

IN THE QUIET FOREST
UNDER SNOW,
ALL WINTER'S EYES
HAVE A LUMINOUS GLOW

DANS LA FORÊT SILENCIEUSE
VÊTUE DE BLANC,
TOUTES LES YEUX DE L'HIVER ONT
UN LUMINOUS GLOW



A new Era of Digital & Experiential Tourism

The art of creating experiences

Helena González

Special Projects & Digital Art Manager

Executive MBA

Deusto Business School. Bilbao

Industrial Engineer

Politecnic School of Gijón, Asturias

Art Direction & Design Master

ESdesign Superior School of Design, Barcelona

Art Direction Master

International University of Valencia (VIU), Valencia

Double Master's Degree Management Engineering

Deusto University, Bilbao

Helena González

Special Projects & Digital Art Manager



“

65%

of elementary school students will work
in jobs that do not exist today

”



Necsum Trison

is a digital art and entertainment studio specialized in creating magical experiences through technology.

We connect
with human
emotions

Technology,
innovation &
creativity

We are generators
of memories and unforgettable
experiences

Designing Experiences
Worldwide

 **>100**
countries

U.S.A
New York

Mexico
Ciudad de
México

United Kingdom
London

Germany
Stuttgart

France
Paris

Spain
NECSUM HQ, Bilbao
Barcelona
Madrid
A Coruña

Russia
Moscow

Turkey
Istanbul

UAE
Dubai

South Korea
Seoul

Japan
Tokyo

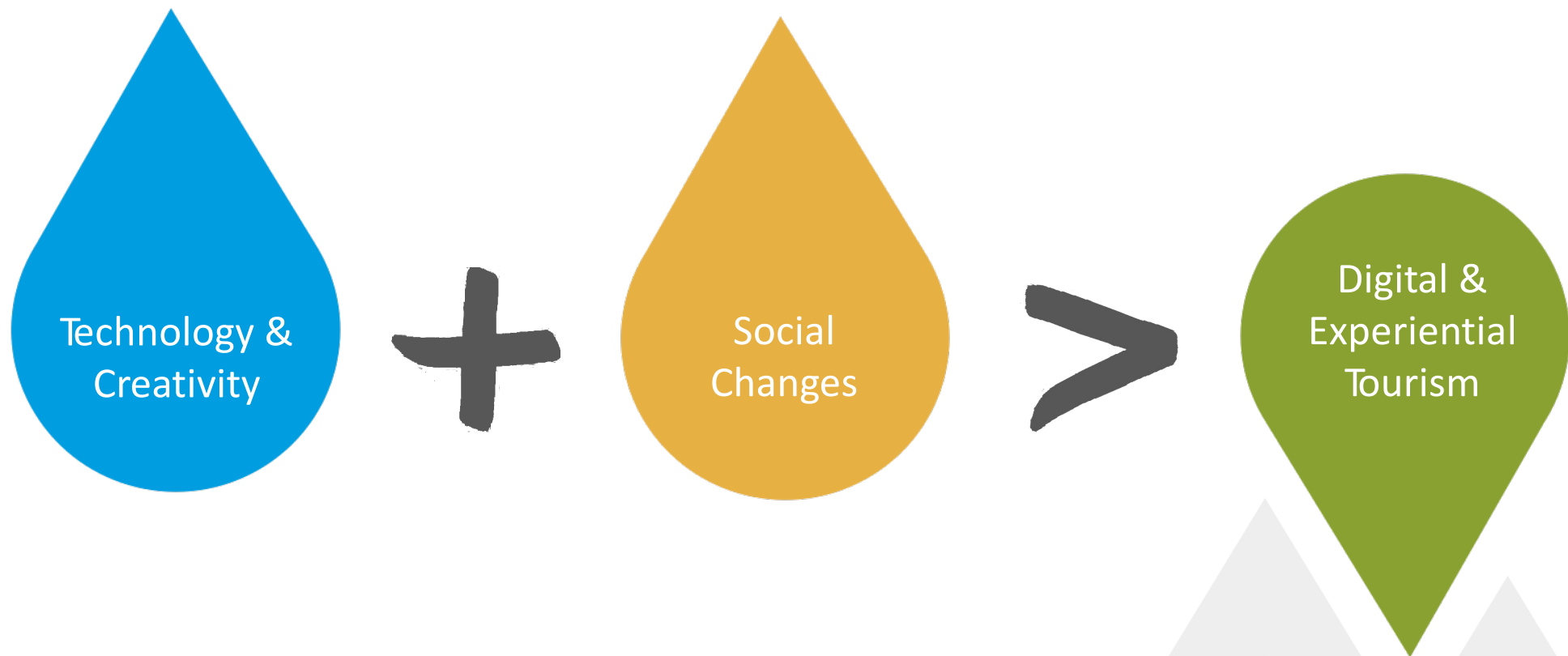
China
Kunshan

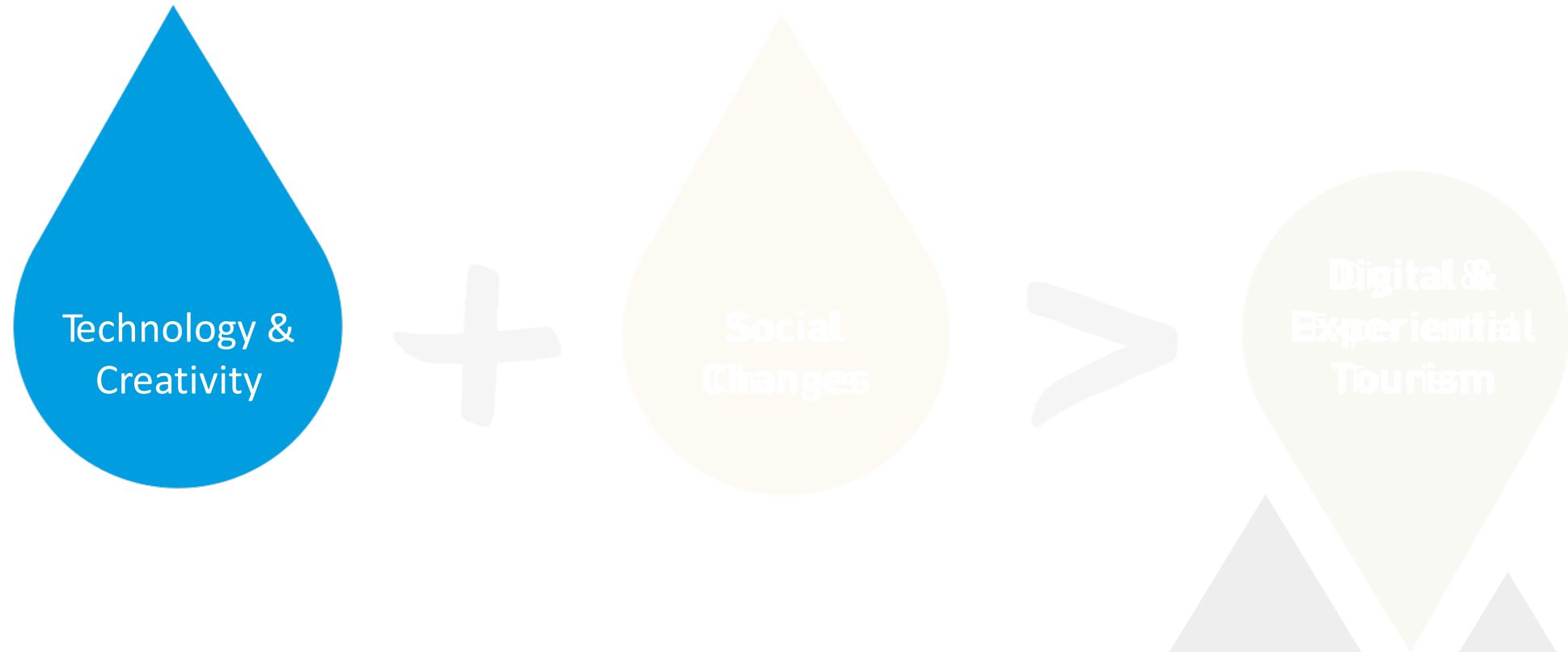
Taiwán
Taipéi

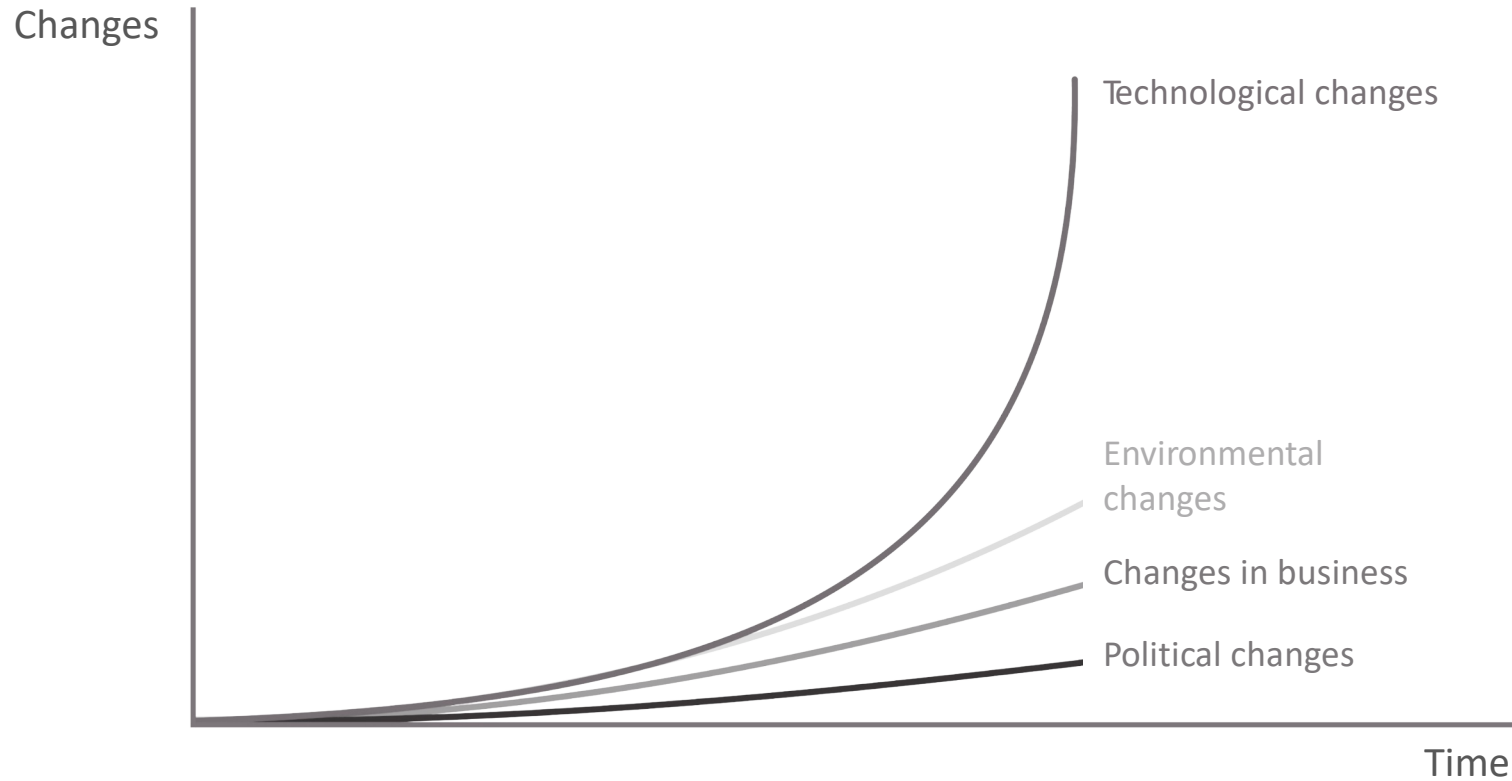
NECSUM DIGITAL ART BEST TOP 10 OF THE WORLD



