

# Al-'išq

## INTERACTIVE INSTALLATION PROJECT PRESENTATION

**Nice to meet you.  
We are OBLQ.**

We are an Italian creative collective  
focused on **technology** and  
**interaction design communication.**



Proudly introducing Al-‘iřq

العشق



# Al-‘išq

is a live interactive installation  
based on the principles of  
**Islamic geometric design**



**Al-‘išq** makes use of **design and computer vision** to create an immersive experience built upon the aesthetics of Islamic culture.

It blends technology and art to **engage and entertain** with users in an innovative way.

**Branding, marketing, information,  
live activation, communication, education.**

# Let's watch the video

(just click on the page)



# Al-'išq

can be used  
for a broad range of applications.

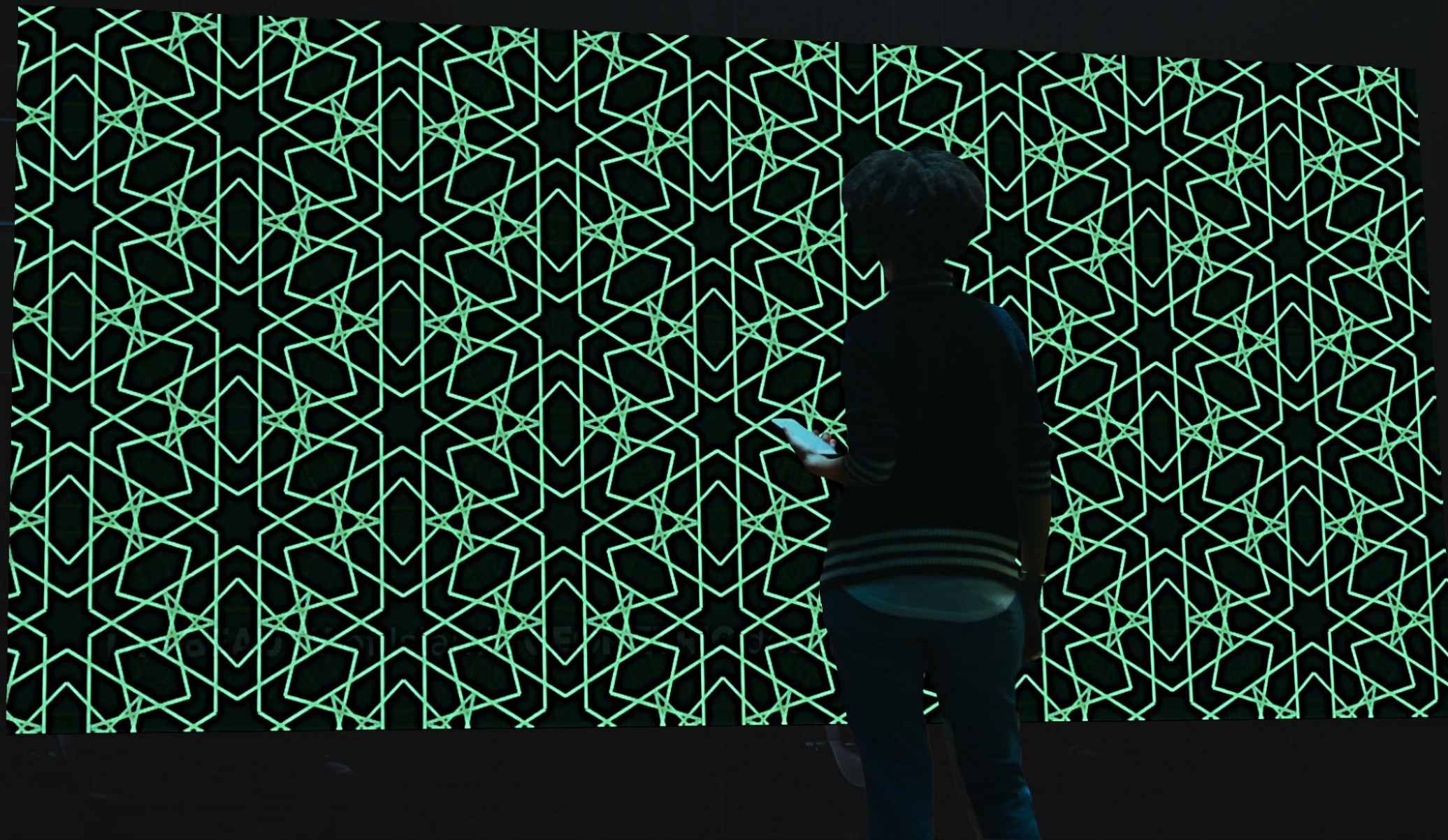
**A live show and exhibit to entertain and unveil**

