

# ToonTaun: Art, Technology, Innovation





# ToonTaun

Founded in 2006, ToonTaun is an audiovisual production company specialised in high-end 3D animation and post-production for television, with experience ranging from TV series and commercials to visual communication projects.

Since 2009, the studio has expanded its scope, focusing on the creation of shortfilms, video installations, exhibits, videomapping, and immersive experiences aimed at enhancing cultural heritage.

ToonTaun oversees the entire creative and production process, from concept development to final delivery, ensuring artistic coherence and technical quality at every stage of the work.

For each project, it integrates mixed techniques—3D, live-action footage, fiction, compositing, and motion graphics—with innovative technologies such as AR, VR, multi-projection, videomapping, and immersive cameras.



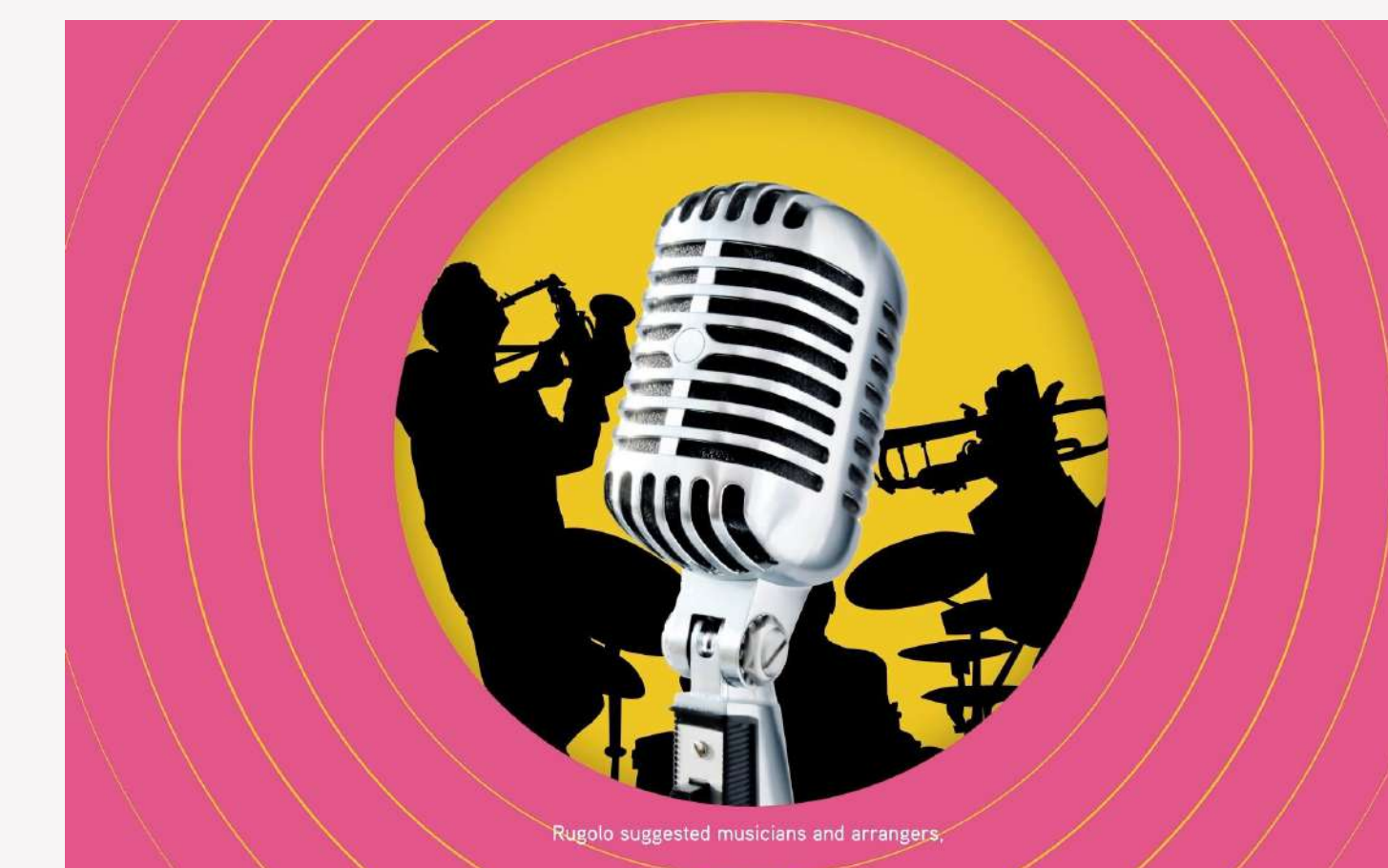
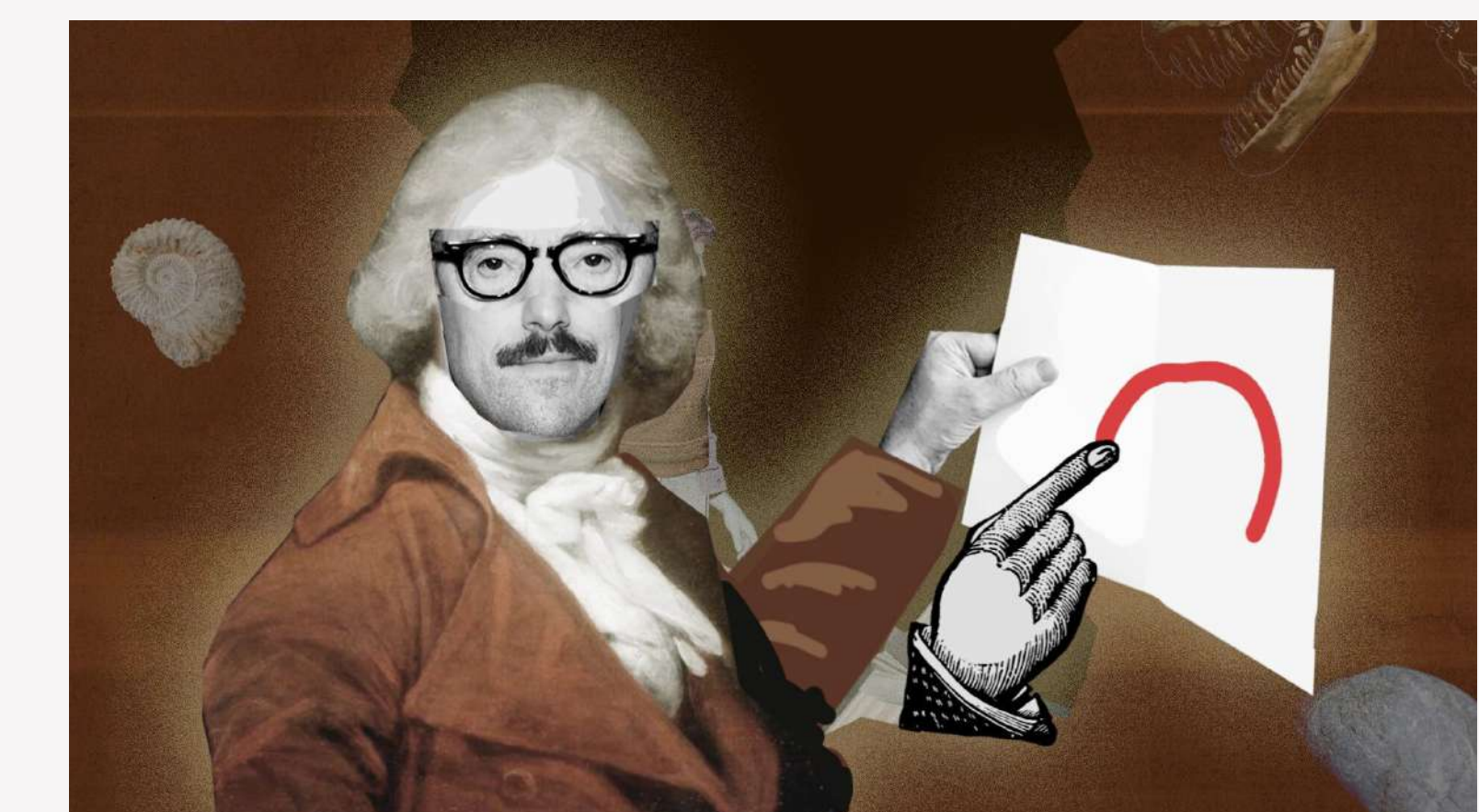


