

AA *alter
agent*

ABOUT



MANIFESTO

I Tell Stories_____Build Other Worlds
I Take Action_____Provoke Reaction.
I Dare You To See_____Through Other's Eyes.
I Am Many_____I Am no One.
I Am an Alter Agent.

WHAT

Alter Agent is a creative production studio based in Milan and Tokyo that combines XP design, media arts, and technologies to create *immersive experiences for social causes*.

WHY

Alter Agent strives to raise awareness about *human and environmental rights* among a wide audience, using the emotional power of immersive entertainment.

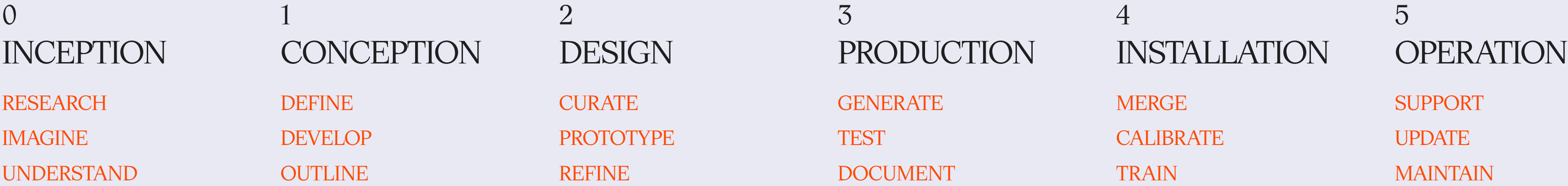
HOW

Alter Agent teleports people to *a not-so-distant future*: fragments of parallel dimensions, blending the boundaries between fiction and reality.

PROCESS

AA alter agent > Company Profile

Technology
Storytelling
Scenography



Comprising six steps and three creative fields with specific stage gates, our process is designed to ensure a harmonious, cohesive experience for both the team and the client. At the center of everything is always the storytelling, the idea, the cause.

PEOPLE PARTNERS

FRANCESCO FIORE

EXECUTIVE PRODUCER/FOUNDER

Across over twenty years of managing experience in Europe and Asia in the live and digital entertainment industry, Francesco has been producing a series of immersive experiences, worldwide touring shows and live concerts working closely with top IP's and international artists such as **Namie Amuro, Arashi, Twice, BTS, Hello Kitty, Gundam, Naruto, One Piece**, and more. More than a decade of experience living and working in Japan: initially with **On The Line** group Francesco gained the touring production experience while managing shows globally; then in 2018 he came onboard **Moment Factory** to lead the company in Japan, Korea and surrounding markets. A precious opportunity to manage the award-winning **Lumina immersive shows** series, work on the 2020 **Olympics closing ceremony** in Tokyo, and collaborate with **Sony, Universal, Bandai Namco**, and **Panasonic**.



MARIANO LEOTTA

CREATIVE DIRECTOR/FOUNDER

Mariano's international experience spans across the globe, fostered in design capitals such as Milan to Berlin, from Dubai to Montreal. A professional journey commenced with impactful creative endeavors centered around social causes and human rights. This distinctive perspective permeates all of Mariano's original artistic creations, ranging from multimedia installations to interactive performances and immersive experiences, recognized at esteemed international art events, such as the **Moscow Biennale, Mediterranea, Milan Design Week, ISEA**. In 2015 Mariano moved to Montreal to join the world-class studio **Moment Factory** as a director, having the privilege of creating immersive shows for international clients such as **BMW, Mercedes, Royal Caribbean**, and high profile artists such as **Red Hot Chili Peppers, Childish Gambino, Namie Amuro, Sodagreen**, among many others.



CARMELO AMENTA

PRODUCTION DIRECTOR/PARTNER

Carmelo has worked across Milan, Dubai, and London, rising from a hands-on technician to a Production Director for high-profile events worldwide.

His extensive portfolio includes iconic projects like the Danish House during the London 2012 Olympics and SKY UK's 2020 Tate Modern Series.

With an experience spanning diverse events, he brings a versatile approach to every project.

