

## **The company - A brief presentation**

Panebarco & C. was founded by Daniele Panebarco and his sons in 1995 with the purpose of creating new contents for the developing multimedia communication industry.

After a few years the company became leader in the Italian multimedia market, projecting and realizing the whole De Agostini Multimedia catalogue for kids.

Among all the titles, Omnia Junior, the bestseller Italian multimedia encyclopedia for kids, and Base Terra, a digital atlas for kids, both winners of prestigious international awards.

Panebarco & C. also realizes tridimensional reconstructions, video and 2d and 3d animation.

Between 2002 and 2003 Panebarco & C. realizes the digital reconstruction of two archeological sites set in Ravenna, Domus dei Tappeti di Pietra and Domus del Triclinio.

Furthermore, since 2001 the company has been developing the system software Exhibits3D; the software was recently adopted in a project involving the Italian Ministry for the Cultural Heritage and Activities.

## **Members of the team**

The team is made of 6 members: Daniele Panebarco, Marianna Panebarco, Matteo Panebarco and Camilla Panebarco (also members of the company) and Matteo Agostini and Michele Molducci.

**Daniele Panebarco**, managing director and founder of Panebarco & C., begins his career as cartoonist. For more than 20 years his comic strips are published in the most important Italian comics magazines; in 1980 he wins the prize Yellow Kid, a sort of Oscar for comics.

At the end of the 80's his interests move towards new technologies and he works at some multimedia projects; in 1994 Giunti Multimedia publishes his first interactive adventure and then the cooperation with De Agostini Multimedia begins.

In 2001 he has the idea of creating Exhibits3D, a system software thought for galleries and museums, but now considered also as an innovative editor of multimedia and multichannel products.

Volcanic forge of projects and ideas, Daniele personally follows and supervises their realization.

**Marianna Panebarco**, the eldest daughter, got her degree in foreign languages in 2001. After several working experiences in Italy and abroad, she starts working actively in the company in 2003. She is mainly in charge of public relations and fund raising but she also follows and coordinates projects.

**Matteo Panebarco**, grown up with movies and videogames, he is a real PC artist. Versatile and imaginative, he skilfully uses graphic, 3D modelling and editing softwares, and he is endowed with an incredible sensibility for narrative and musical rhythm. He directs Panebarco cartoons and tridimensional videos.

**Camilla Panebarco**, the youngest daughter, is studying informatics at Ferrara University, but she has already been working actively at several projects,

thanks to her technological skills. Moreover she is in charge of the company websites (Panebarco.it, now under construction, and Exhibits.it).

**Matteo Agostini**, software programmer and genius of the binary universe, he started working with Panebarco & C. when he was still at high school. His digital intelligence made it possible to realize the program Exhibits3D. At the moment he is working at the upgrading of this system software.

**Michele Molducci**, the so-called "man of polygons", is a young and skilfull 3D designer. Thanks to his know-how and his search for innovative solutions in the field of tridimensional modelling, Panebarco & C. has realized suggestive and high level reconstructions.

# Exhibits3D

**Exhibits3D** is an innovative system software for full immersion visits of tridimensional spaces, on line and in real time.

With **Exhibits3D** any museum can be visited on line and can improve the visibility of its collections, promote all its exhibitions worldwide, and also plan events that would be impossible in the real world. Without any technical support, museum operators can use **Exhibits3D** to create spaces where to set expositions and can decide to change the exhibits whenever they want. This could be a good solution also to show works that are stocked for lack of space, for instance.

The system software **Exhibits3D** consists on 3 working areas:

- **Elements**
- **Exhibits Studio**
- **Exhibits Player**

With the **Elements** anyone can create architectural elements using and combining some primitive solid figures. It's a sort of simplified modelling software specially studied in order to be easily used by anyone.

The working area **Exhibits Studio** allows to create tridimensional spaces and surroundings with both the architectural objects realized with the Elements and with standard elements contained in the database provided with the software.

In Exhibits Studio it's also possible to import empty tridimensional spaces, previously modelled by using more sophisticated 3D modelling softwares.

In the created spaces the user can set exhibitions by hanging on the walls pictures, drawings, comics and any kind of previously scanned bidimensional files.

When the exhibition is ready, the author can put it on the net just by clicking an icon!!!

Finally **Exhibits Player** is the device that allows everyone surfing the net to visit the tridimensional exhibitions made with Exhibits Studio, in an immersive way and in real time.

The visits in Exhibits3D are possible thanks to the real time 3D engine powered by Virtools.

**Exhibits3D** gives back to the work of art the purpose for which it has been created, that of being perceived in a tridimensional space.

