

Major Virtual Tunnel

The New Interaction Between
Brands And Consumers



Funded by
the European Union

Project funded under the National Recovery and Resilience Plan
(PNRR): financed by the European Union – Next Generation EU.

Presented by

Major Virtual
Tunnel



Funded by
the European Union



An **interactive photo opportunity space** that integrates AI and AR technologies, creating an immersive environment where brands will achieve a **high level of social media engagement** and **strong brand awareness**.

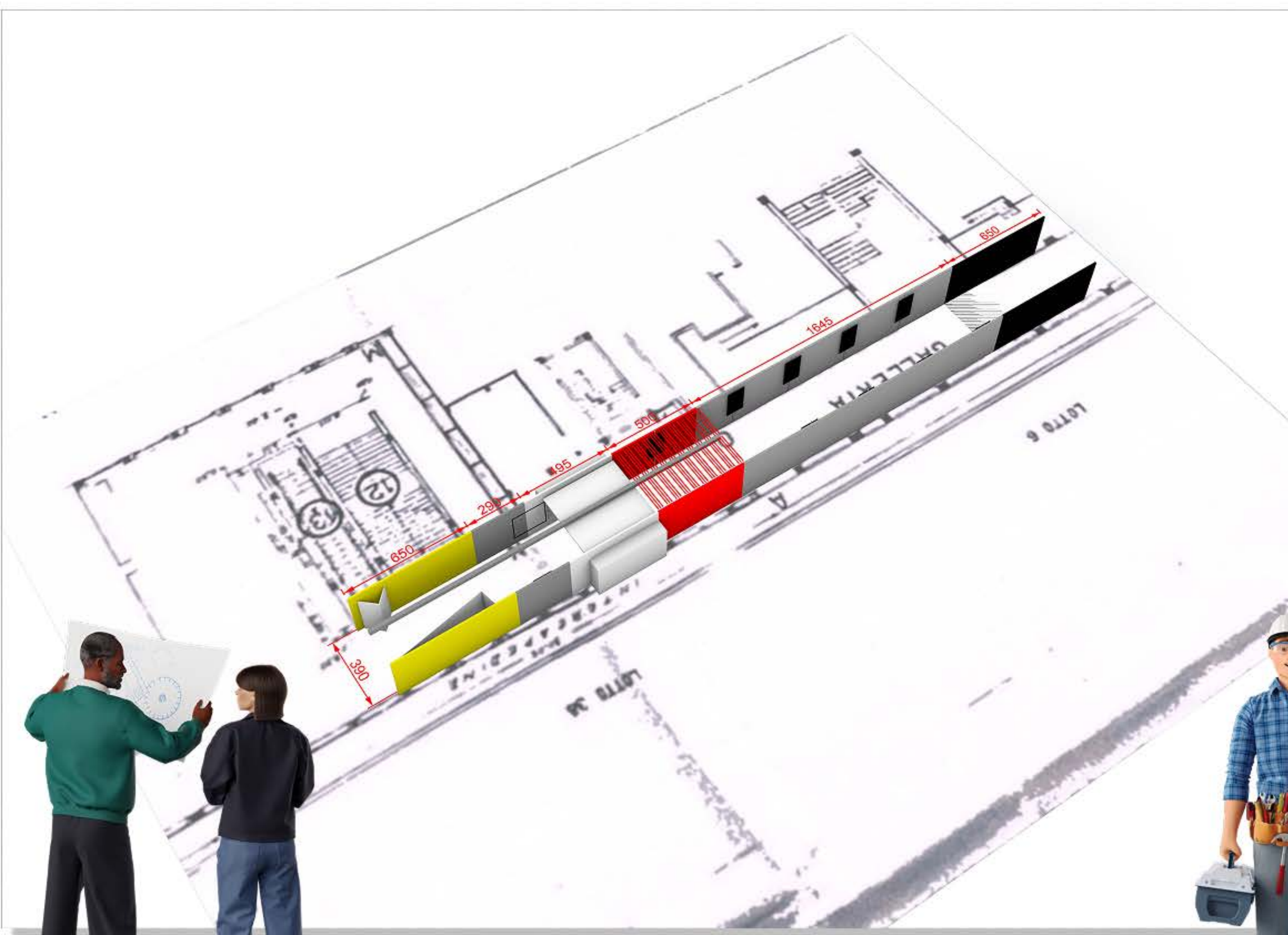




Interactive screens with
Major Virtual AI-powered
avatars that present the
brands by engaging
directly with visitors.



2,2m tall and 1,2m wide screen



Possibility to set up **brand-dedicated photo opportunity spaces** to offer visitors highly Instagrammable moments.



Branded photo
opportunity installations.