PEOPLE TEAM LEADERS

FEDERICA BOLOGNA

SCENOGRAPHY DIRECTOR



Federica is an accomplished production designer with extensive experience in the motion picture industry. Her notable collaborations include working with Golden Lion nominee Giuseppe Capotondi and Academy Award nominee Luca Guadagnino.

AUDE GUIVARCH

MULTIMEDIA DIRECTOR



Aude is a French-Canadian Media Artist, Digital Artist, and Director. Her professional experience as a Creative & Multimedia Director for shows and concerts includes collaborations with industry giants such as Billie Eilish, Olivia Rodrigo, Madonna, Muse, and Ed Sheeran.

CLAIRE CHRISTOPOULOU

THEATRE DIRECTOR



Claire is a theatre director, actress, and dramaturg. As a founding member of the company *Anthropos sti Thalassa*, she has created and directed theatrical, interactive, immersive, and site-specific performances since 2010. She has also performed with major companies, including the National Theatre of Northern Greece, Sfendoni Theatre, and Cirque du Soleil.

JÖRG TITTLE

SCREENWRITER FOR RED PLANET 3009



Jörg is a writer, producer, and director specializing in plays, films, and video games. His notable successes include the critically acclaimed "2+2+2" at the King's Head Theatre, the short film "Battle for Britain" (starring Julian Glover), and the West End success "FIESTA" (The Sun Also Rises).

GABO GESUALDI

MULTIMEDIA DIRECTOR



Gabo has directed content and large-scale multimedia experiences for renowned artists including Madonna, Nine Inch Nails, Phish, Justin Timberlake, Jay-Z, Skrillex, Swedish House Mafia, Jain, and prominent Asian pop stars. He has also helped shape immersive experiences for major clients including Royal Caribbean, Disney theme parks, Cirque du Soleil, Sony, and contemporary art museums.

EMANUELE FOTI

CREATIVE TECHNOLOGIST



Emanuele is a creative technologist who bridges artistry and innovation in live events. He specializes in video projection design, theatrical scenography, and immersive and interactive installations. Among his prestigious collaborations are Placido Domingo's world tour, the London 2012 Olympics, the Globe Soccer Awards, Ferrari's World Tour, and Bulgari's Serpenti immersive experience.

EXPERIENCES

ORIGINAL PRODUCTIONS *For 2026 Release*



CAST FOR MARS

Entering Cast For Mars means stepping into a movie set where the story unfolds at the edge of fiction and reality. Through a blend of live performance, SFX, scenography, and multimedia storytelling, participants embark on an unforgettable journey that explores not just the colonisation of Mars but also the pressing issues of human cohabitation and ecological sustainability on Earth.

Click here for teaser.



RED PLANET 3009

Red Planet 3009 is a mission on Mars seen through the “eyes” of a Rover-AI that pulls viewers into an ambiguous yet plausible time-space dimension.

A visit to the Red Planet in the year 3009.

An entertaining voyage, and an occasion to explore what may happen, and what we may be leaving behind.

Click here for teaser.

ORIGINAL PRODUCTIONS



EMERGENCY EXIT

A ground-breaking experience that merges theatrical elements with multimedia technologies. Visitors are catapulted into an interactive movie set, a dystopian dimension where they perceive the ominous threat of a nuclear apocalypse getting closer.

[Click here for teaser.](#)



CYBER PLANTS REVOLUTION

In a dystopian future, plants are tired of being abused, so they deliberately merge with machines and cyberspace to enhance their powers.