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

**Exhibits3D** is a product by Panebarco & C.

For further information,  
please contact Marianna Panebarco

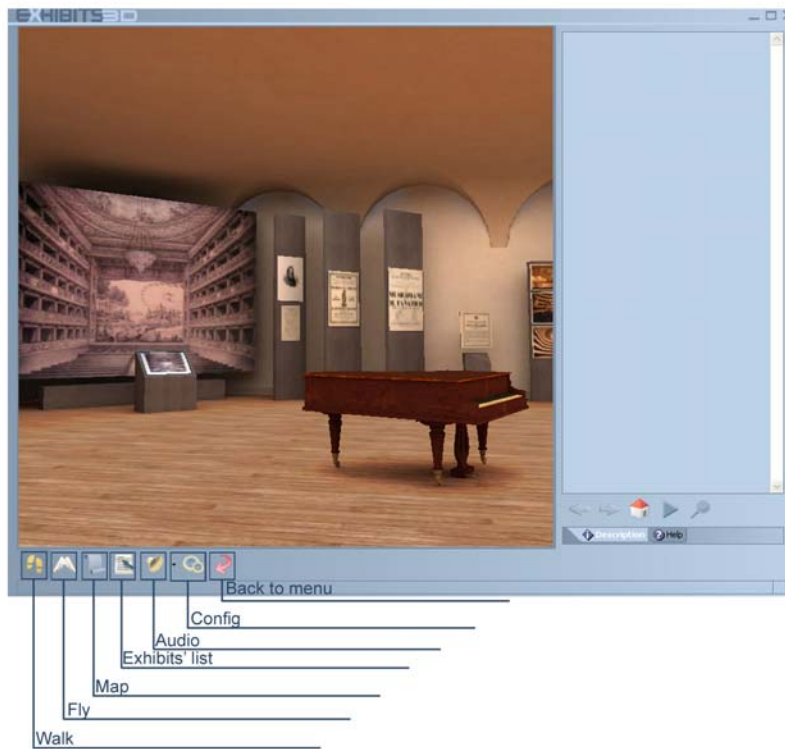
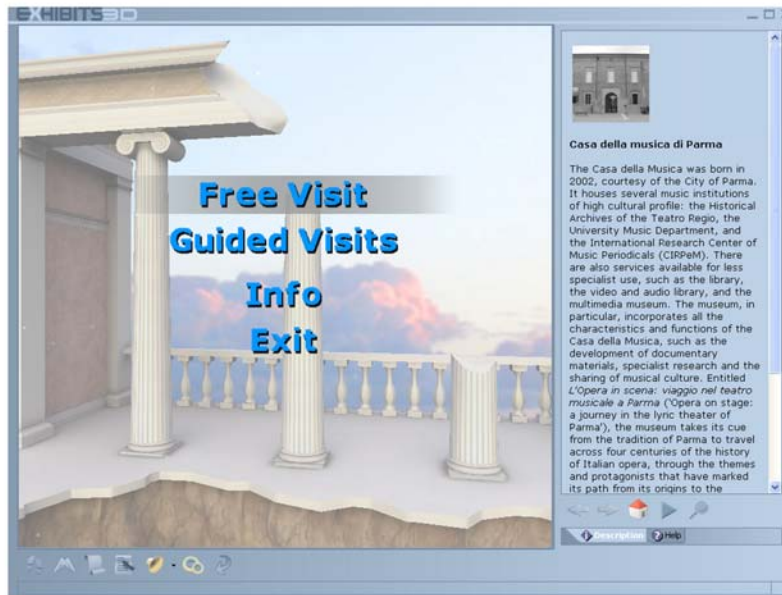
[info@exhibits.it](mailto:info@exhibits.it)

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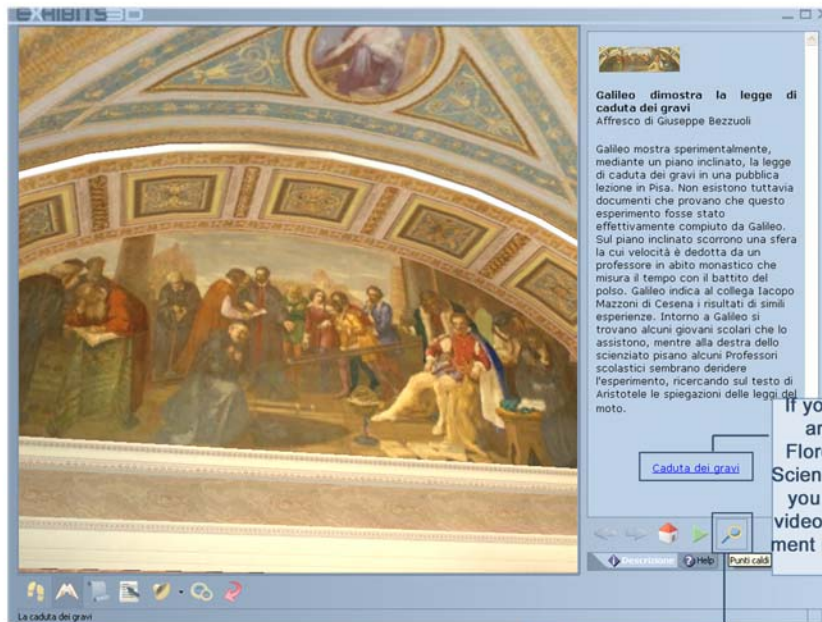
\*at the moment, only Exhibits Player is available and can be downloaded for free from the web