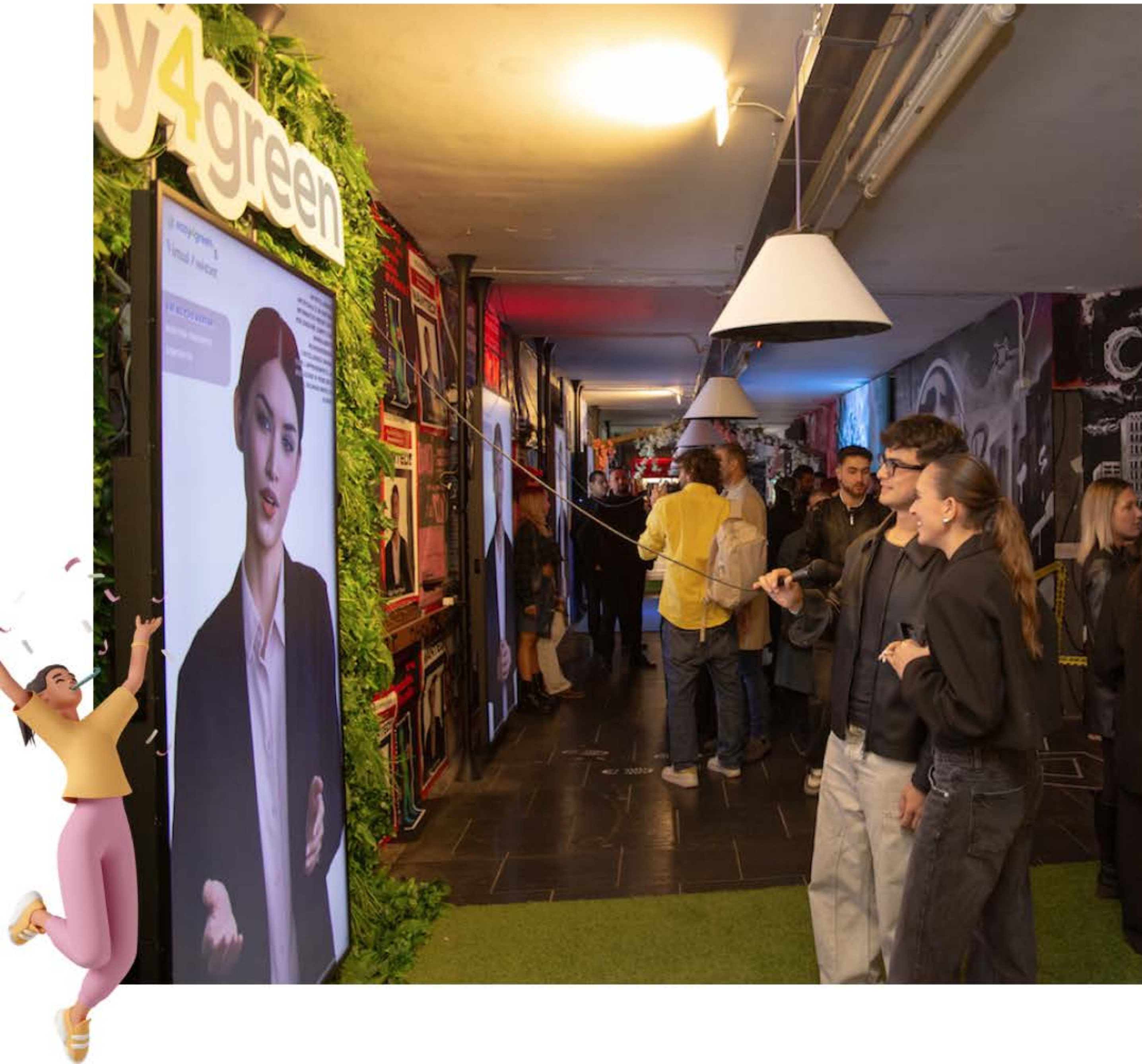
For
instagrammable
moments



Sure! Ask me
whatever you
want!

Hello, can i
interact with
you?

With interactive
screens that
**promote the
brands!**



Interactive photo opportunity spaces



Brand awareness



Increased visibility on social media



Growth in user-generated content featuring the brand



Massive guerrilla marketing impact



Facilitates Social Interactions

Amplifies brand visibility through branded photo opportunity installations that encourage social media sharing.



Creates Immersive Experiences

Visitors will associate positive and memorable experiences with the brands, generating social content and photographic memories.



Increases Visibility

Visitors will become a communication channel for the brands, further amplifying their visibility.

WHY?



WHY?

Concepts based on photo opportunity installations are a proven formula for success: **over 50% of tourists choose their destination based on the Instagrammability of the location.**

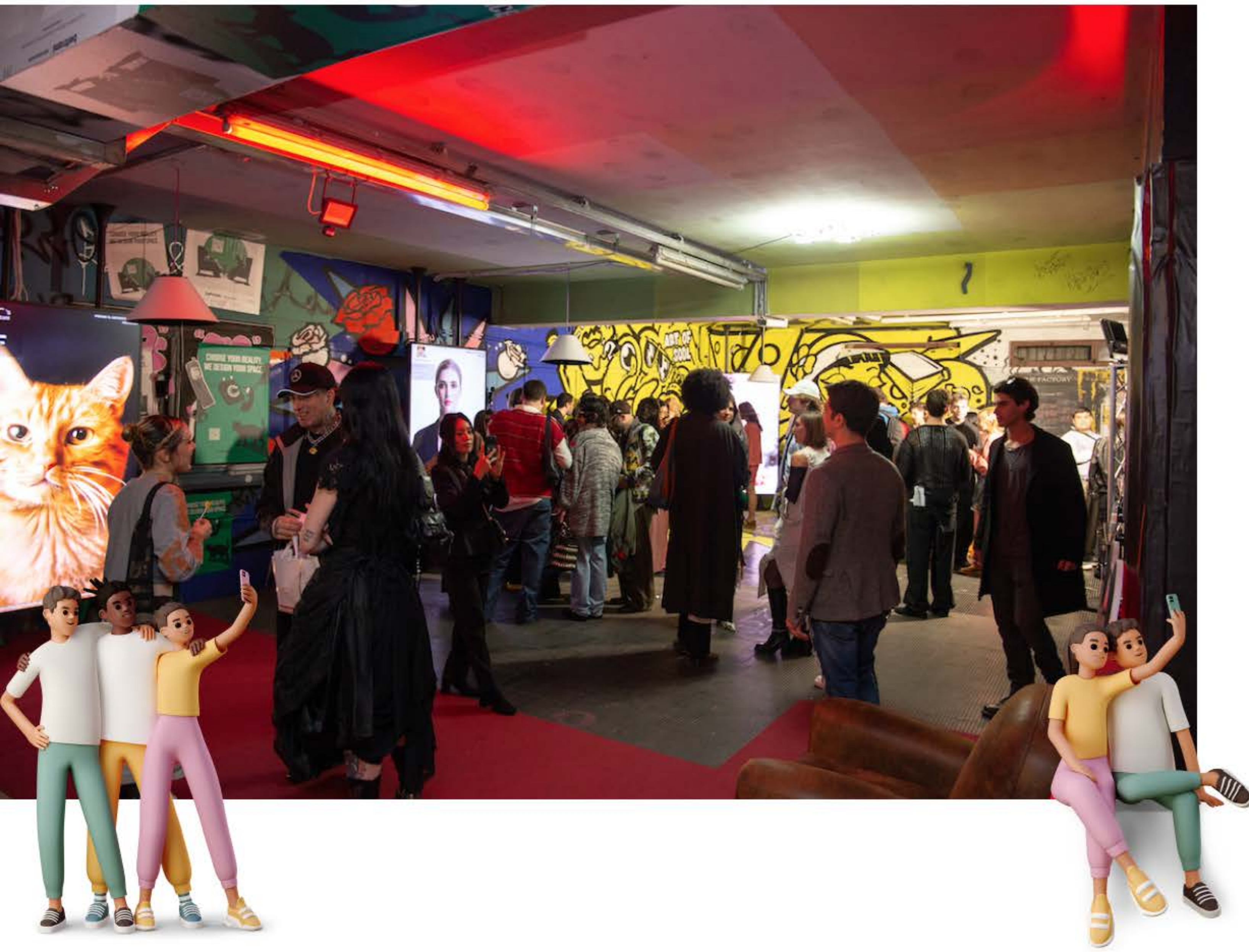
The Museum of Dreamers in Milan attracted over 100'000 visitors in its first few months, **reaching 7 million online accounts** and generating more than 40'000 social media shares.