# Mission

We leverage innovative techniques and expressive languages to enhance and make cultural, tourism, and corporate content accessible to a wide and diverse audience. We believe in immersive experiences as powerful tools for emotional engagement and active participation.

For us, audiovisual technology and the evolution of new forms of expression must move forward in harmony: innovation truly matters only when it creates meaning and beauty.

That's why we pair technological research and experimentation with strong aesthetic and narrative principles, unlocking their full potential. Our approach to innovation is never an end in itself—every new technology becomes an opportunity to craft compelling, forward-thinking storytelling experiences.





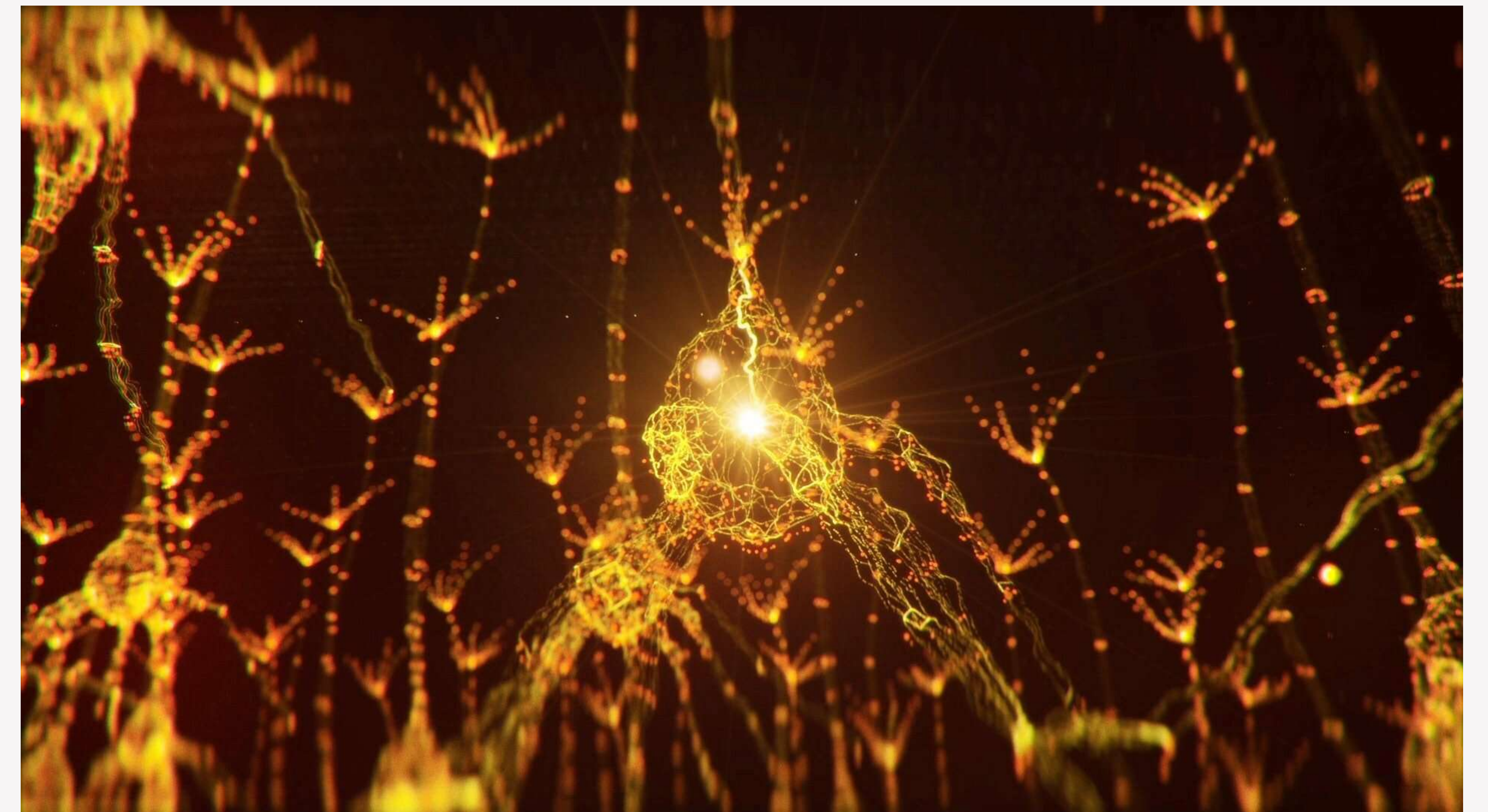
# Vision

We believe in an open, dynamic, and constantly evolving structure, one that can adapt to the unique nature of every project.

Every story is born from a specific need, a distinct point of view, an emotion meant to be shared. ToonTaun positions itself as a meeting point for skills and visions, leading a network of companies and professionals who collaborate to shape ever-new experiences that bring together art, technology and innovation.

Our approach is content-driven: the content itself guides the choice of language, strategy, and technologies best suited to enhance it.

Because we believe every story deserves to be told in the most authentic, powerful, and accessible way possible and that technology finds its true purpose only when it serves to create emotion and wonder.



