

## TORINO'S MUSEO NAZIONALE DELL'AUTOMOBILE: WHEN THE HISTORY AND THE FUTURE OF THE CAR SECTOR RUN ON THE WEB



The creation of Torino's new Museo Nazionale dell'Automobile is also characterized by a renovation of image, content and media. **Melazeta**, Rich New Media Agency belonging to the Banzai group, has been selected to design and develop the new web site of the museum. **Museoauto.it** will contribute with its own design to the creation of a new product, bridging tradition with innovation.

This web site, characterized by graphic elements recalling the Museum's plan and logo, has been designed as a multimedia contents' envelope, generating principles. Its modular and flexible structure is a prerequisite for a tool which must be able to keep up to date with the multi faceted activities and events of the Museum.

Thanks to the connection with the most popular social networks - Twitter, Facebook and YouTube - Italian and English versions, **Museoauto.it** symbolizes a renewed idea of the history and culture of the car industry, at a global level.

Melazeta – Rich New Media Agency belonging to the Banzai Group was founded in Modena in 1998 and from the very beginning it has distinguished itself on the Italian market of multimedia projects' animation and development and online video games, by presenting innovative solutions, which combine creativity and technology.

Thanks to the in-house developed skills and to the Group synergies, Melazeta produces digital cross media interactive contents for all sectors, supporting customers in specific domains: marketing, communication, entertainment, and edutainment, e-learning. The Banzai Group is the first Italian Internet single-player operating on the media market, e-commerce and consultancy. Melazeta services allow companies to be positioned on the web and on new mobile media, such as smart phones, iPhone and iPad, using multi platform communication tools. This therefore allows the involvement of a wide variety of end users, not only kids, but also teenagers and adults. The Banzai Consulting division, which Melazeta is part of, consists of a team of over 80 professionals operating from offices in Milan, Bologna, Modena and Rome.