TeamLab in Tokyo was the most visited museum in the world last year, with **2.5 million visitors.**



WHO?

The expected attendance is **2'000** visitors per day, with peaks of up to **5'000**.





Considering a minimum social interaction rate of 5% of the expected visitors (**2'000 daily visitors**), with an **average engagement rate of 1'000 views per photo**, it will easily result in:

36'500'000 annual views and interactions for each individual brand.

Engagement Rate

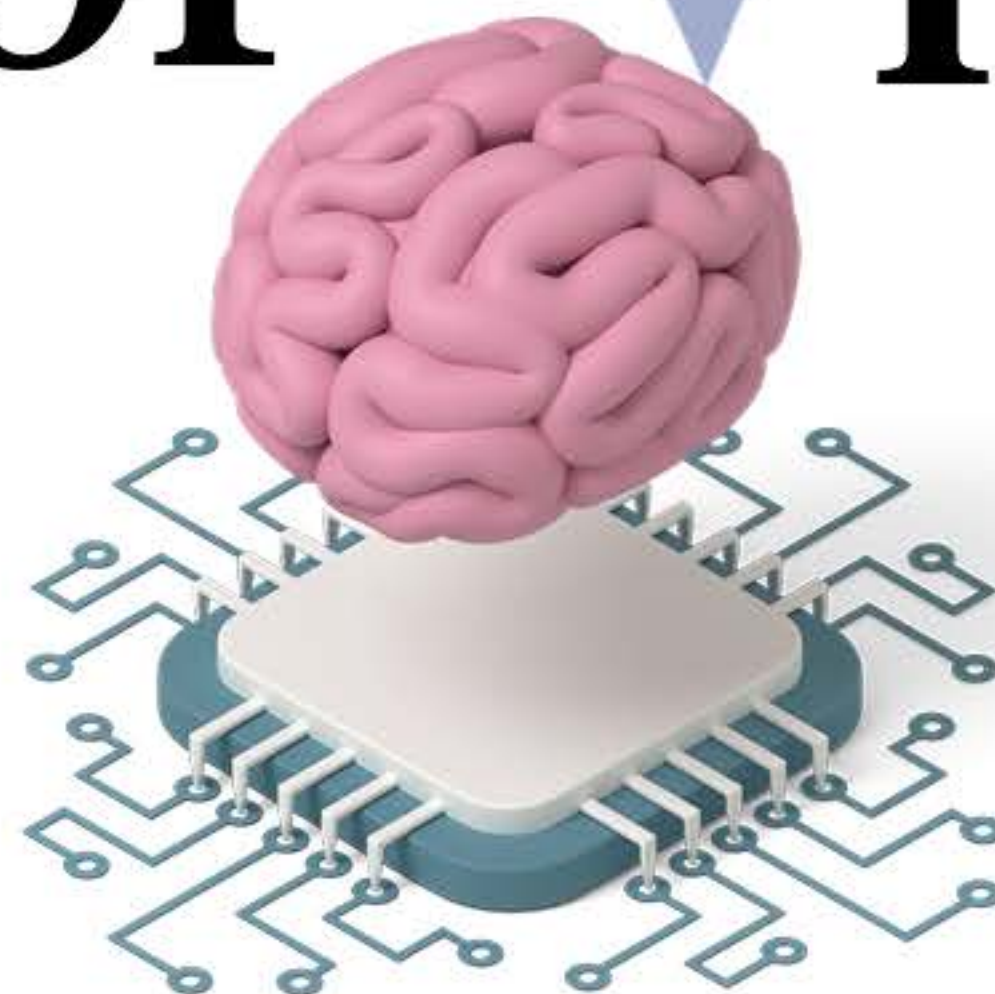


HOW?

Major Virtual



**Personalized
AR Avatars**



Major Virtual AI



Data Analytics

Technological tools will allow brands to interact with consumers in a meaningful and high-performing way.