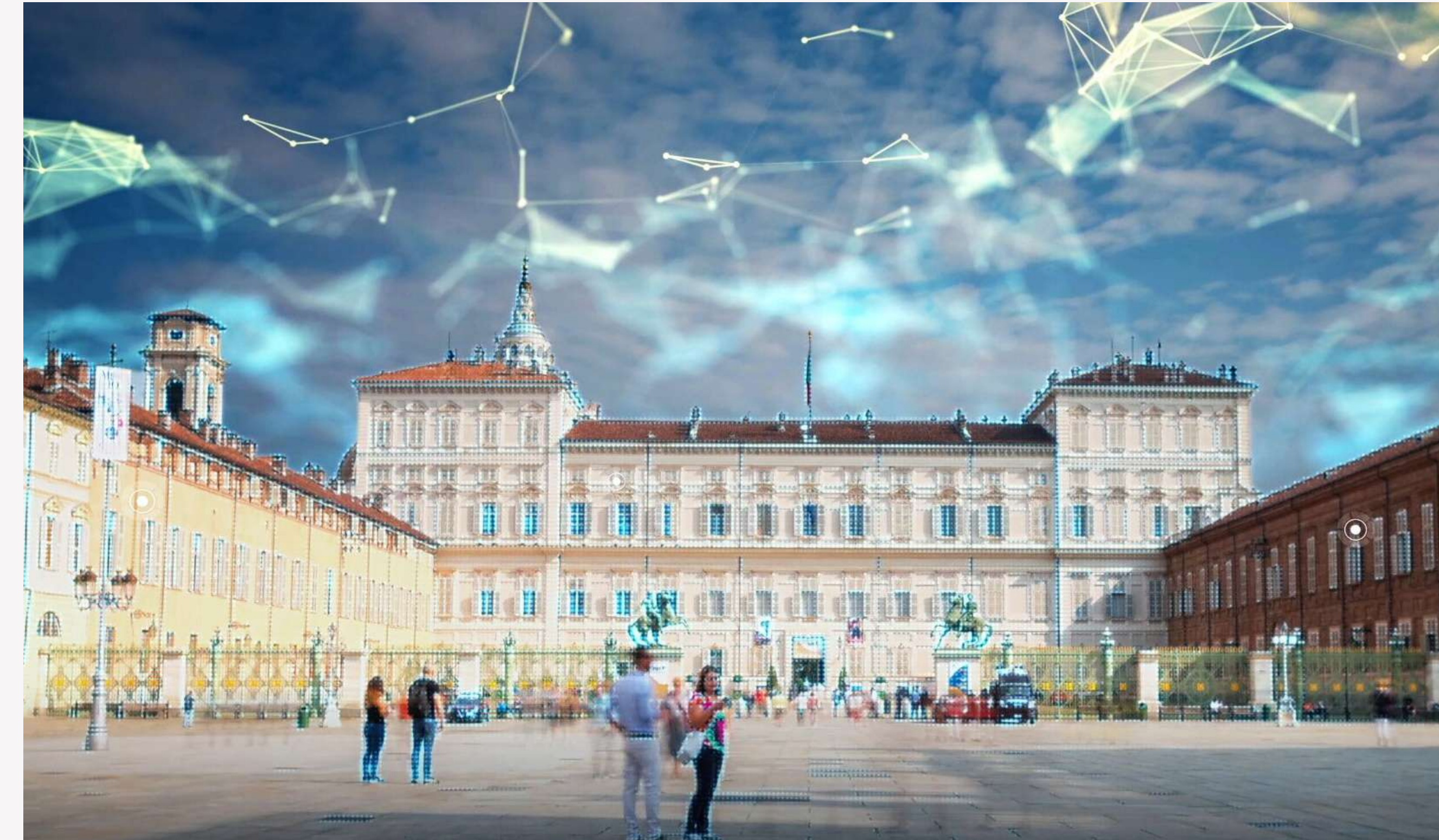


# Stakeholders



## Culture

We collaborate with museums, foundations, and cultural institutions to tell the stories of the people and narratives that safeguard the vast artistic and cultural heritage of our country. We celebrate the places, figures, and events that have shaped Italian culture, transforming them into immersive audiovisual experiences designed to move, engage, and inspire audiences.



## Tourism

We enhance the Italian territory through narratives that highlight its beauty, excellence, and uniqueness. From major cities to small villages, every place has a story to tell: we make it accessible, engaging, and memorable through immersive techniques and innovative storytelling.