**A touchpoint for marketing and communication campaigns**

**A tool to engage with customers**

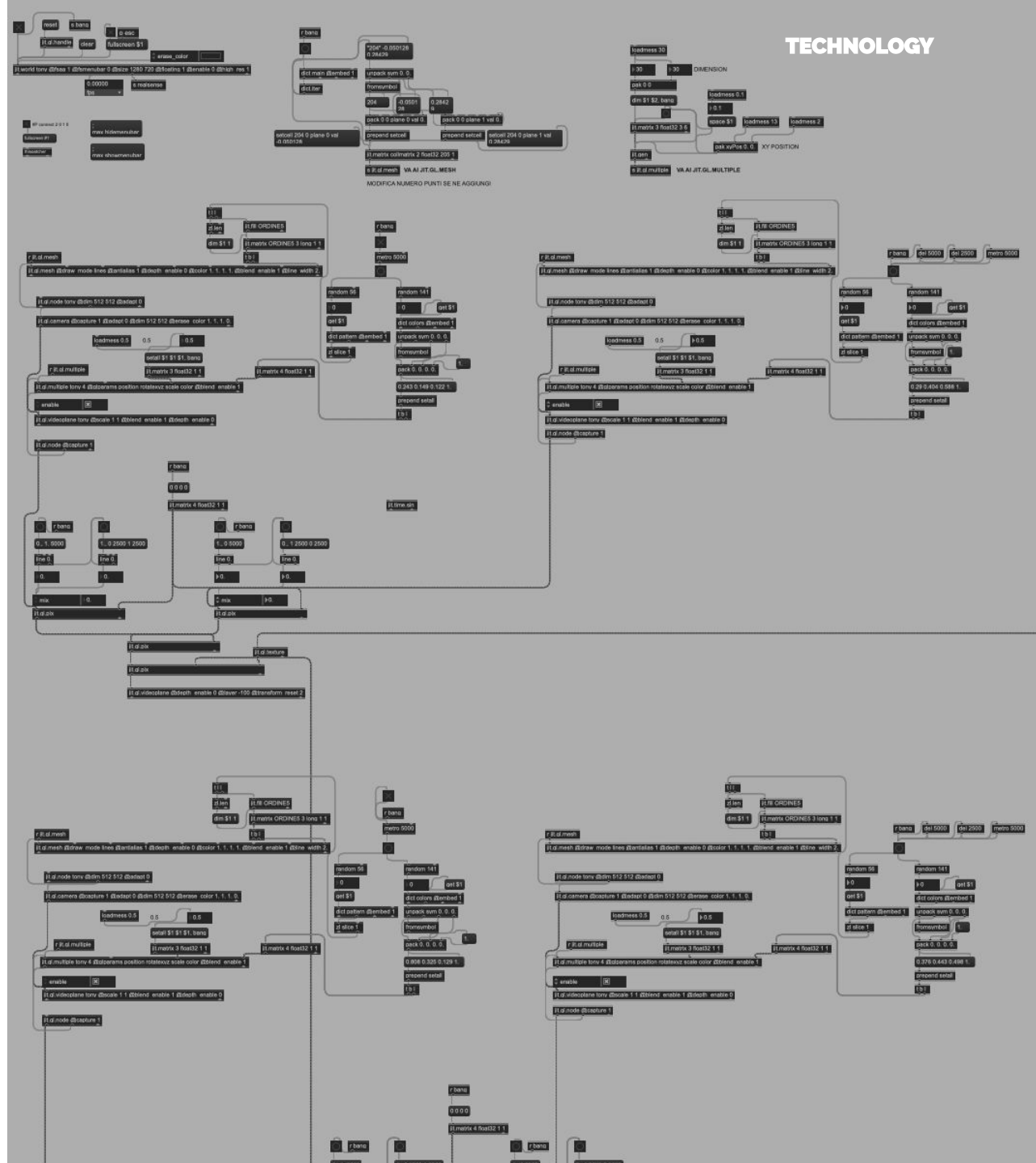
**An interactive wall for information and education**







**All the shapes and color palettes have been developed through a meticulous analysis of the main geometric patterns found in Islamic art.**



Four layers of 200 geometries each and 140 colors are employed, resulting in the generation of more than 60 million unique patterns.