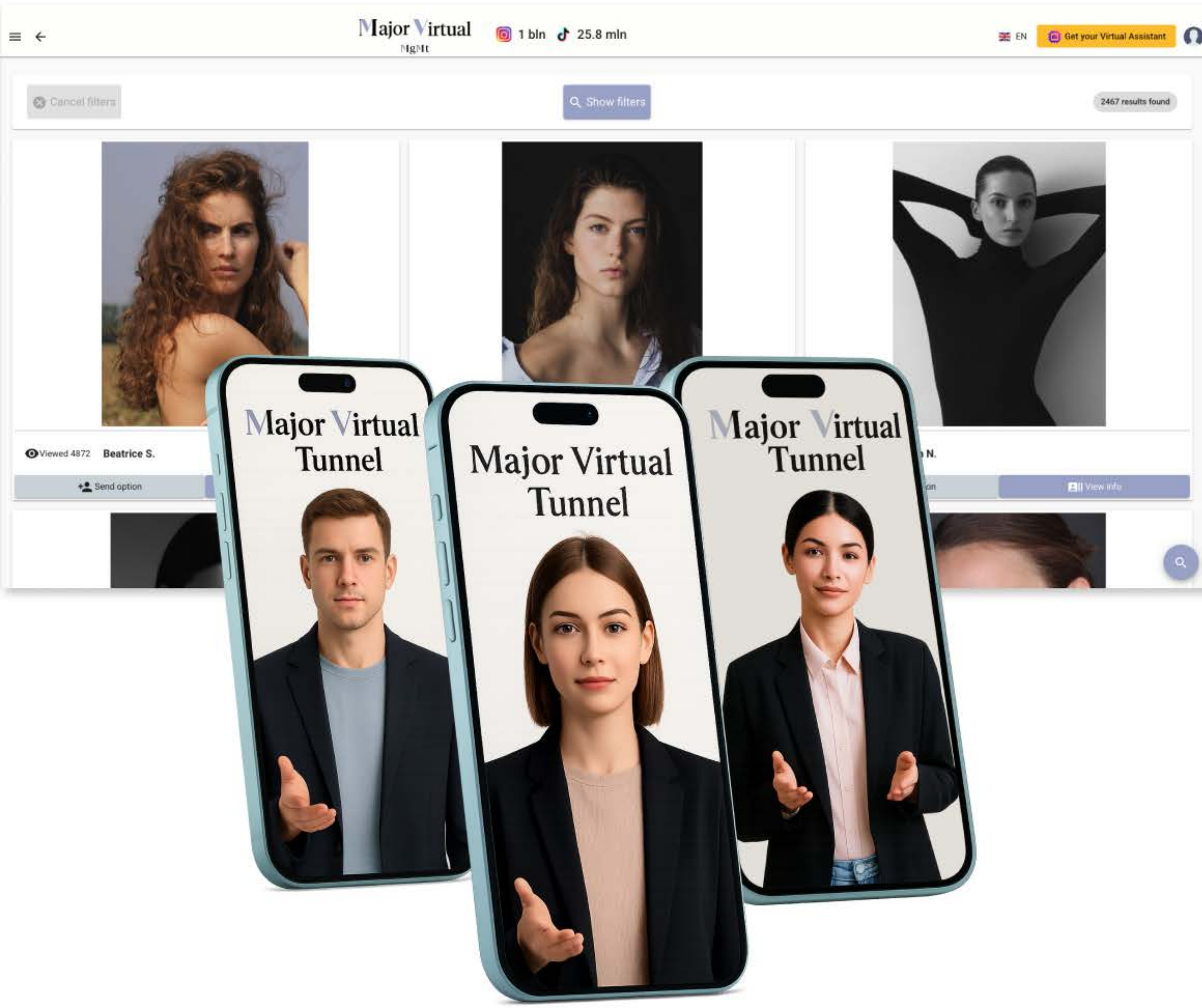
Major Virtual AI

Major Virtual has developed
an artificial intelligence
**capable of promoting
brands.**



Data analytics

The **qualitative and quantitative data** collected from visitor interactions will be **available to the brand** to help shape and improve communication.



Personalized AR Avatars

By visiting **majorvirtualmgmt.com**, you can choose from **35'000 profiles**: models, influencers, celebrities, and lifestyle personalities who will be transformed into avatars.

majorvirtualmgmt.com will promote **Major Virtual Tunnel** through its significant influencer asset.

Major Virtual
MgMt

Major Virtual
MgMt

 1 bln  25.8 mln

X

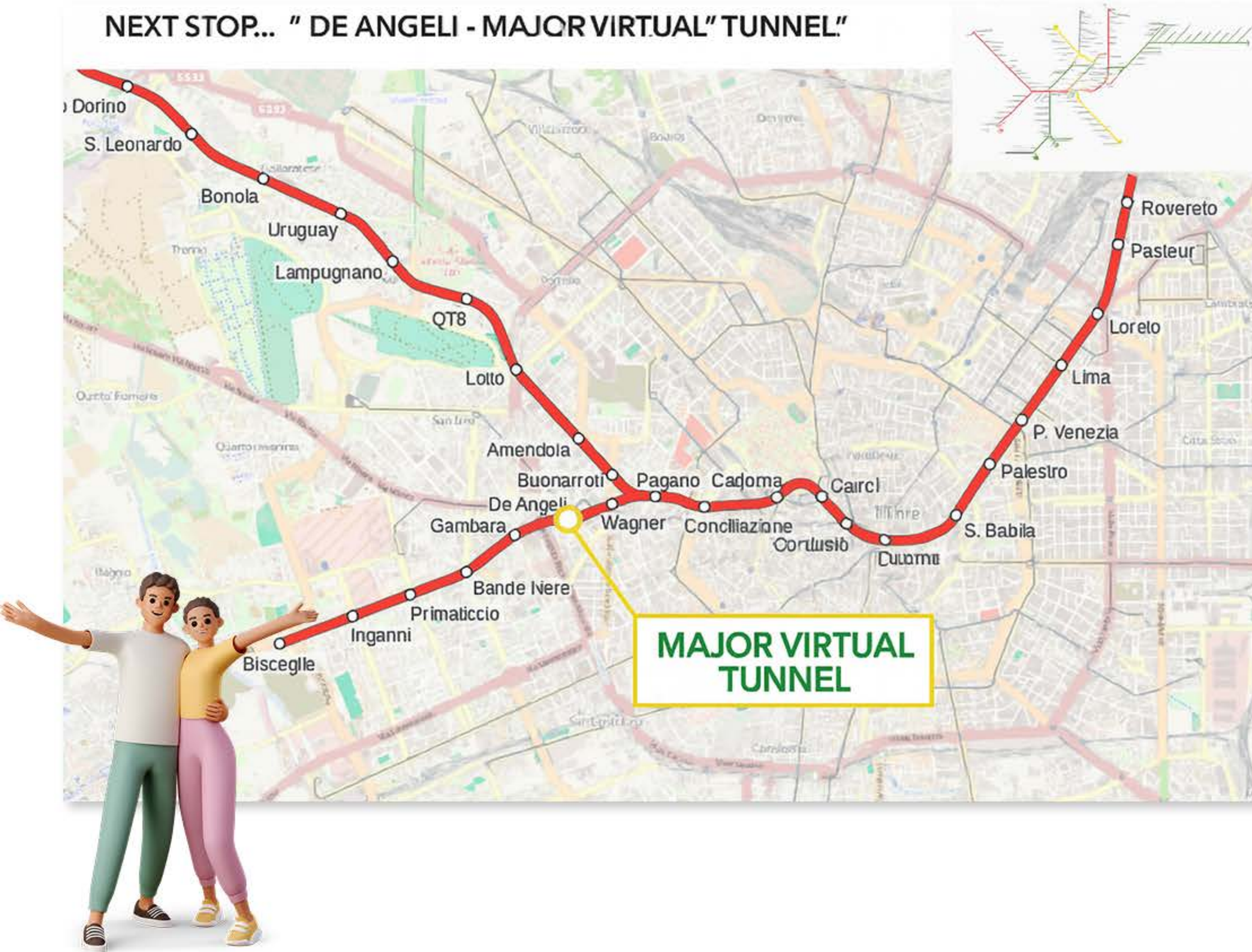


The 35'000 profiles on the majorvirtualmgmt.com platform collectively reach **1 billion followers.**

Major Virtual
Tunnel

WHERE?