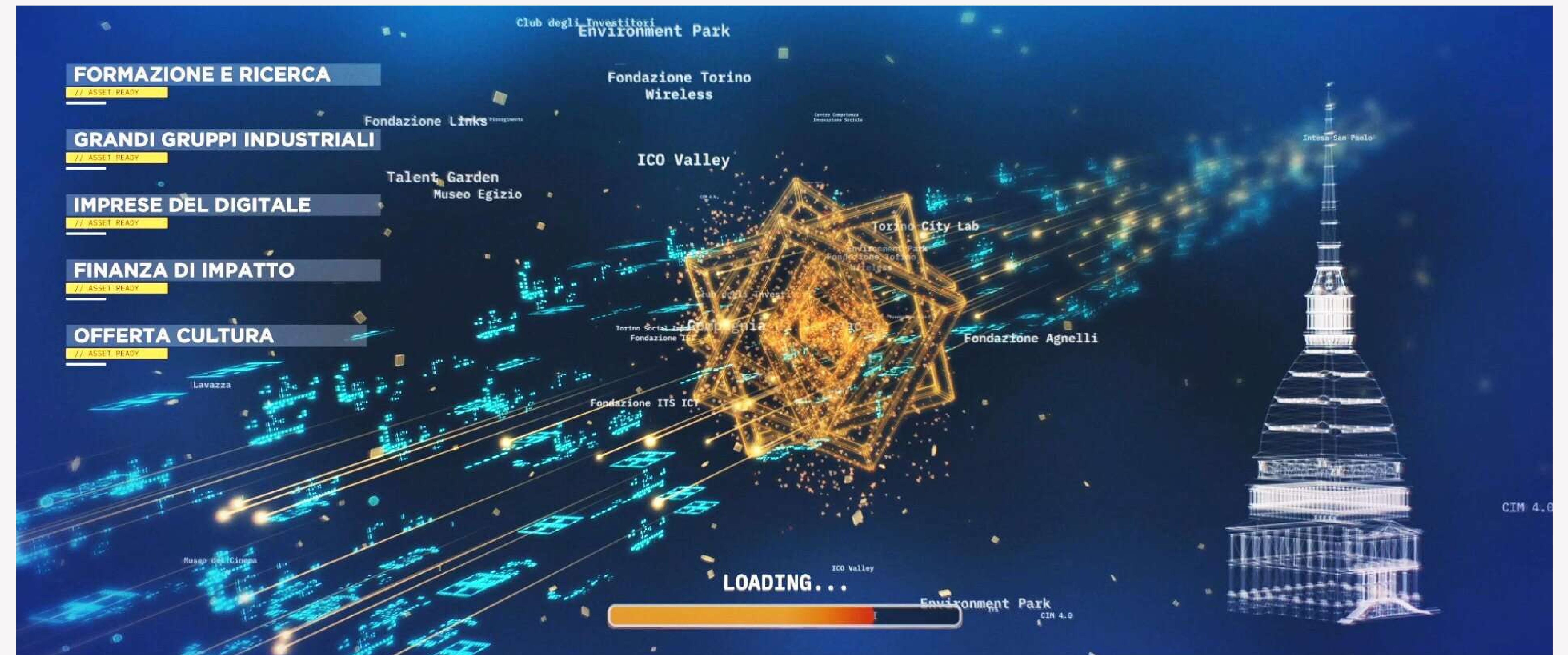
## Companies

We tell the stories, values, and identities of companies through narrative and technological tools that strengthen their connection with both the territory and people. Every project becomes an opportunity to transform corporate communication into an authentic, immersive experience.



# What We Do

We support institutions and companies throughout their journey of cultural and communication innovation, creating audiovisual and immersive works that transform the way content is told and experienced. We deliver creative, sustainable, and technologically advanced solutions, overseeing every stage of the production process—from storytelling and concept development to production and post-production—using the most effective techniques and languages to enhance the value of each project.