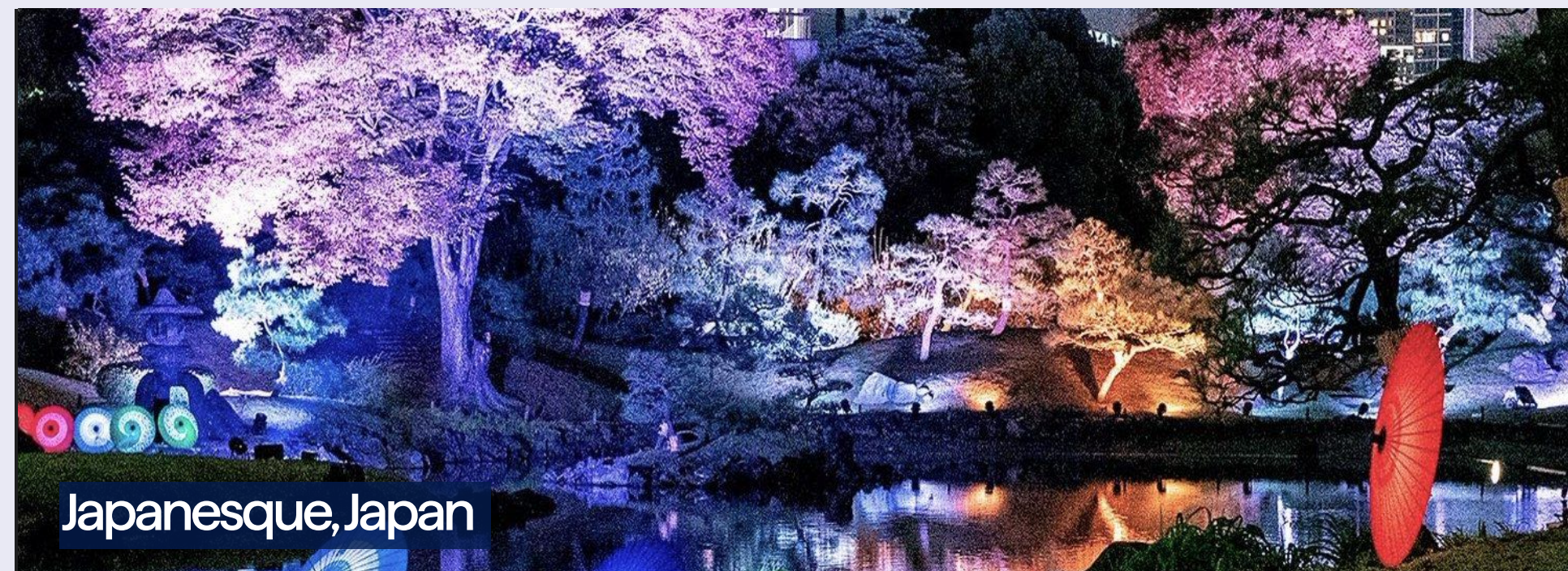
Embark on an immersive journey into a fantastical realm where real plants intertwine with technology.



SŌZEN

An oasis of peace in the heart of the city, and a refuge from the hectic bustle of urban life. An immersive dive into a Japanese Zen lifestyle, offering an occasion to take a break, reconnect with your inner self, and discover unexpected harmony.

[Click here for teaser.](#)



Japanesque, Japan



Magical Shores, Singapore

Outdoor
Multimedia
Experiential



Blue Room, Japan

1A10 is a label created in a joint venture with the Japanese studio 1-10 for bringing to global audiences multimedia art, immersive & interactive experiences as a n authentic expression of the modern and traditional Japanese culture.

1A10.net - 1-10.com



Beautiful Bangkok, Thailand

Augmented
Interactive
Installations



Cyber Boccia, Japan



Cyber Wheels, Japan

JOIN THE MISSION

GET IN TOUCH

ALTER AGENT

MILAN ■ Via Paolo Sarpi 11, 20154

TOKYO ■ 東京都品川区東品川2-2-8 スフィアタワー天王洲7F

Email skn@alteragent.net

Whatsapp [+39 338 946 2889](https://wa.me/393389462889)

Telegram [Skn14](https://t.me/Skn14)

ALL RIGHTS RESERVED UNTIL FURTHER NOTICE. ALL IDEAS, DESIGNS, LAYOUTS, AND CONCEPTUAL APPROACHES REMAIN UNDER ALTER AGENT COPYRIGHT UNTIL TRANSFER OF USER RIGHTS. ANY IMAGERY USED WITHIN THIS PRESENTATION IS ONLY USED FOR MOOD IMPRESSIONS AND NOT TO BE SHOWN OR PUBLISHED TO ANY THIRD PARTY AS NONE OF THE USED IMAGES ARE OWNED BY ALTER AGENT OR THE CLIENT.

