



# Major Virtual Tunnel

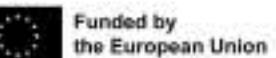
## The New Interaction Between Brands And Consumers

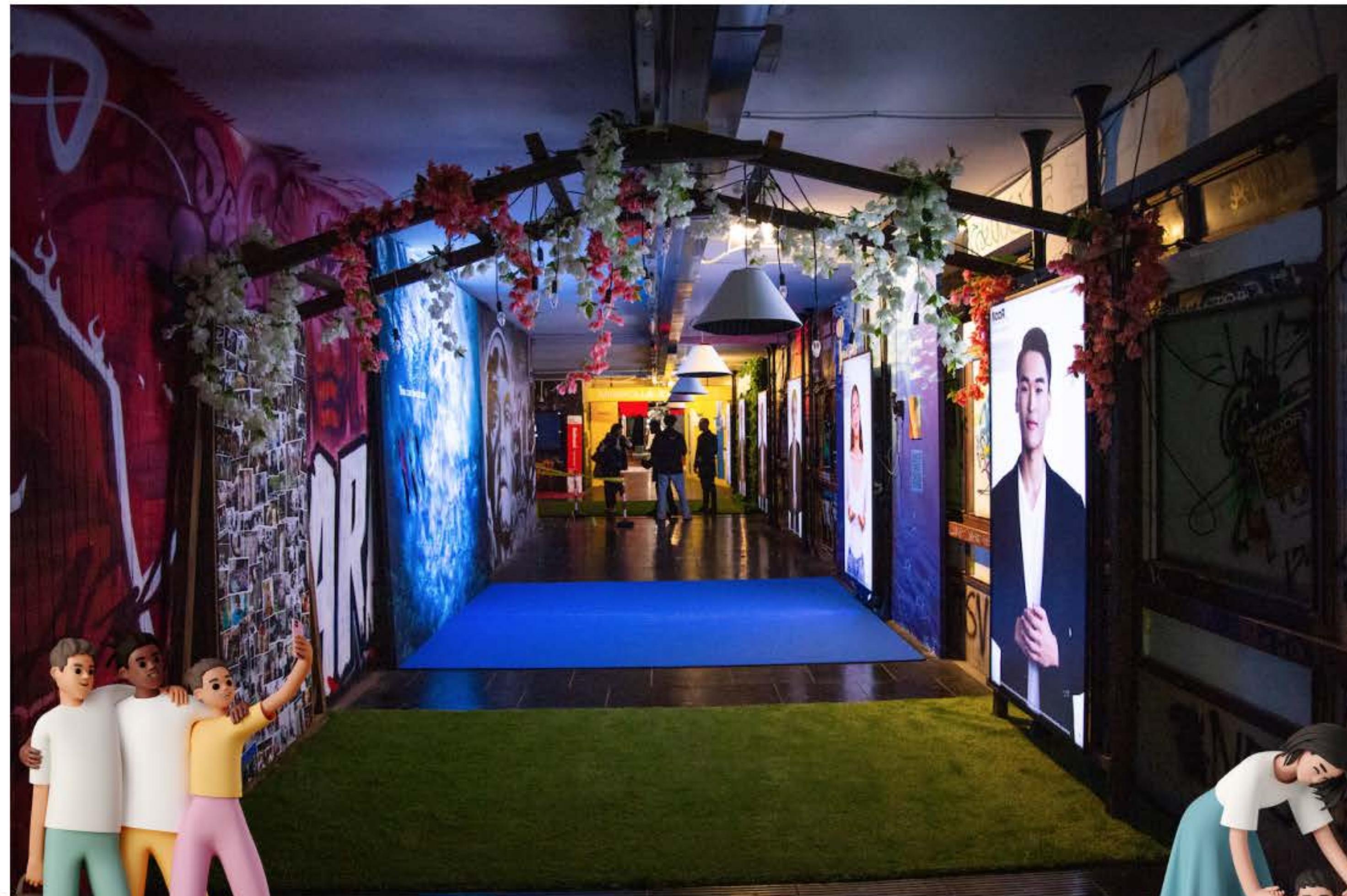


Funded by  
the European Union

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

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Tunnel

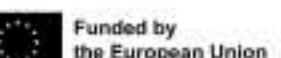




An **interactive photo opportunity space** that integrates AI and AR technologies, creating an immersive environment where brands will achieve a **high level of social media engagement** and **strong brand awareness**.



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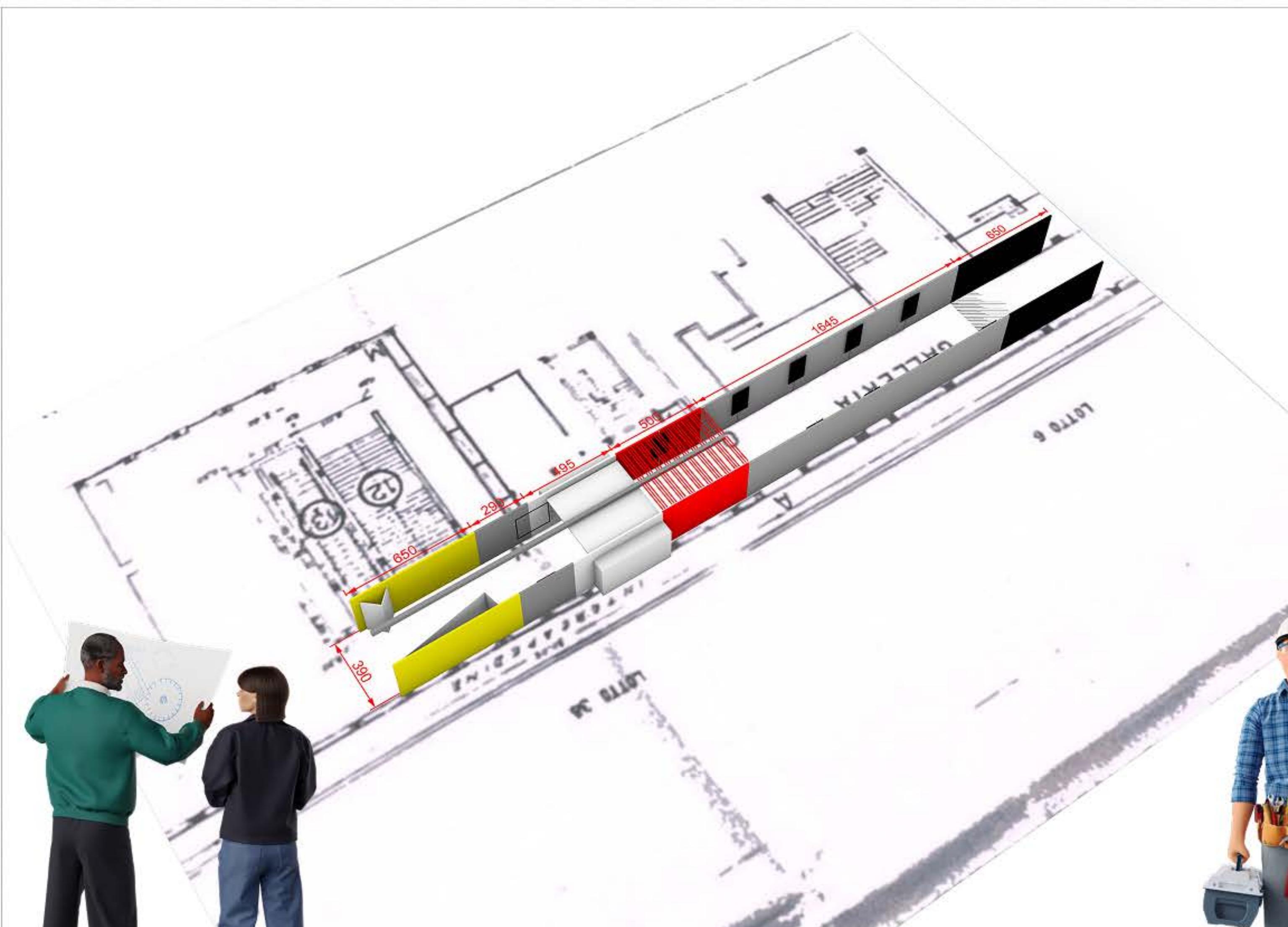
2,2m tall and 1,2m wide screen