NEXT STOP... "DE ANGELI - MAJOR VIRTUAL" TUNNEL"



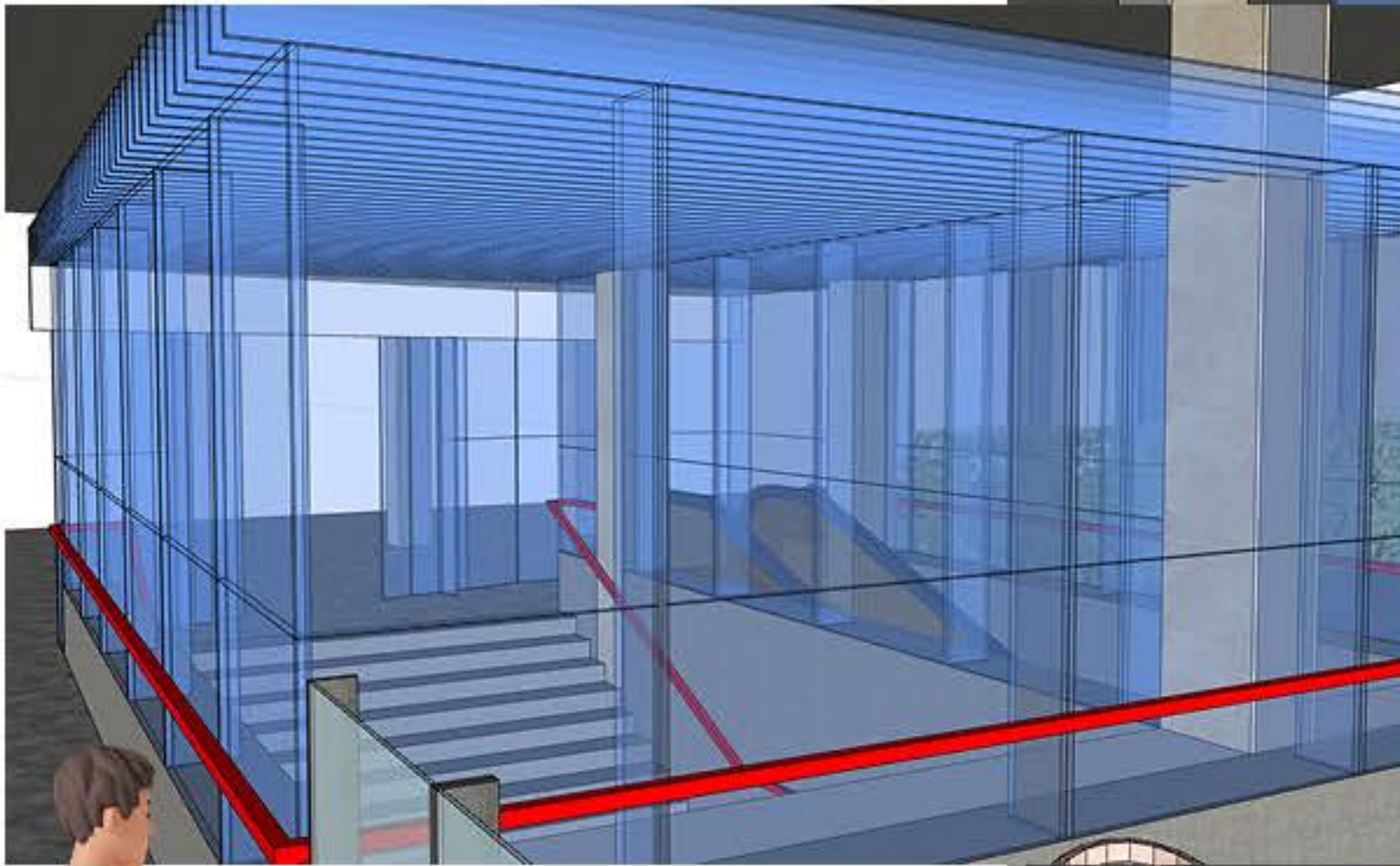
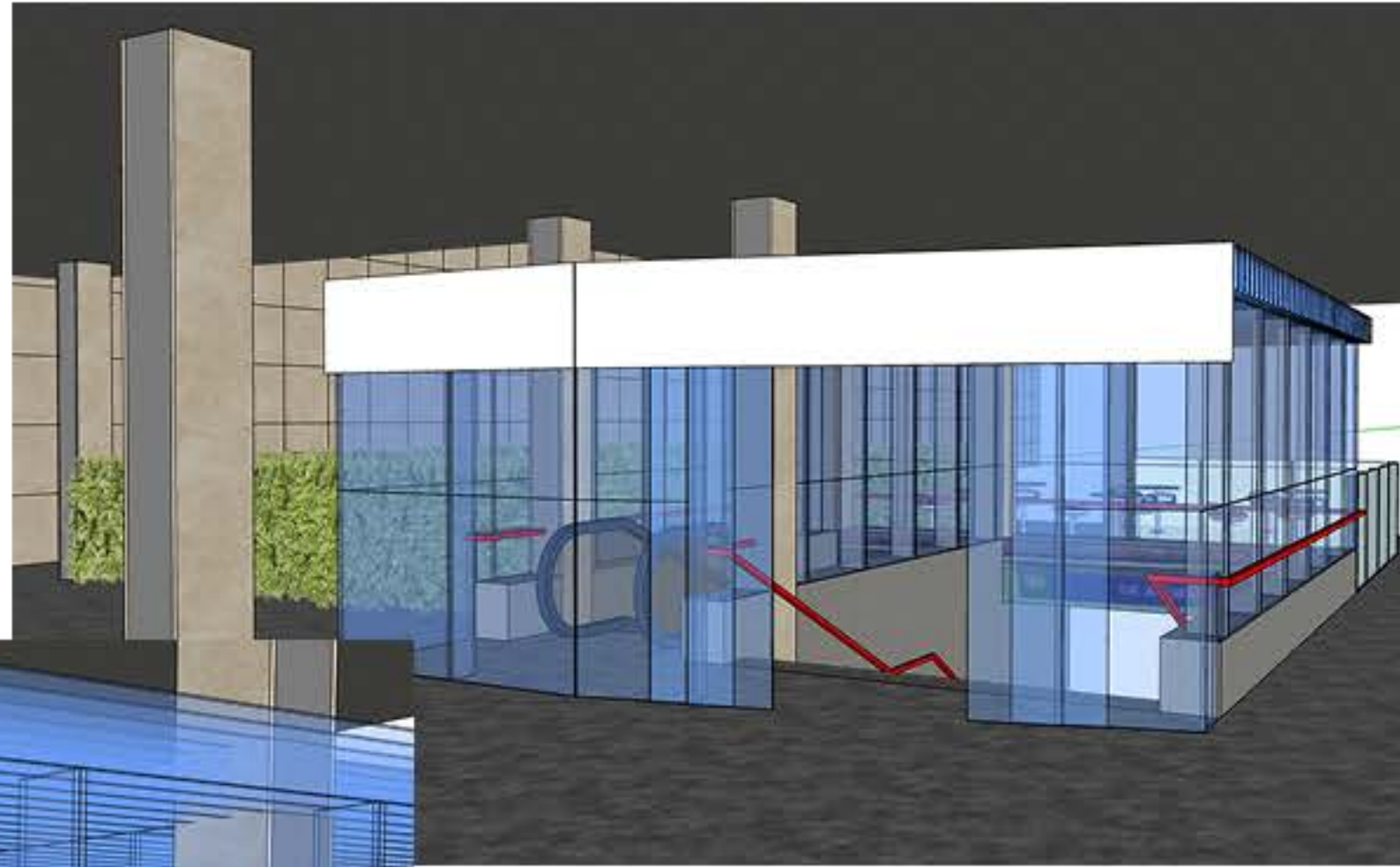
Major Virtual Tunnel will open at **Piazza Ernesto De Angeli 1 in Milan**, in the former De Angeli-Frua subway tunnel.



