

LUCA VOLPE

SELECTED INTERNATIONAL CASE STUDIES



INTRODUCTION

Every performance begins with the same question: what should the audience remember after the event? Each experience is designed around the client's objectives, transforming entertainment into a strategic communication tool that reinforces messages, elevates brand perception, and creates lasting emotional impact.

THE IX3 COGNITIVE CONNECTION

OBJECTIVE

Automotive pioneer BMW required a premium, high-profile hosting and entertainment framework for the official Italian launch of the new all-electric BMW iX3. The presentation required a sophisticated presence to guide the evening while executing a custom mind-reading experience to establish a profound psychological connection between the premium audience and the vehicle.

SOLUTION

A tailored master-of-ceremonies and mentalism presentation was structured for the dual-city launch events in Rome and Milan. The performance integrated the automobile as the central catalyst: guests were selected directly from the premium audience to participate in psychological experiments where choices directly unlocked data, features, and design elements of the vehicle. The framework built a seamless human-machine connection—mirroring the relationship between driver, intelligence, and electric innovation, with the style meticulously optimized to match the high-end venues.

OUTCOME

The launch campaign achieved stunning success across both major markets, successfully elevating the presentation of the new model into an unforgettable reality. Weaving the features of the new BMW iX3 into the jaw-dropping climaxes of the mind-reading demonstrations maximized brand retention and left attendees thoroughly spellbound.



THE IMAGINARY JOURNEY

OBJECTIVE

World-class aviation leader Qatar Airways required an extraordinary, high-impact performance to celebrate and strategically launch their new aircraft fleet and upcoming flight destinations. The core objective was to move away from conventional corporate presentations, dynamically integrating commercial route announcements into an experiential spectacle for over 800 high-profile guests.

SOLUTION

A fully customized, high-tempo 20-minute mentalism experience was engineered to align with the airline's global expansion theme, seamlessly synchronized with custom-designed stage graphics and a bespoke musical score. The core featured a massive, multi-sensory interactive illusion: 'The Immersive Mind Flight' guided the entire audience through a synchronized psychological simulation of a luxury flight, while 'The Destination Reveal' used thought-mapping to let audience members subconsciously select routes. This culminated in a grand climax where every single free choice and route variation was shown to have been flawlessly predicted in advance across the massive stage.

OUTCOME

The tailored presentation electrified the room, perfectly blending luxury brand marketing with world-class entertainment. By transforming strategic airline announcements into an interactive psychological journey, the performance ensured maximum cognitive retention of the brand's new fleet and destination routes.



WHEN METHOD BECOMES AWARENESS

OBJECTIVE

The leading financial group Azimut required a fully customized corporate performance for their Wealth Management Summit in Milan. The objective was to design a psychological demonstration that would visually reinforce the brand's sophisticated approach to financial strategy, anchoring the core belief that structural business results must evolve into conscious direction.

SOLUTION

The performance was engineered around the cornerstone summit theme: "Quando il Risultato diventa Consapevolezza" (When the Result Becomes Awareness). This philosophy was integrated into a sequence of high-impact psychological demonstrations illustrating that when a team transitions from routine actions to deep strategic awareness, mechanical operations cease, and true value is unlocked. The presentation featured a multi-phase experiment built around three key corporate pillars: Communicate (precision in team dynamics and wealth client interaction), Perceive (market alignment and reading hidden opportunities), and Decide (how strategic clarity leads to flawless execution), culminating in a tailored custom revelation where the corporate name "AZIMUT" was unexpectedly uncovered.

OUTCOME

The customized show successfully translated complex financial values into an unforgettable, experiential reality. By intertwining the brand identity directly into the mechanisms of the illusions, the performance achieved deep strategic alignment, leaving wealth management professionals highly inspired and closely connected to core corporate messaging.



THE MARS MINDSET

OBJECTIVE

The client required a powerful, customized keynote presentation centered around the theme "Mission to Mars." The objective was to deliver more than standard entertainment; the client needed an impactful, actionable session that would elevate the mental performance, system-thinking, and strategic execution of banking professionals.