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

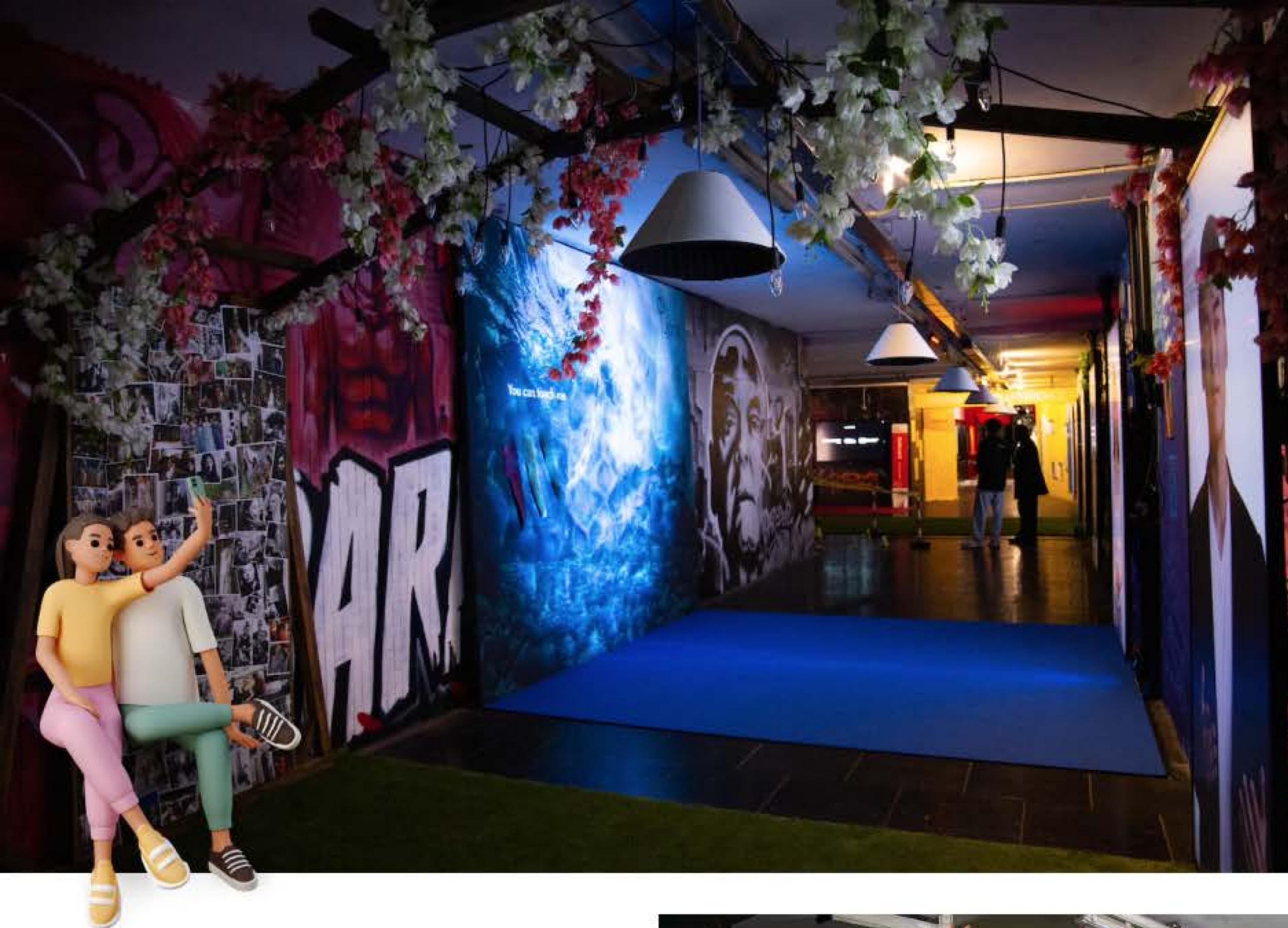
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Possibility to set up **brand-dedicated photo opportunity spaces** to offer visitors highly Instagrammable moments.

