area.

# 3D Digital Design Cultural Heritage Industrial Design

Phantasya creates 3D models for various sectors, including industrial, medical and cultural heritage conservation. It uses modelling, texturing, lighting and rendering to develop three-dimensional forms for inclusion in virtual spaces.

Its technology helps to preserve and digitise ancient works, creating immersive experiences for the public. It also provides advanced design solutions for industry.





# Photo Shooting

A message, a story, a feeling captured in a shot: the most exciting technological revolution of all time, but also one of the pillars of advertising.

Phantasya realises photo shoots that tell paths and identities through the study of atmospheres and scenographies capable of adding value to the subject to be promoted.



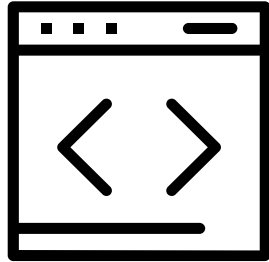




# Social Media Marketing Content Creation

An effective social media presence enables companies to increase visibility, brand reputation and improve positioning in the minds of consumers. It also helps to build customer loyalty by establishing a direct relationship with the target audience. To achieve these goals, it is important to study the messages, language and visual elements that strengthen the relationship

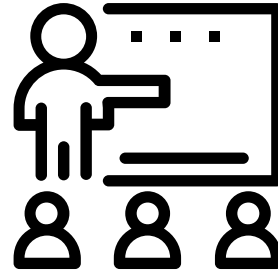
with the target audience and to choose the right communication channels. Phantasya's communication projects include editorial plans for the periodic distribution of content through websites, social media and e-mail marketing campaigns to ensure a proper flow of information.



## SEO & Web Marketing

Traceability on the web is a key component for a company's success. Through campaigns that integrate different actions, we enable our clients to position themselves better on the web.

Search engines and the position of certain results have a key value in this scenario, often determining the positive or negative reputation of a company. This is why it is important to study the right strategy and ensure optimal indexing of sites through constant work on keywords, link exchange, and onsite and offsite activity phases.



## Event Planning

Events constitute a moment of interaction and direct dialogue with the public, and for this reason they have an essential communicative and relational value in the management of relations with the target and stakeholders.

Phantasya organises promotional events, cycles of events and high-profile institutional appointments, with the aim of launching or promoting a product or a company, creating discussion spaces for the dissemination of various topics, exchanging experiences and synergies, from which business opportunities and useful proposals for economic and social development at local, national and international level may emerge.



## Press Office & Press Review

Phantasya uses the resources of the web and the media to enhance its clients' reputation and provide accurate information on events and products.

It also organises press conferences and monitors news to provide industry analysis.





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