The tunnel covers an area of **over 3,000 square meters, with three large entrances** located in Piazza De Angeli and one directly connected to the metro station.

PROJECT

The main
entrance



PROJECT

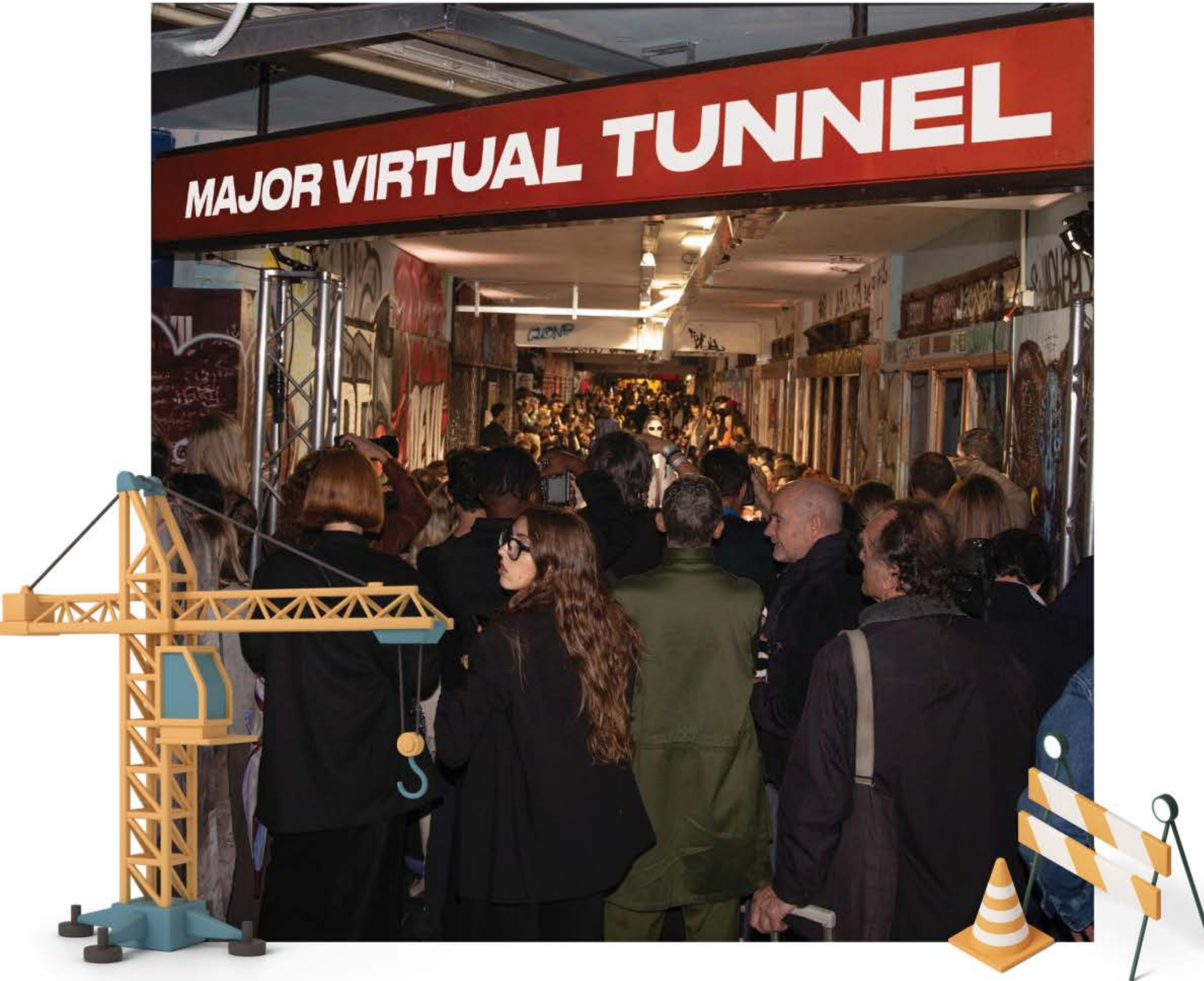
The open
space



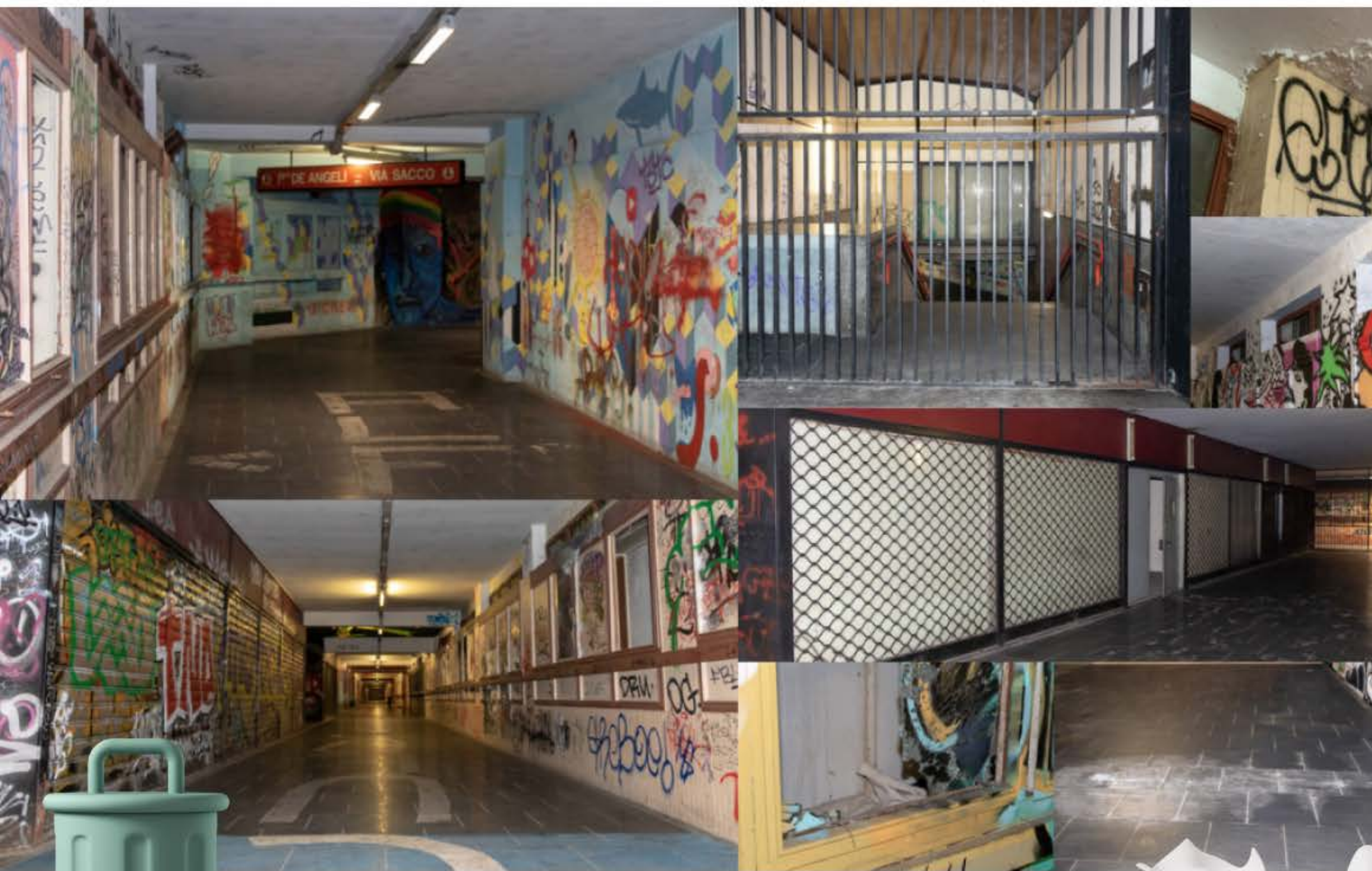
URBAN REDEVELOPMENT

The project is based on the concept of reuse, giving new life to **an urban area** that has been **abandoned and deteriorating for over 20 years.**

The redevelopment will bring prestige to the City of Milan and **direct benefits** to the community in terms of: **social, economic, and hygienic improvements.**



The Tunnel Before



The Tunnel Now

The redevelopment work is already underway.

Electrical system, cleaning, safety measures, and dedicated fiber optic internet have already been implemented.





Major Virtual Tunnel was created by the founders of **GreenFashionWeek**.

The concept, also known as "**Greenlandia**", is based on principles of sustainability.

The concept is based on a "**no goods in stock**" model:

- **It reduces CO2 emissions** by eliminating the transportation of goods from warehouses to stores, contributing to a lower overall carbon footprint for companies.
- **It minimizes the risks of unsold items** and discarded products, also reducing the need for packaging and improving resource management.
- It encourages companies to produce only what is necessary, **reducing material and energy waste** and optimizing supply chains.
- **It improves operational efficiency** and has a significant positive impact on environmental sustainability, making companies more responsible and attentive to the ecosystem.