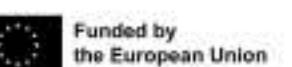


**Branded photo opportunity installations.**



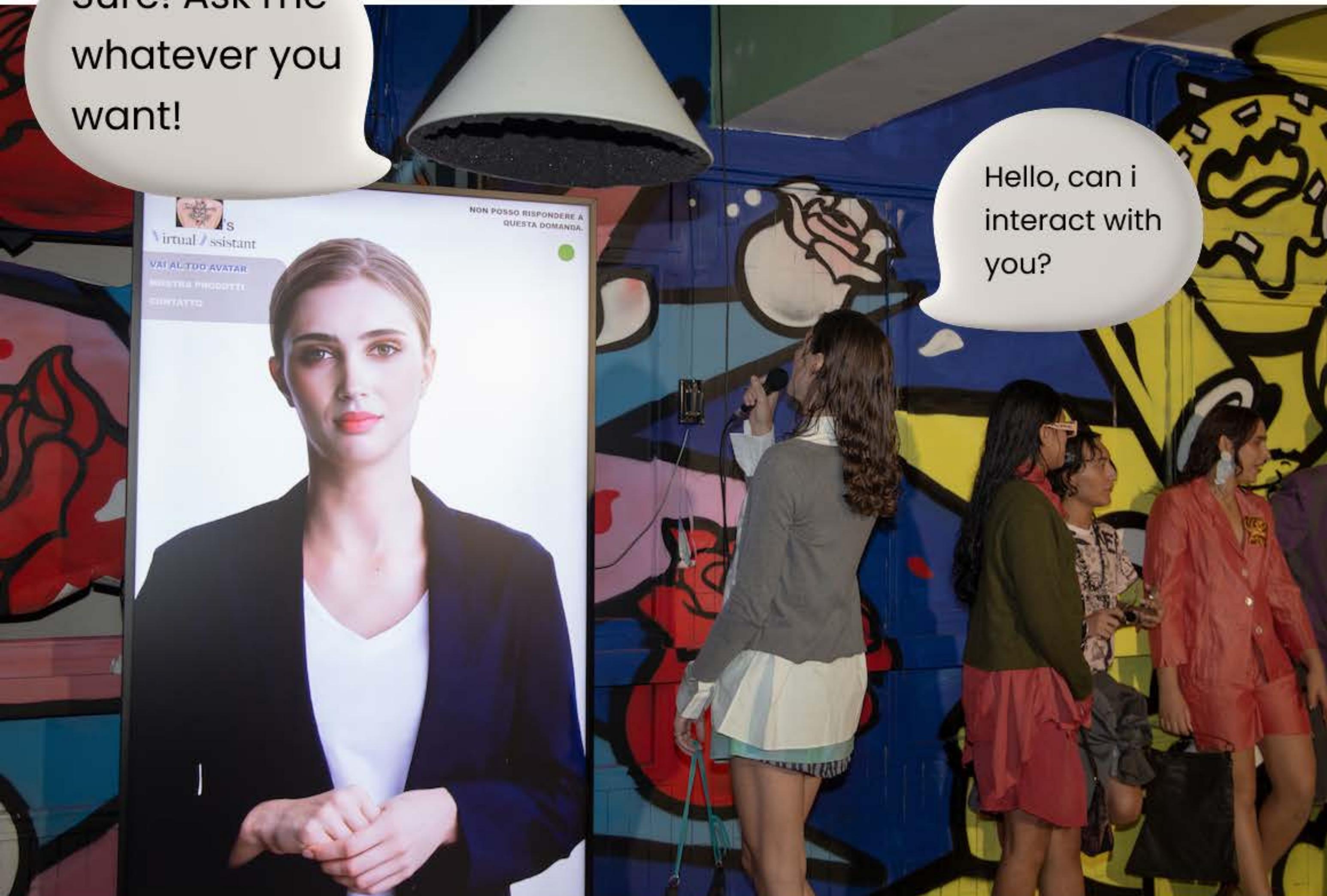
For  
Instagrammable  
moments

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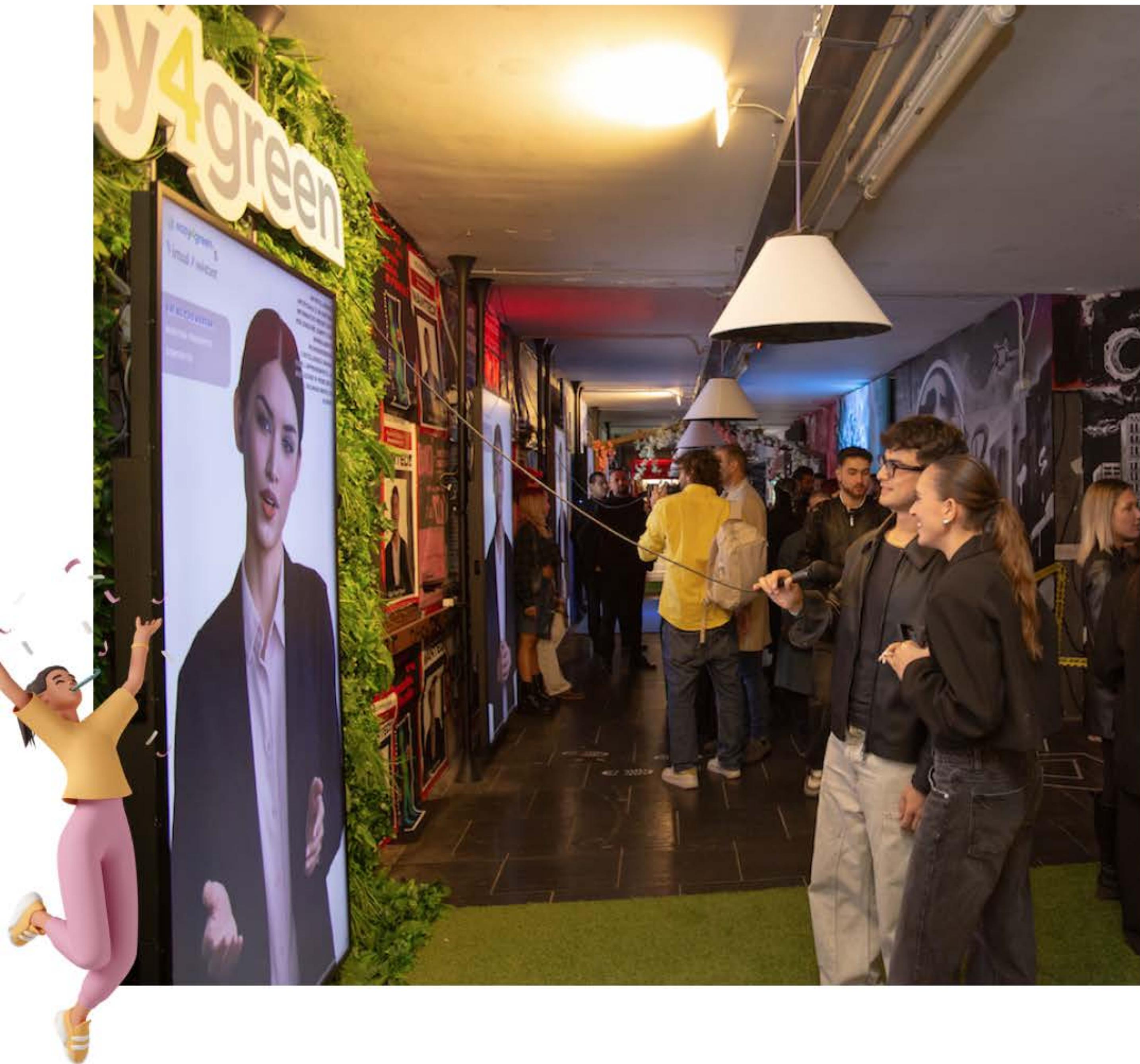


Sure! Ask me  
whatever you  
want!