# EXHIBITS PLAYER

(a visit to Casa della Musica di Parma)

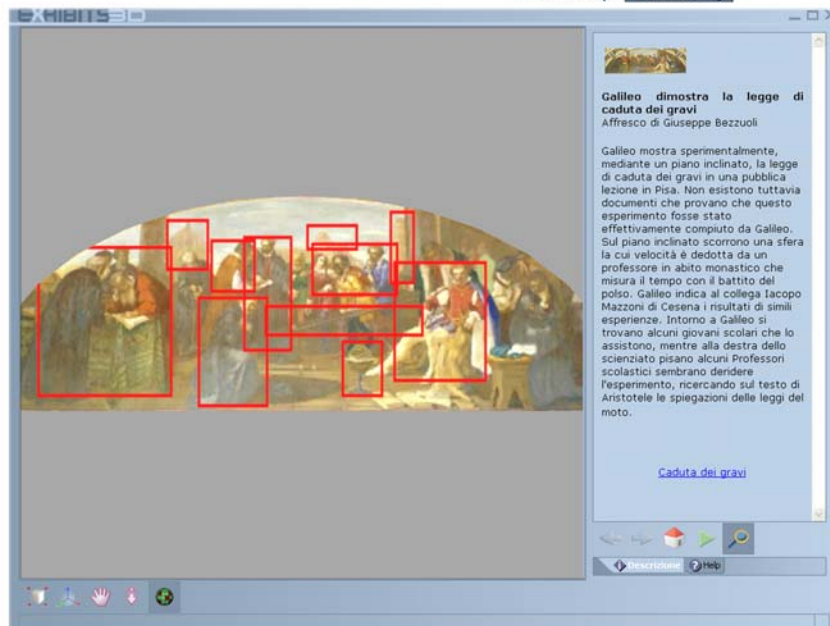


## EXHIBITS PLAYER - HOTSPOT MODALITY



If you click here, you are linked to the Florence Museum of Science website, where you can download a video about the experiment represented in the fresco.

This icon activates the Hotspot modality



The red rectangles frame details which can be focused by reading the information given on the right, in html format.

