BCAA is an interactive design agency specializing in rich user experiences, allowing people to uniquely experience, understand & share.

Established in 2007 by Mirko Arcese, BCAA’s integrates strategy, design and engineering to build human-centered interactive digital experiences.

With a strong multicultural experience, a multidisciplinary team and a diverse design portfolio, BCAA design brand activations, virtual reality, augmented reality, interaction design, augmented performances and edutainment.
Brand Activations takes attendees engagement to the next level, as a novel way to engage audience and enhance the event experience.
Dubai Tourism launched the “largest ever” experiential activation at London’s Waterloo station. The campaign featured interactive 360° video gaming, virtual reality displays and optical illusions, which show Dubai’s iconic mirage-like characters on the concourse: from skydivers and camels to scuba divers and falconers.

BCAA realized the entertainment toolset and a data management system in order to collect and synchronize data, deliver prizes and connect website to onsite installations.
New Balance asked us to conceive and deploy an in-store activation for the launch of their new shoe “Fresh Foam 1080 Limited Edition”.

We employed fitness tracker sensors and Kinect motion capture in order to analyze the guests biometrics and generate a real-time 3D art depiction of their body along the lines of the main concept “Always In Beta”.

Graphics and audio, generated in real-time, gave the guests a unique and remarkable experience, where - while running - they created “fitness art” through millions of dancing particles.
For Nido Star campaign in middle-east we realized a touchscreen user experience: three 6-12 targeted smart games, giving product insights to parents and brand overview to the client. The activation has been deployed in three countries and spread in several points of interest, exceeding the client’s expectations in term of user engagement and positive feedback. Fully replicable, all software instances were connected through internet and managed from a web application, in order to give remote assistance and handle profiles data.
For the launch of new BMW Mini, we had an ambitious brief to fulfill: stimulate guests with direct participation, add new followers to the Mini Facebook page while underline the new "social network mode" of the BMW iconic car. BCAA developed a custom software solution connected to the brand Facebook page, where event's guest could post status updates, comments and "selfies". A tailor-made content filter tools allowed a moderator to filter user-generated content.
Shanarà

BCAA designed and realized this table for Shanarà, a new brand bar in Rome: an exclusive venue with walls made up of marine salt.

Over 7 meters wide, the I-Bar matches the environment lights in order to get a full style match.

BCAA managed both digital and masonry and delivered a fully integrated interactive bar table which became the venue’s distinctive feature.

I-Bar

Client
Shanarà

Tags
brand activations, interactive table, gamification, digital masonry

Tools
VVVV
Reaktor
MoCap
Virtual Reality is the use of computer technology to create a simulated environment. Unlike traditional user interfaces, VR places the user inside the experience, and lets him interact with it.
Hawaiian Airlines

In partnership with GOOOD.it, BCAA realized this ambitious virtual reality project for Hawaiian Airlines. More than 12 months of research and 20 people involved, 9 weeks of tests, hundreds of 3D elements, thousands of hours to process the data in order to perfectly previsualize the most innovative cabin in every detail. A realistic and immersive experience, allowing designers and engineers to visualize and interact with the new Hawaiian Airlines first class experience.

Virtual Reveal

Client
Hawaiian Airlines

Agency
GOOOD.it

Tags
virtual reality, previsualization, aviation, engineering, immersive, interactive

Tools
Unity, Amazon AWS, Touch Screen, Oculus Rift
Flight Experience is a virtual reality interactive experience available at the Naples International Airport. The project started around the idea of a full immersive flight experience in order to showcase the Neapolitan territory, involving sponsors and local terminal facilities, and include a tool to benchmark and analyze the customers behaviour.

Available on both VR headsets and mobile phones, the project frontend allows the client to add geo-localised 3D models and video assets inside the flight experience.

Client
Naples International Airport

Tags
virtual reality, aviation, virtual tour, immersive, interactive

Tools
UnityAmazon AWS
Oculus Rift Leap Motion
VVVV
**Jeep** had a unique challenge: how to avoid physical test-drive in their showrooms while giving the end-user an immersive and realistic driving experience, showcasing the product. We realised a 360° video recorded with a professional driver on a pro track. The customer can choose where to "drive", while a "picture in picture" video explain the vehicle's features. This VR deployment was updatable and manageable by a web application, in order to update its contents when new car models get into market.