Hello, can i  
interact with  
you?



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



## Interactive photo opportunity spaces



Brand awareness



Increased visibility on social media

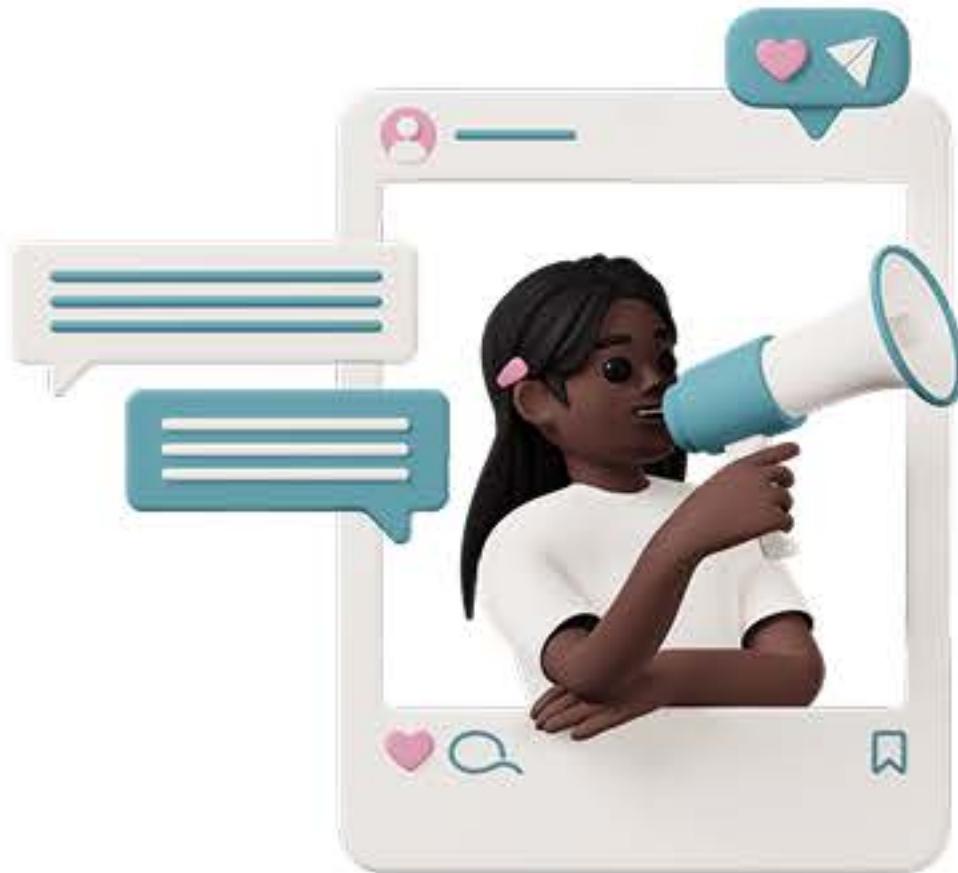


Growth in user-generated content featuring the brand



Massive guerrilla marketing impact

# WHY?



## Facilitates Social Interactions

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



## Increases Visibility

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

## Creates Immersive Experiences

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

# 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**.

# Engagement Rate



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.**

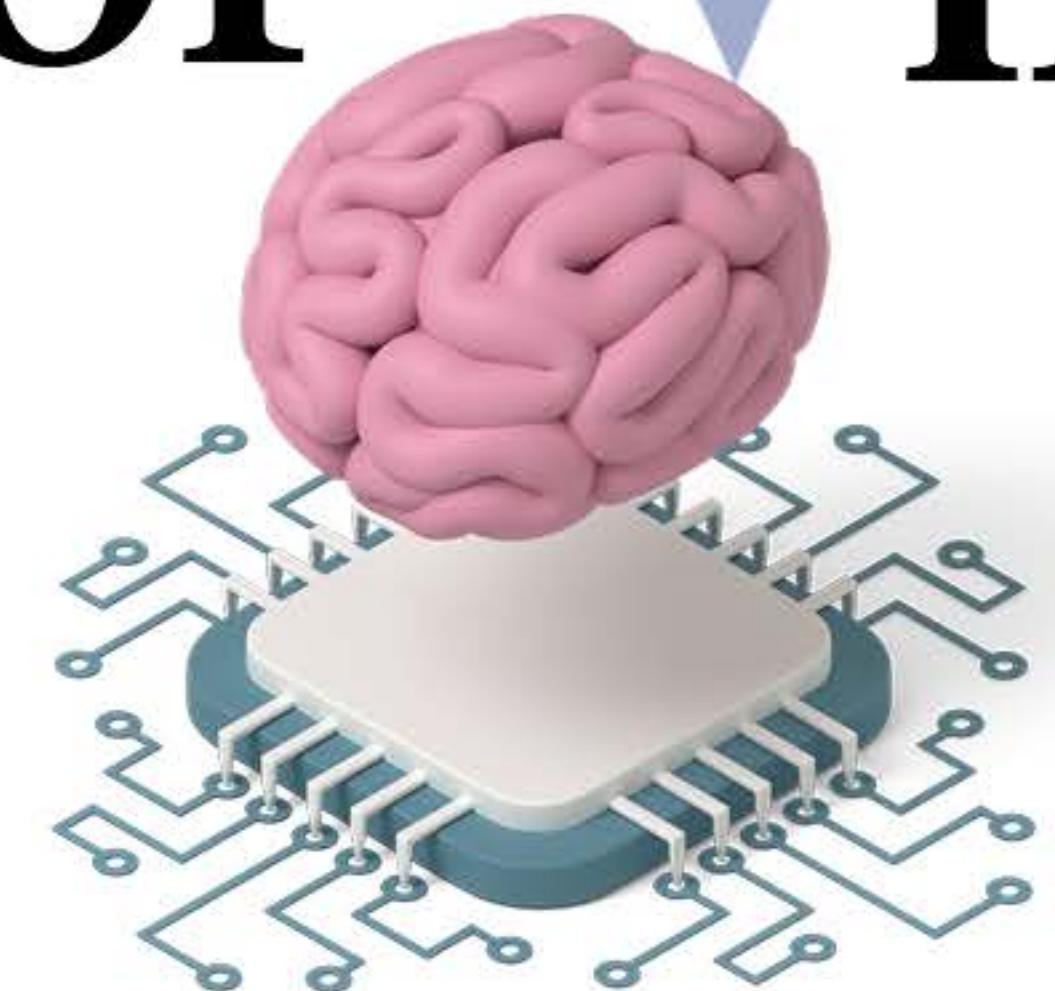


**HOW?**

# Major Virtual



**Personalized  
AR Avatars**



**Major Virtual AI**



**Data Analytics**

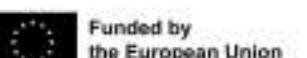
Technological tools will allow brands to interact with consumers in a meaningful and high-performing way.