By partnering with Major Virtual Tunnel, a project that **pursues sustainability goals** aligned with the United Nations 2030 Agenda, the brand will strengthen its **commitment to responsible and green business practices**.



TECHNOLOGY AT THE SERVICE OF SUSTAINABILITY

Major Virtual Tunnel will be able to bring together approximately **150 brands in a single space** that would otherwise require opening 150 physical stores.

With the average consumption of a single retail space*:

- Store size: **2'000 m²**
- Available product volume: **2'000 m³**
- Electricity consumption per year: **150 kWh/m² → 300'000 kWh/year**
- Water consumption per year: **2'650 m³/year**
- Repackaging materials: **3 tons of LDPE plastic film/year**
- Wastewater produced: **3'650 m³/year**
- CO2 emissions per kWh of electricity consumed: **0.427 kg**

A New Retail Paradigm
Designed for a Lower
Environmental Impact





Water Savings:

A reduction of 547,500 m³ of water consumption per year, minimizing water waste caused by the presence of numerous individual stores.



Land Savings:

Over 300,000 m² of land saved by concentrating brands in a single virtual space. Additionally, the space was created by redeveloping an abandoned urban area.



Energy Savings:

A reduction of 45,000,000 kWh of electricity consumption per year, contributing to lower pressure on energy resources. Electricity will be limited to a single sales space and one screen per brand.



CO2 Reduction:

A decrease of 19,215,000 kg of CO₂ emissions, also thanks to the elimination of unnecessary goods transportation from warehouses to stores.



INCLUSIVE BUSINESS MODEL

Thanks to the economic accessibility of this new retail model, brands can **save up to 97%** compared to traditional retail.