SOLUTION

A bespoke keynote framework introduced "The Mars Mindset," drawing parallels between space exploration and the psychological discipline of a master mentalist. The presentation delivered six core techniques to optimize professional performance: 1. Mission Clarity (shifting focus from vague hopes to definitive targets), 2. Mission Control Thinking (replacing reliance on luck with dependency on systems), 3. The 1% Trajectory (emphasizing the compounding power of small daily improvements), 4. The Mars Crew (structuring success as a collective mission with mentors and allies), 5. The 90-Second Reset (using conscious breathing to restore cognitive clarity under pressure), and 6. The Launch Window (actively identifying and executing overlooked market opportunities).

OUTCOME

The keynote successfully bridged advanced psychological concepts with practical corporate application. By integrating visual slide presentations with interactive mentalism principles, the session left the team motivated, strategically aligned, and equipped with tangible cognitive tools to tackle complex business challenges.



LUGANO, SWITZERLAND

THE GOLD KEY

OBJECTIVE

The goal was to design an exclusive, high-profile entertainment experience tailored specifically for an elite audience of top business executives and prominent figures in Lugano. The performance needed to transcend standard entertainment, establishing a sophisticated atmosphere rooted in deep emotional resonance, human connection, and absolute mystery.

SOLUTION

The performance was meticulously structured around a bespoke psychological concept focused on core human emotions and interconnectedness. Upon arrival, each guest was presented with a sleek, sealed black envelope containing a unique word representing a specific emotional state. The interactive experience culminated in a dramatic finale: as the envelopes were opened, it was revealed that only one envelope contained a hidden Gold Key. The guest holding the Gold Key was invited to join the stage for the ultimate climax of the evening. A stunning, impossible psychological prediction—perfectly synchronized with the themes of the night—was revealed, leaving the elite audience entirely spellbound.

OUTCOME

The event achieved an exceptional level of engagement, perfectly blending the prestige of a luxury gathering with world-class psychological entertainment. The high-net-worth attendees were deeply captivated, and the interactive format sparked intense conversation, networking, and acclaim long after the final revelation.



THE SENSES EXPERIENCE

OBJECTIVE

Luxury beauty brand Guerlain required an exclusive, high-concept entertainment experience to mark the launch of their new product line in Sicily. The goal was to break away from traditional formats by creating a sophisticated mind-reading performance deeply intertwined with the sensory identity of the new launch, engaging multiple groups intimately while maintaining absolute luxury and focused attention.

SOLUTION

A bespoke, multi-sensory mentalism experience was engineered around the core concept of human senses and perception. To combat environmental distractions and deliver absolute focus, a high-tech silent experience was implemented via high-fidelity wireless headsets, creating a deeply intimate and direct acoustic connection. The event was structured into 12 intensive, high-energy rotational micro-sessions lasting 10 minutes each, enabling close-up experiences. The demonstrations used thought-mapping and mentalism principles tied directly to the aromas, textures, and emotional triggers behind the new product line.

OUTCOME

The sensory activation achieved exceptional brand engagement. By combining high-concept mentalism with an immersive headset delivery, the performance successfully anchored the identity of the new product line. This resulted in a highly impactful, memorable promotion reflecting the prestige and innovation of the Guerlain brand.



ARCHITECTS OF THE FUTURE

OBJECTIVE

Global technology leader Amazon required a high-impact, custom-designed online presentation to unite workforce branches operating across multiple international locations. The core objective was to creatively translate, promote, and reinforce the company's core corporate values, demanding an unparalleled level of audience interactivity to keep remote employees deeply engaged across continents.

SOLUTION

A highly innovative, fully customized virtual mentalism broadcast integrated corporate philosophies into the mechanics of the illusions. The digital framework featured bespoke philosophical integration where each mind-reading demonstration visually and conceptually highlighted a specific corporate pillar. It utilized decentralized interactive design allowing experiments to break through the screen, producing mind-bending phenomena directly inside remote employees' homes using everyday objects. The entire broadcast was optimized for simultaneous international infrastructure to ensure a seamless experience.

OUTCOME

The virtual show delivered an unprecedented level of internal engagement for a digital corporate event. By embedding core values directly into interactive, home-occurring mentalism dynamics, the performance achieved deep strategic alignment and fostered a powerful sense of global unity across international teams.