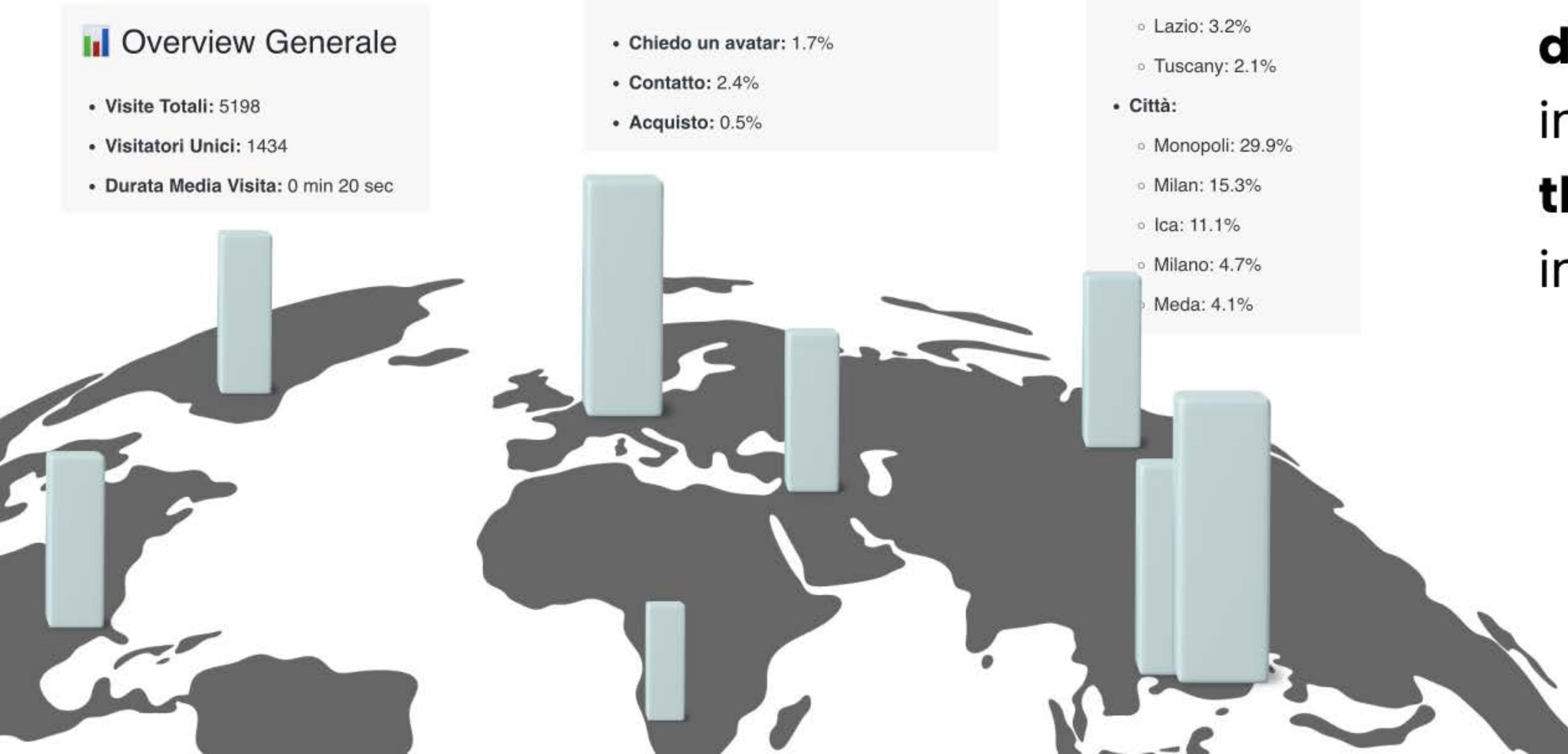
# Major Virtual AI

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

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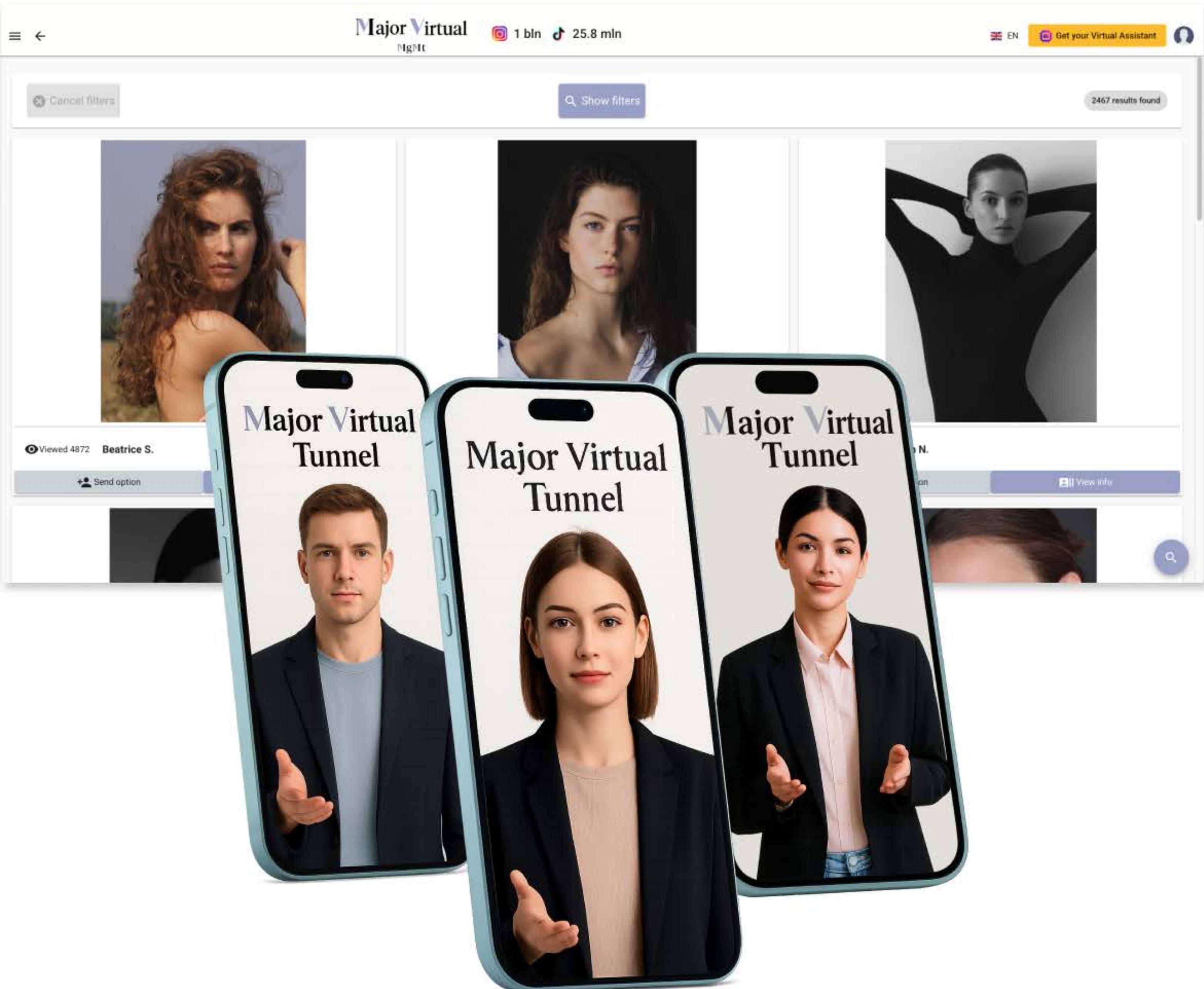