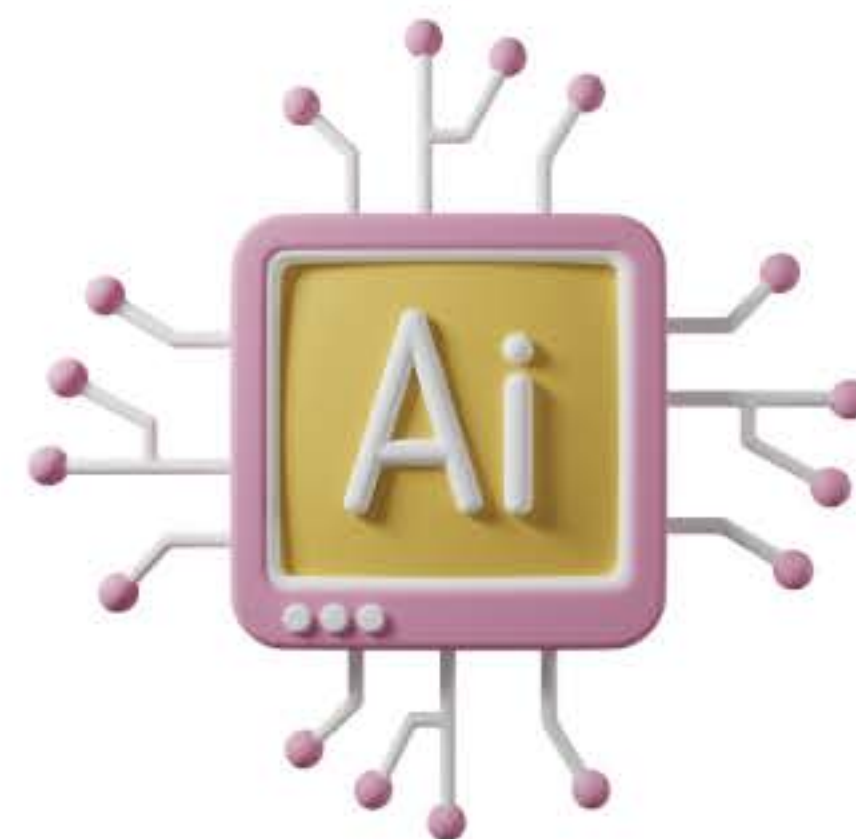
Major Virtual Tunnel becomes an enabler for SMEs and micro-enterprises, allowing them to **accelerate the digitalization process** and access **a new distribution and communication channel** without the need for significant investments.



Major Virtual AI

Ask anything you want to
Major Virtual's artificial
intelligence!

[Click here!](#)



Hello! I'm the virtual
assistant of Major
Virtual Tunnel. Ask me
anything you want!

Major Virtual

**Click to watch
the videos!**



MAJOR VIRTUAL TUNNEL - Versione in Italiano 🇮🇹



John Richmond | Spring-Summer 2025 | Full Show



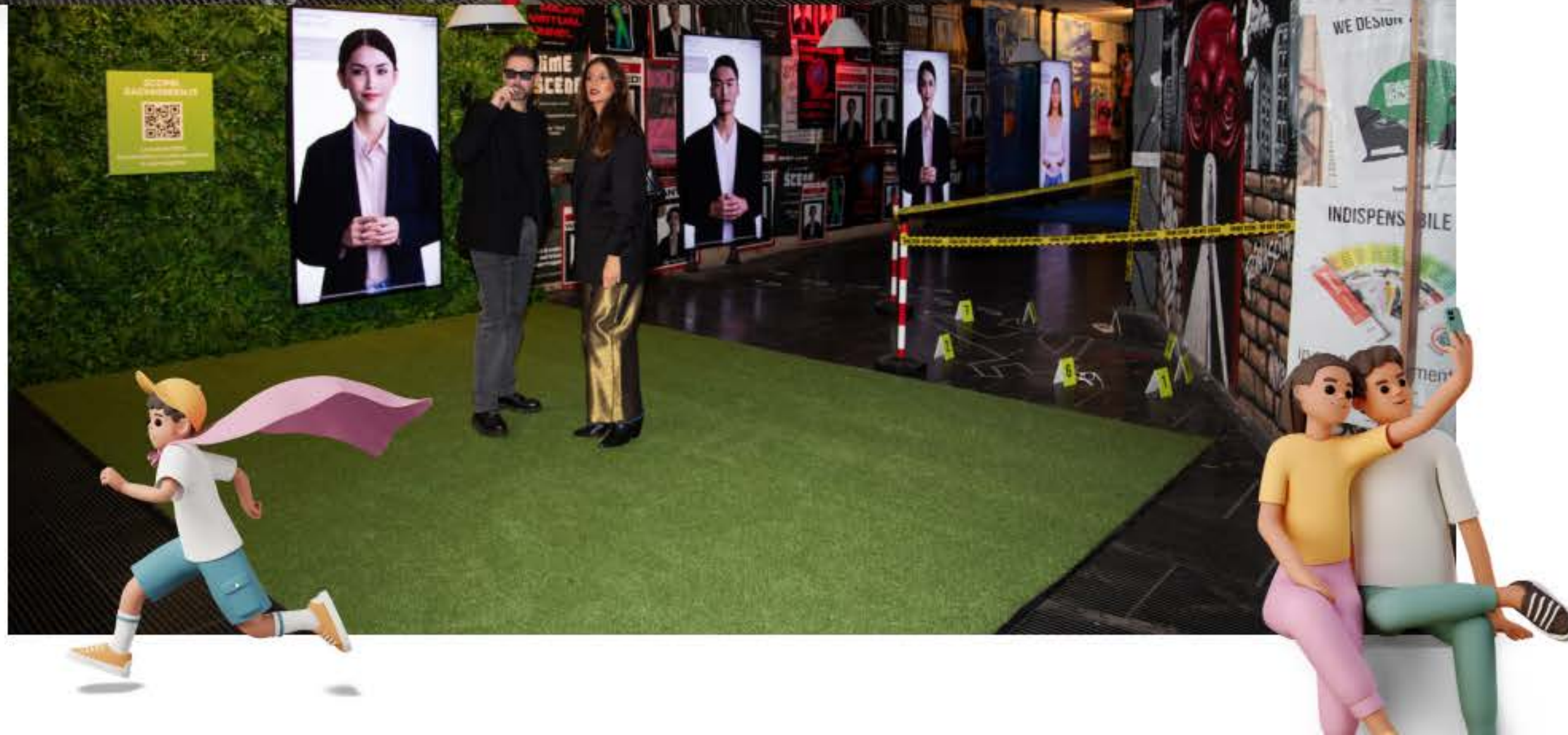
GREENLANDIA - Major visual



Daredevil: Rinascita | Milano diventa Hell's Kitchen | Disney+



Presented by Major Virtual Tunnel



WHEN?

Major Virtual Tunnel

**OPENING
SOON!**

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