**Client**
Jeep

**Agency**
Xister, Osc Innovation

**Tags**
virtual reality, 360° video, brand activations, automotive, test-drive

**Tools**
Unity, Amazon AWS, Gear VR
For its new **AianaWave** Jet interior design, showcased at **EBACE2016** in Geneva, **Asana** asked **BCAA** to build a stereoscopic VR interactive experience. The potential customers are immersed in a 1:1 spatial environment, fully interactive, thanks to realtime lighting and natural user interface (following their hands gestures).

**Agency**
Asana

**Client**
Yasava

**Tags**
360° stereoscopic video, virtual reality, previz, interactive design, hand gestures

**Tools**
Unity
Oculus Rift
Leap Motion
In collaboration with the client’s internal media agency COOP OnScreen, BCAA realized a virtual store, showcased at EXPO2015. This is the agency’s first outcome of R&D on VR and Leap (hand gesture recognition) technologies integration. We hence developed an ergonomic user interface with positional audio, allowing the users to “touch & know” the product line within the digital store, setting the bar for future COOP virtual market experiences.
Interaction Design is the practice of designing interactive digital products, environments, systems and services. While IxD has an interest in form (similar to other design fields), its main area of focus rests on behaviour.
With the BCAA voting system for "Drones For Goods" and "Robotics for Goods" awards the judges could vote using a dedicated web-app, while direction managed all data and display results for partial, semifinals and finals.

With a web front-end the organisers were able to check in real-time the voting process and make sure all entries were verified and timestamped correctly, while monitoring the data flow using their administrative credentials over our SSL encrypted cloud server.

Client
The Executive Office

Agency
Prisme International

Tags
interaction design, voting system, touch screen, real time, SSL encryption

Tools
Unity, Amazon AWS, VeriSign SSL, Touch Screen
In order to allow event’s guests to interact with actors and stage, we built a webapp based live tool to give the hosts responsive feedback and interaction, performing realtime polls and votations and creating the opportunity for moderators to introduce the guest comments as topic.

The whole system is managed with a Director application, allowing moderation of incoming messages and driving the correct data to the display’s devices, with Facebook and Twitter integration.
For the opening of the MUSE Museo delle Scienze in Rome, designed by Renzo Piano, BCAA deployed a set of nine installations to underline the concepts of Creative Agorà, Smart Cities and Hyperculture. Involving visitors of all ages, the installations were particularly successful among a younger audience.
For Milano’s BIT2012 expo, the Italian leading Travel Industry exhibition, Alitalia asked BCAA to deploy an interactive game, showing the flagship airline new routes and European destinations.

Tools
- VVVV
- Kinect
BCAA realized different interactive installations for the ENEL Expo in Milano.

Placed at Bocconi University, installations are aimed to talk about SmartGrids and Energy history through an intuitive walking path and simple yet effective interaction designs.
BCAA realized interactive environments and installations at ENEL Expo in Red October Gallery, Moscow.

Eleven installations were conceived to explain and interact with the concept of SmartGrids, and featured custom motion capture system, face tracking and audio/video interactive contents.

The whole exposition was developed considering multilanguage needings and a peculiar contents info path.
Scenatior is a health themed convention that took place at Rome Auditorium Hall “Parco della Musica”. Lasting two days, it hosted more than two thousand guests with twenty discussion panels. BCAA software allowed guests, who connected to the internal wi-fi, to be automatically redirected on the event’s web app, receiving informations around the schedule and the current talk, answering polls in real-time, posing questions, animating the talk and contributing to an interactive guest profile infographic, projected on-screen.

Client
Ministero della Salute

Agency
GOOD.it

Tags
interaction design, social interaction, conference, moderation, social media

Tools

Scenatior
The Social Cave is an interactive installation developed by twenty-four international students of the Research Lab Non-Linear Solution Unit.

Using the latest 3D motion capture technology, the application "reads" human behaviours combining two different stages into one virtual space: the wall physical limit becoming the interactive social scene.

The installation explores the idea of socialization into the contemporary age by reinterpreting the notions of physical and digital meeting.

Client
Columbia University

Tags
interaction design, social interaction, art, installation, virtual space, university research

Tools
Reaktor, VVVV, Kinect
Oracle prototype has been engineered and realized by BCAA for the multimedia artist Luca Pozzi and deployed at the Grimmuseum in Berlin.