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## Data analytics

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**  1 bln  25.8 mln  
**MgMt**

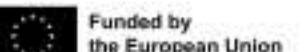
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The 35'000 profiles on the  
majorvirtualmgmt.com platform  
collectively reach **1 billion followers.**

**Major Virtual**  
**Tunnel**

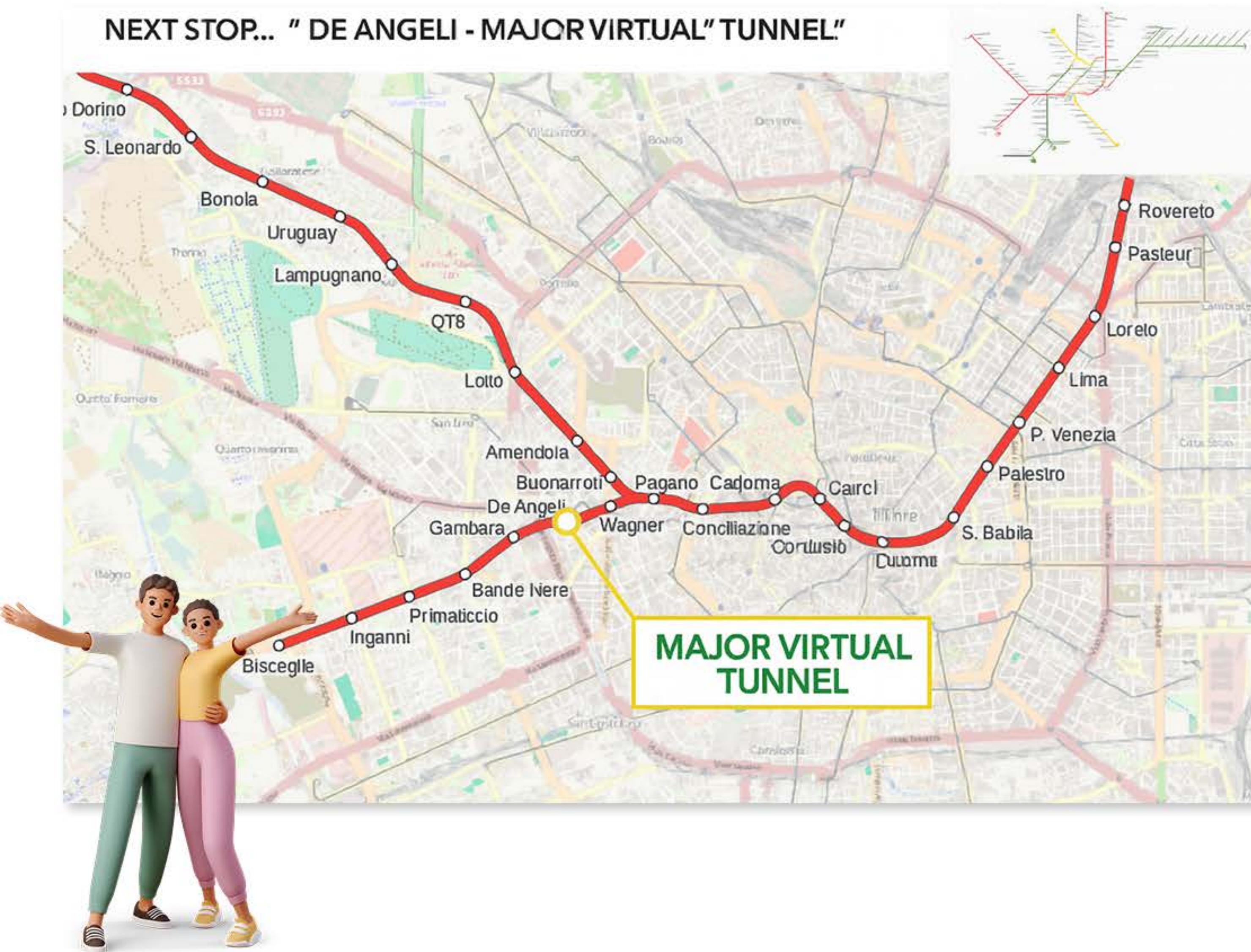
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**Tunnel**



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# 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.