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4 "2" : [ 0.17101, 0.469846 ],
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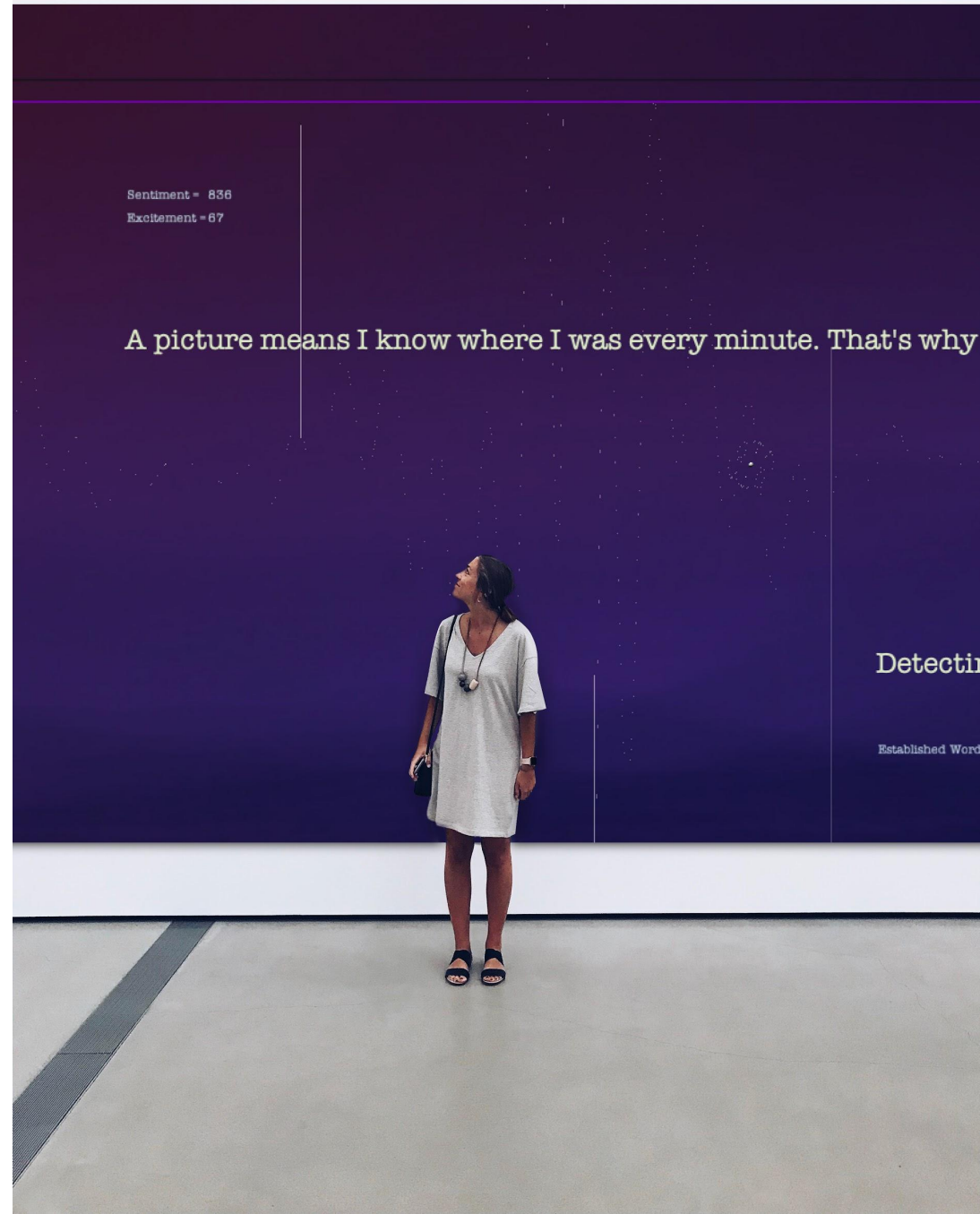
**Stand alone installation**  
with minimum technology requirements.

It can be **employed** with ledwall displays,  
projectors, lcd screens, videomapping systems.

**Fully customizable.**



The overall technological platform can be customized with visuals, interactions and messages that meet client needs.



It has **two** main operating modes:

## **Stand alone mode**

An evolving choreography of geometries and shapes that behaves as a living organism.

## **Interactive mode**

A kinetic installation where users can make use of body gestures to unveil hidden layers of information such as reactive visuals, videos, infographics, still images.

Upon request other sensing technologies can be fully implemented such as hands and face detection, environmental sensors, audio reactive fx.

We are a small team with a **sound experience** in design, communication and technology. Oh, and we have strong **project management** references.

**Gianmaria Vernetti**/Creative Technologist

**Franz Gorla**/Project Manager, UX-UI Designer

**Andrea Pagano**/Creative Director

**Claudio Tropeano**/Technical Manager



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