Optical space-time information are transferred through the web to translate ultraviolet painting into destination portal.
Unioncamere

BCAA designed and developed an interactive space where visitors had the chance to interact with a mediterranean environment, fishes and seascapes included.

A 90 meters wide realtime 3D environment surrounded the area, while multi-touch devices with educational software were developed to engage a younger audience.

Client
Unioncamere

Tags
interaction design, installations, exposition, museum, gamification, edutainment

Tools
VVVV
Flash
MoCap
DigitalLife2

3DOM is a system capable of interpreting the human body in its movements, making it the author of optical projections, sound vibrations, and interactive audio-visual stimuli.

An interactive space designed for the human body experience, where the presence and movement are both generative and cognitive.

Client
DigitalLife2

Tags
interaction design, installations, exposition, museum, gamification

Tools
Reaktor, VVVV, Kinect
Augmented Performance augments the expressive range of possibilities for performers and stretches the grammar of the traditional arts, in a research towards musical and graphical augmentation of human movement.
Royal Opera House

BCAA realized a fully interactive stage for this spectacular show, initially staged at London’s Royal Opera House, where Gilbert & George images are translated into a realtime graphics flow.

Jean Abreau’s movement are scanned by a double motion capture setup, with every move of the performer translating into an interactive audio-video environment, leading to a unique result on every performance.

‘The digitally manipulated visual effects are mesmerising... Abreu’s charisma is impressive.’

Clients
Royal Opera House
JAD
London Art Council

Tags
augmented performance, contemporary dance, theatre, transmedia, motion capture

Tools
Reaktor
VVVV
Kinect
"Dress On Dress" is a Diesel tour which aims to introduce a "WOW factor" into the Italian firm’s branded events. The client brief was “to surprise guests while communicating their brand and expose their product in a novel way.”

BCAA realized mannequins mapping to show concepts and a new fashion line, plus an interactive installation which is intended to let people play inside an immersive audio-video environment.

**Clients**
Diesel

**Agency**
PRY

**Tags**
augmented performance, mannequin mapping, fashion, projection mapping

**Tools**
Reaktor, VVVV, Kinect
QOOOPA is an audio/video interactive installation, which synthesizes music by analyzing the guests spatial relationships like position, distance, acceleration and angles thus generating and projecting an immersive video environment.

The installation is divided into two parts, melodic and rhythmical, alternated every sixty minutes.

Client
Roma Creativa

Tags
augmented performance, interactive installation, human step sequencer, arts

Tools
Reaktor, MoCap, VVVV
Education and entertainment frequently intersect, and when they do, we can enjoy the best of both worlds: rich delights and profound learning.
An edutainment interactive game developed for a teenagers audience, **Trenopoli** teaches about the advantages of train transportations and the consequent reduction of CO2 emissions.

Using **LeapMotion** to track hand movement, the kids can relocate the game characters towards "eco-friendly" destinations, in a sim-city like environment.
BCAA designed and realized this interactive game for Eroski, one of the leading Spanish supermarket chains.

Based on nutritional facts related to off-the-shelf products, the game features database connections, e-mail integration, online statistics, and Facebook connection.

Installation was activated concurrently in 100 different malls and created a huge data set, representing a powerful customer profiling tool for the client.
"I Colori di Giotto" interactive room was designed and built to offer a unique experience of the Italian painter’s "La regola". Starting from the original art piece, BCAA has built the scene in 3 dimensions, realizing a "live" version of the painting, where characters are animated, perspective is "corrected" and the meeting between San Francesco and Innocenzo III can be experienced in a 1:1 scale. A smart motion capture system let the audience control the view angle, zoom and perspective adjustment, giving users full control over the immersive 3d painting.

Client:
CNR-ITABC

Agency:
Museo Frumentario

Tags:
edutainment, government, heritage, immersive, arts, VR

Tools:
MoCap, VVVV, Unity
Meant to be a touring activation, the Musei Vaticani Interactive area consists of three separate installations, giving visitors a chance to experience some of the Vatican Museum areas which are normally close to the public.
Poste Italiane needed an interactive activation to engage a younger audience in order their awareness on themes like Privacy, Social Networks, Internet Security.

BCAA developed the project from concept to execution, immersing the kids in a virtual “cyberspace” while communicating the key concepts of the campaign.