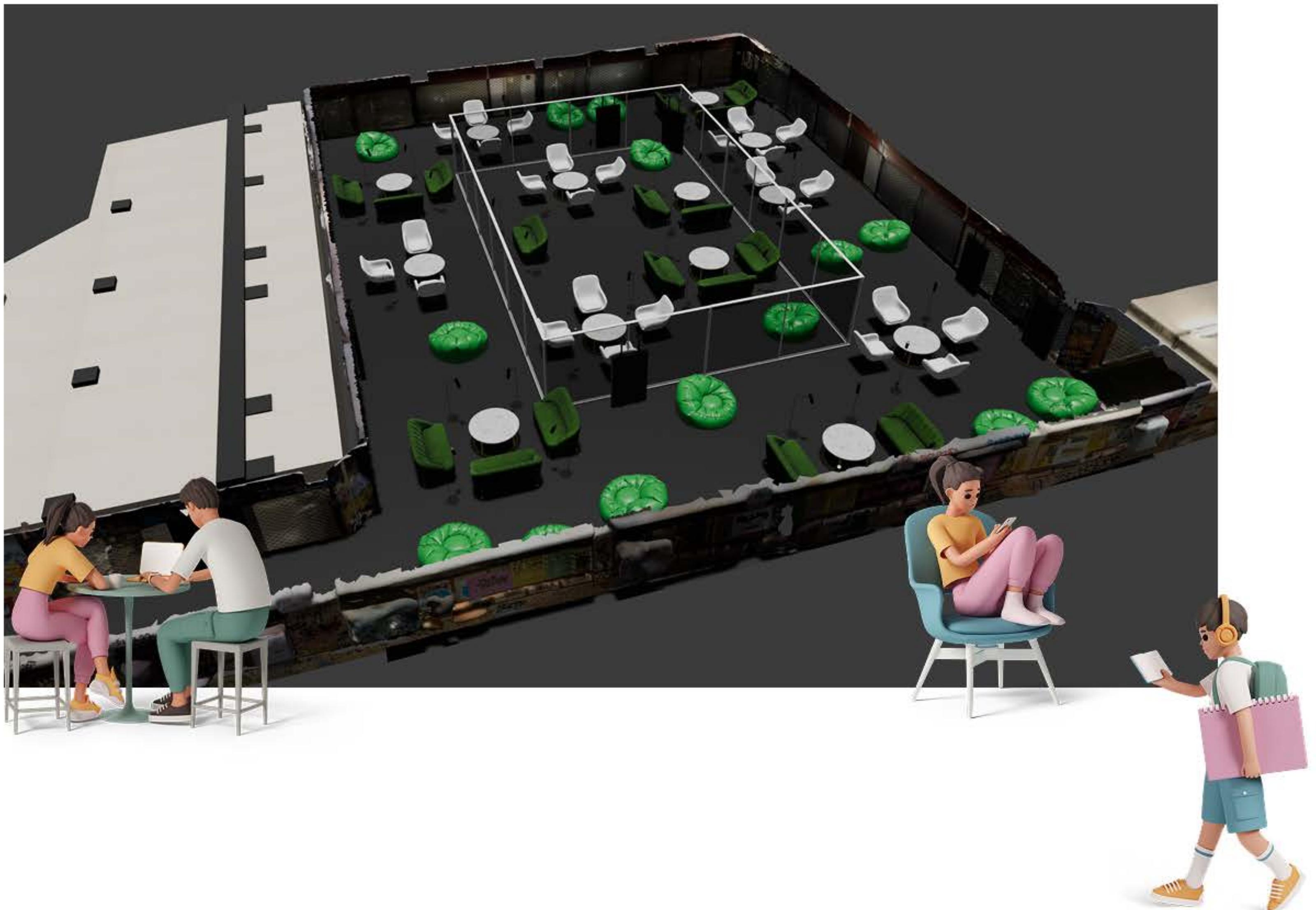
The tunnel covers an area of **over 3,000 square meters**, with **three large entrances** located in Piazza De Angeli and one directly connected to the metro station.

# PROJECT

The main entrance



# PROJECT



The open  
space

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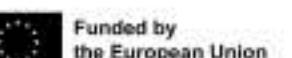


# URBAN REDEVELOPMENT

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**.

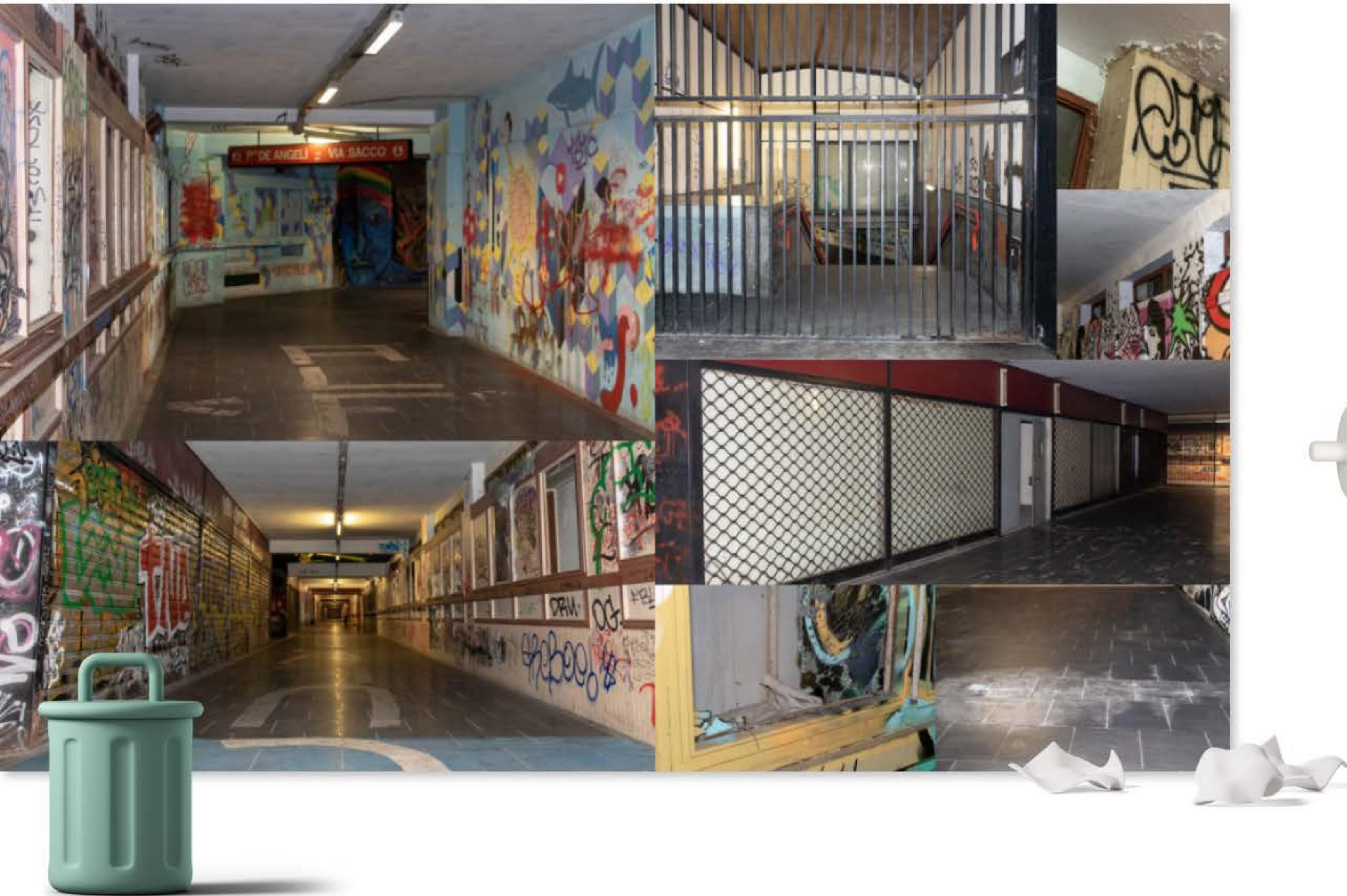
The redevelopment will bring prestige to the City of Milan and **direct benefits** to the community in terms of: **social, economic, and hygienic improvements**.