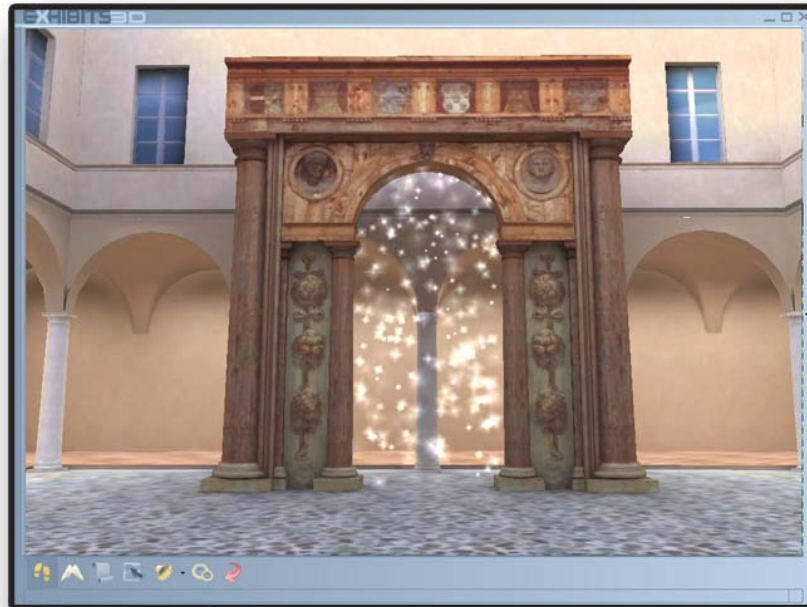
## EXHIBITS PLAYER - ANIMATED SCENES



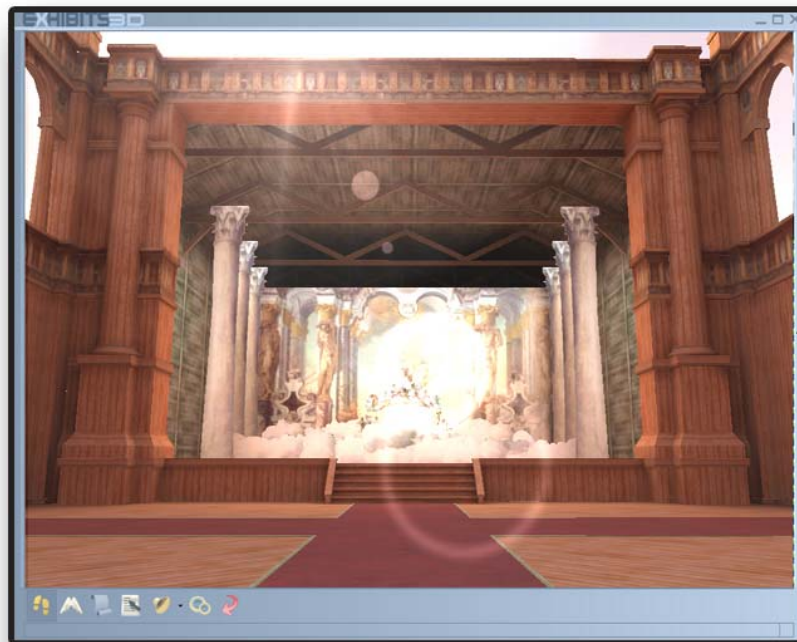
(imaginary gallery)

Inside the spaces built with Exhibits Studio can be inserted animated scenes, as the globus that you see in the pictures, which rotates.





**Casa della Musica, Parma**  
imaginary entrance



**Casa della Musica, Parma**  
We move forward the baroque engine set in an ideal theatre, inspired by the famous Teatro Farnese in Parma



**Casa della Musica,  
Parma**

with a double clic, on the  
stage an engine inspired  
by the baroque theatre  
engines starts to move



**Casa della Musica,  
Parma**

Aurora surrounded by  
angels arise from the  
scene



**Casa della Musica,  
Parma**

an image of the  
baroque engine  
completely open





**Casa della Musica,  
Parma**

the user can move around  
the baroque engine and  
observe its structure from  
any perspective



**Casa della Musica,  
Parma**

beside the hall,  
the exhibition rooms are  
set; in the picture the  
entrance to the room  
dedicated to the 17th  
century



**Casa della Musica,  
Parma**

an exhibition room

## PROJECTS REALIZED USING EXHIBITS3D

At the moment you can find two virtual on line tours, realized for the Touristic and Cultural Network Project. This is a project involving the Ministry for the Cultural Heritage and Activities and in particular the Department for Library and Archive Heritage, the General Direction for Library Heritage and Cultural Institutes and ICCU (Central Institute for the Union Catalogue of Italian Libraries and for Bibliographic Information). The portal [www.internetculturale.it](http://www.internetculturale.it), officially presented on March, 22nd, 2005 at the presence of the Italian Minister for Cultural Heritage Giuliano Urbani and the Italian Minister for Innovation and Technologies Lucio Stanca, is the core of the project. Inside the portal you can find many cultural-tourist routes and two tridimensional routes realized by Panebarco & C. ("**Opera on stage**" projected with Casa della Musica di Parma, and "**The Galileo Gallery**", projected with the Institute and Museum of the History of Science of Florence; at the moment Panebarco & C. is working at the Dante Alighieri route).

The projects can be visited at:

[http://www.exhibits.it/musei\\_ingl.htm](http://www.exhibits.it/musei_ingl.htm)

Exhibits3D offers endless opportunities as an original educational instrument, especially to teach solid geometry and to introduce children to the perception of tridimensional space.

Children themselves can organize end-of-school exhibitions creating their own tridimensional galleries where to set their works.

Exhibits3D is a good solution to make schools dialogue with new technologies and to realize original and crossing educational routes, always underlining the importance of creativity.

Since now, we have realized two educational projects.

In 2003 we created the virtual gallery of a Primary School in Ravenna with a colourful exhibition by a thousand of young artists.

Last year we projected a town (Ravenna) exclusively using works made by young students, the project is on line at:

<http://scuoleinfanziaravenna.exhibits.it/>

Our idea is that of giving teachers the chance to use Exhibits3D together with their students and to invent with kids personal and original educational routes.

At the moment we are also working at a network of Exhibits 3D virtual museums on line, financed by the region Emilia-Romagna.

**Notice: Exhibits Player is available both in italian and in english (it's possible to switch from one language to another from the config section inside Exhibits Player), but the information given inside the projects are not always translated into english.**