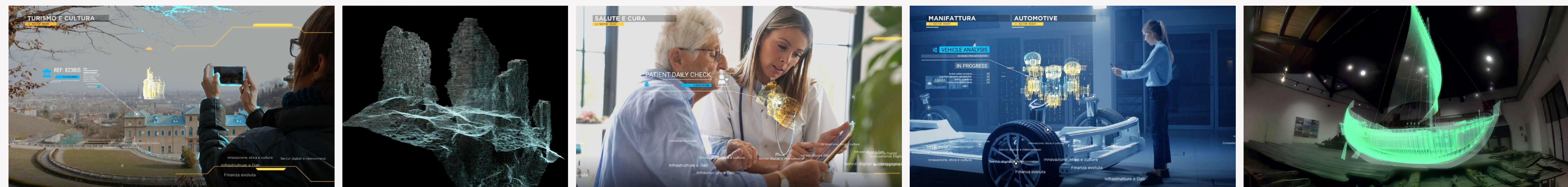


# Technologies

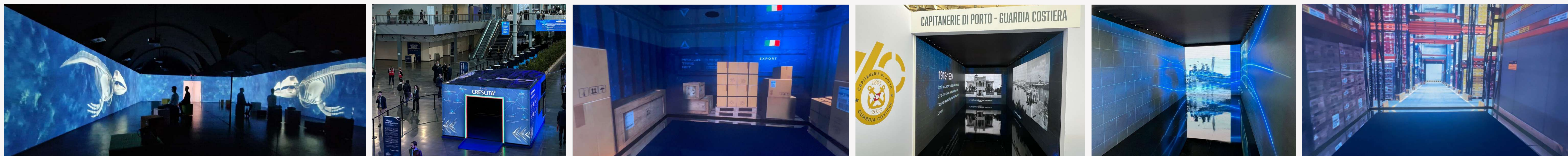
## Virtual Reality



## Augmented Reality



## Immersive rooms



## Multi-projection systems



## Videomapping