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Tunnel

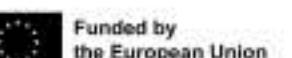


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# The Tunnel Before



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# 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.

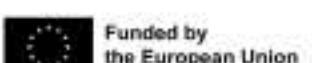
The concept is based on a "**no goods in stock**" model:

- **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**.

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# 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\*:

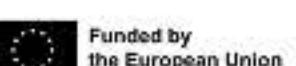
- Store size: **2'000 m<sup>2</sup>**
- Available product volume: **2'000 m<sup>3</sup>**
- Electricity consumption per year: **150 kWh/m<sup>2</sup> → 300'000 kWh/year**
- Water consumption per year: **2'650 m<sup>3</sup>/year**
- Repackaging materials: **3 tons of LDPE plastic film/year**
- Wastewater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

A New Retail Paradigm  
Designed for a Lower  
Environmental Impact



\*Source: "Product Environmental Footprint Category Rules Guidance Version 6.3

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## Water Savings:

A reduction of 547,500 m<sup>3</sup> of water consumption per year, minimizing water waste caused by the presence of numerous individual stores.



## Land Savings:

Over 300,000 m<sup>2</sup> 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!](#)



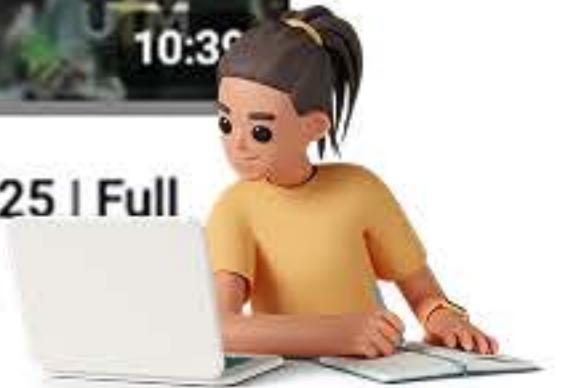
# Major Virtual



MAJOR VIRTUAL TUNNEL - Versione in  
Italiano 



John Richmond | Spring-Summer 2025 | Full  
Show



GREENLANDIA - Major visual



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



**Click to watch  
the videos!**



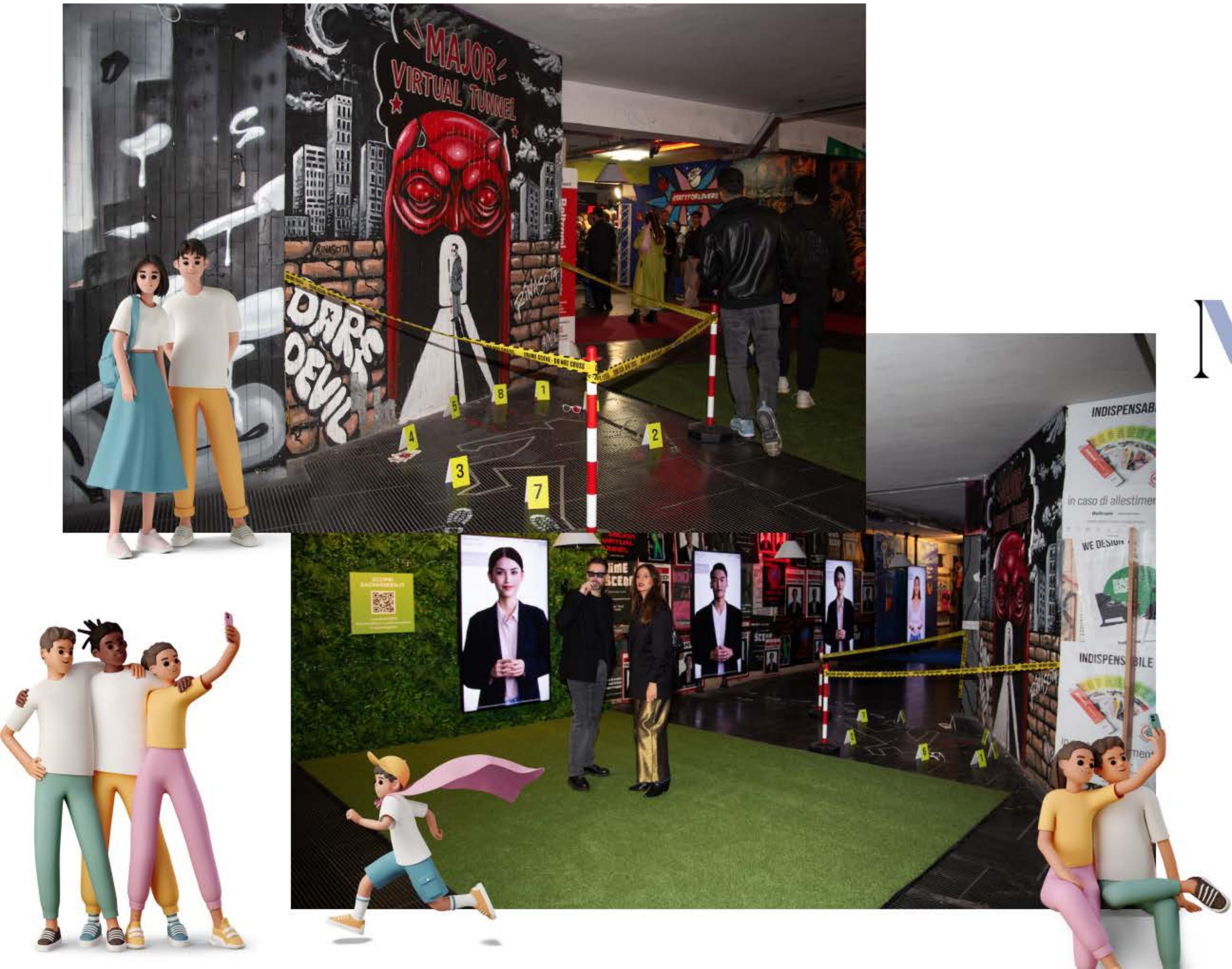
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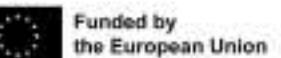
**WHEN?**

# Major Virtual Tunnel

**OPENING  
SOON!**



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# Major Virtual Tunnel

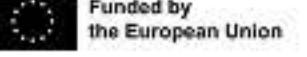
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