# Services



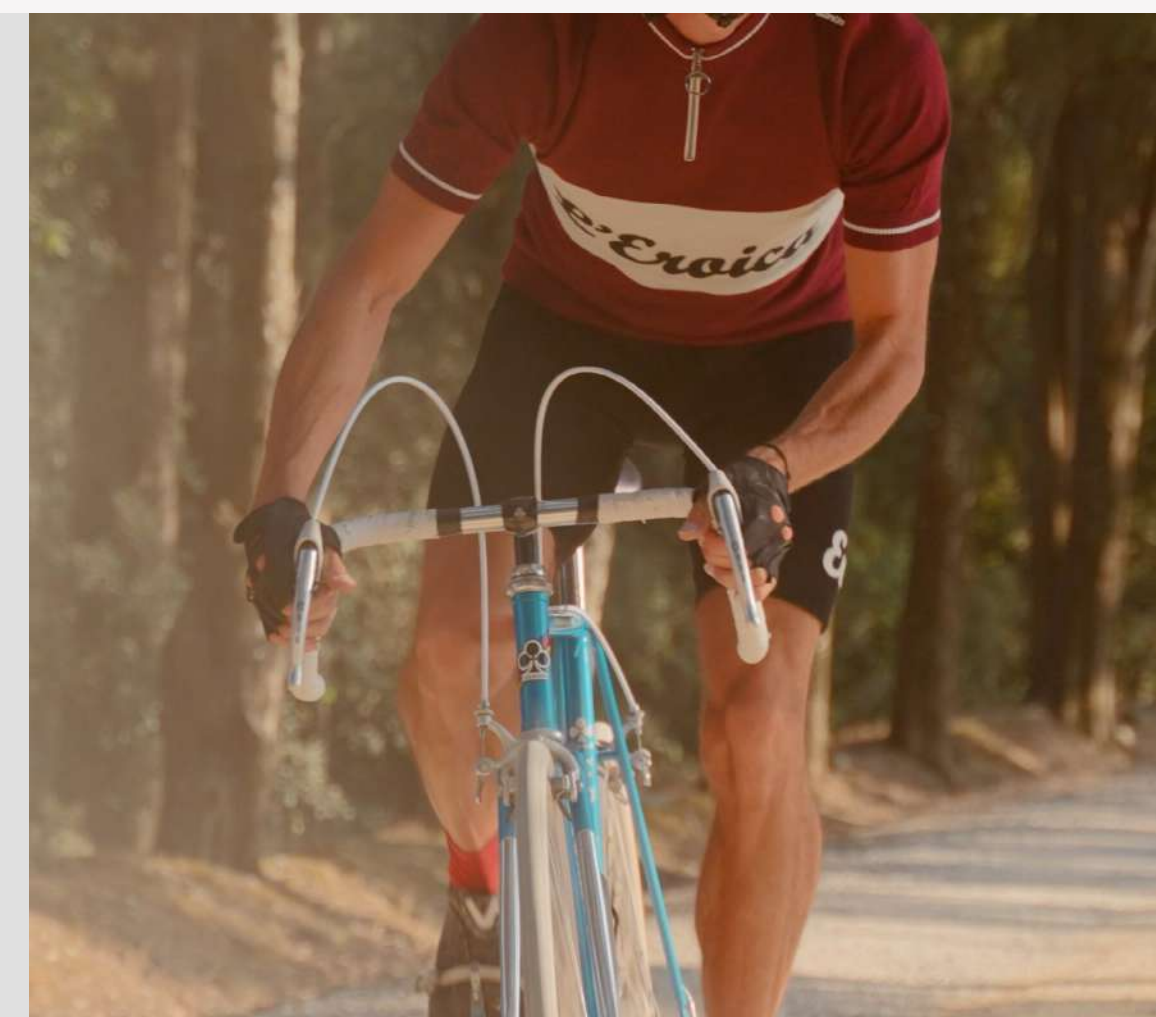




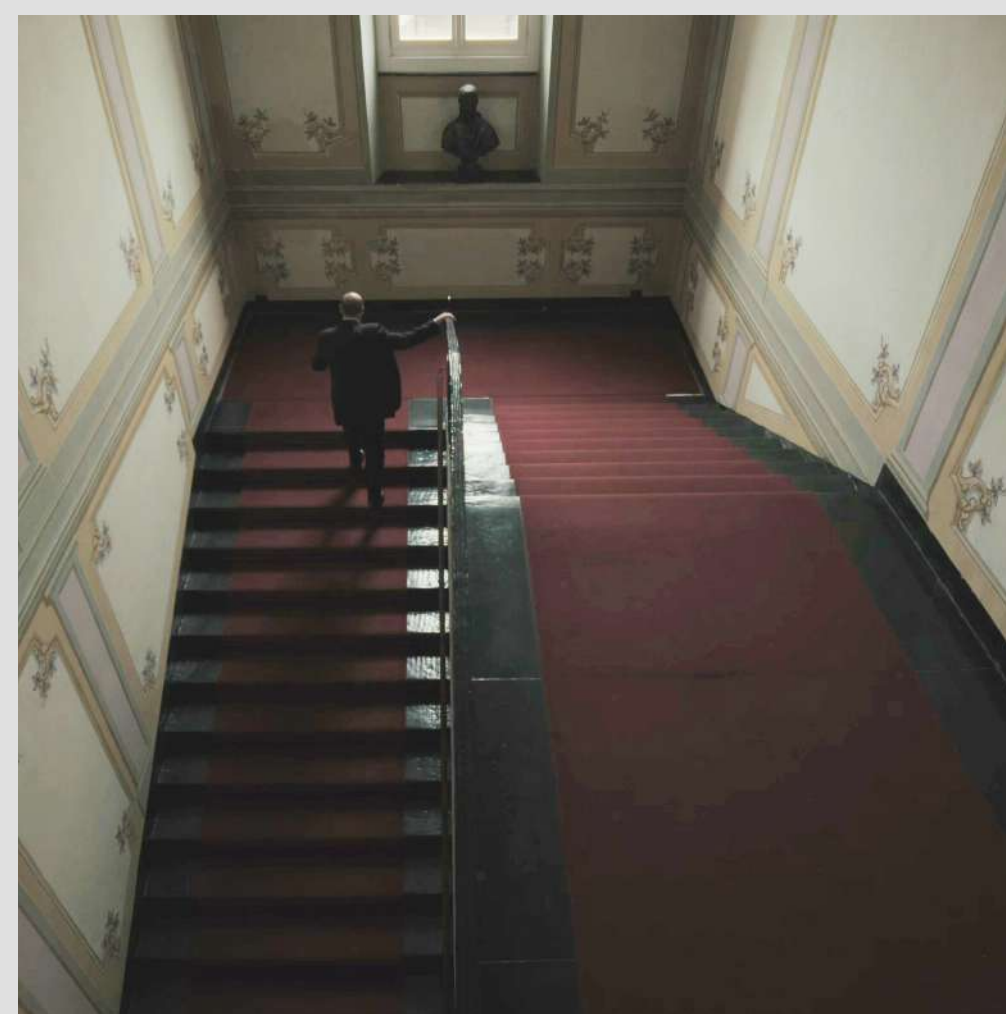
3D Animation



Motion Graphics



Live Action



Fiction



# Clients & Partners



BVLGARI

DeAkids



FIAT

FORST



Rai Cinema

SAMSUNG

ŠKODA



sky

swatch+



# Contacts



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ToonTaun Animation Studio



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