 **NECSUM
TRISON**







1980



2018



1980



2018

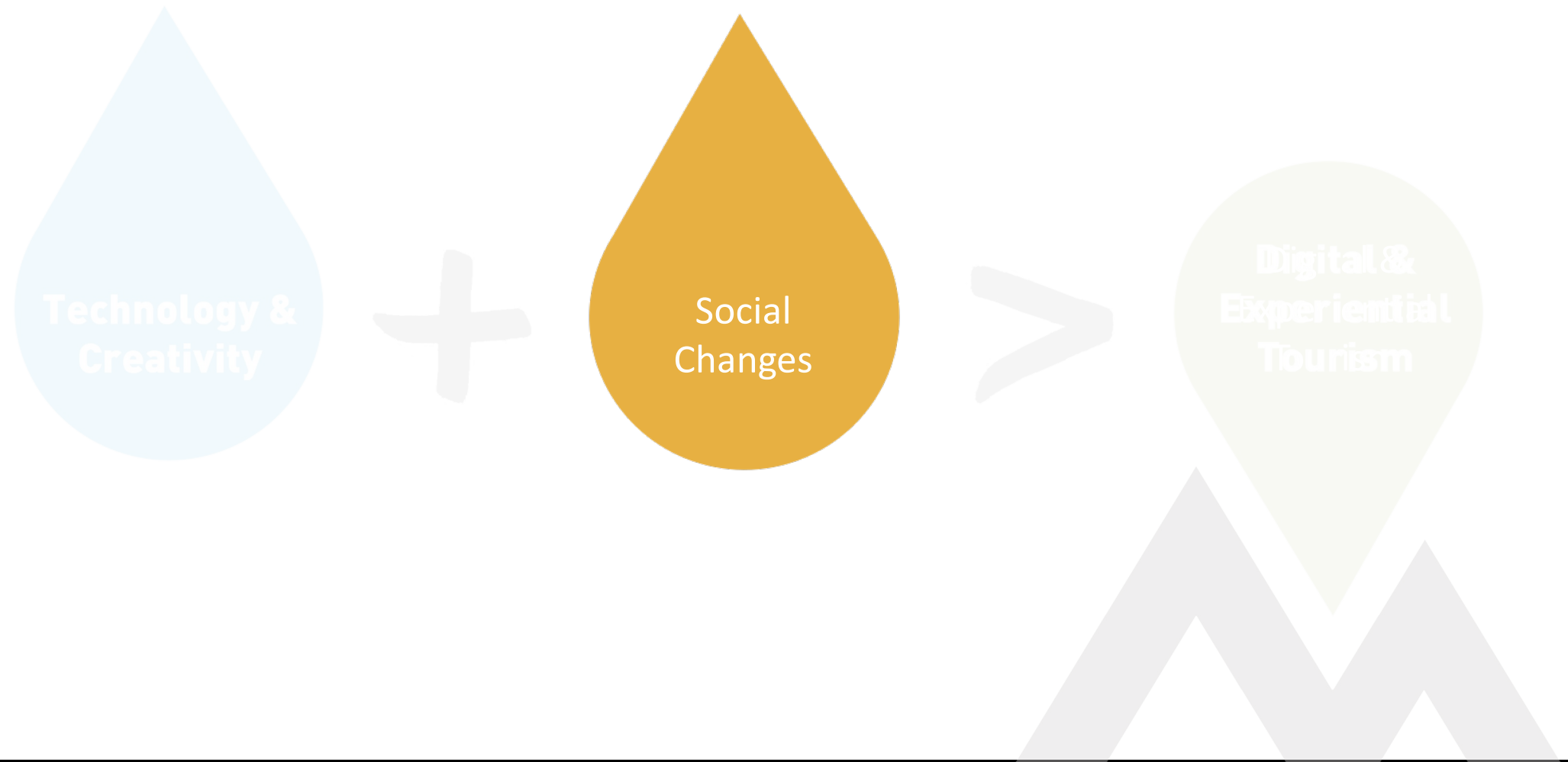


1980



2018





Changes in society habits

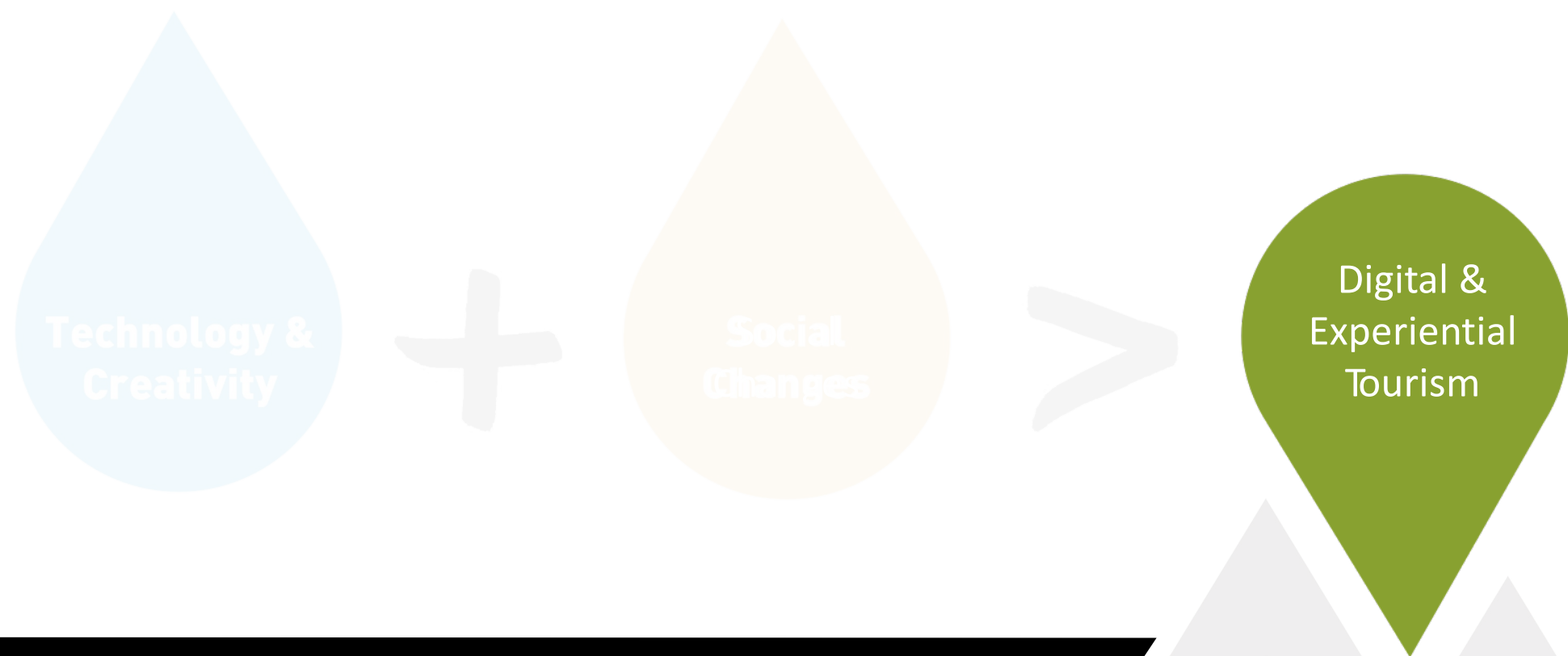


Goods Acquisition

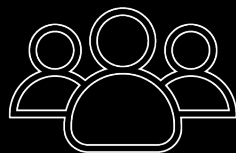


Experiences Acquisition



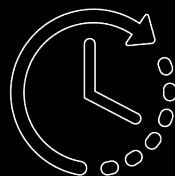


■ EXPERIENTIAL FACTOR AS THE BASIS OF A STRATEGY TO INCREASE VISITOR FLOW.



**INCREASE
NUMBER OF
VISITORS**

LOCAL > REGIONAL > NATIONAL > INTERNATIONAL



**INCREASE TIME
SPENT IN THE
PLACE**



**RECURRENCE
INCREASE**



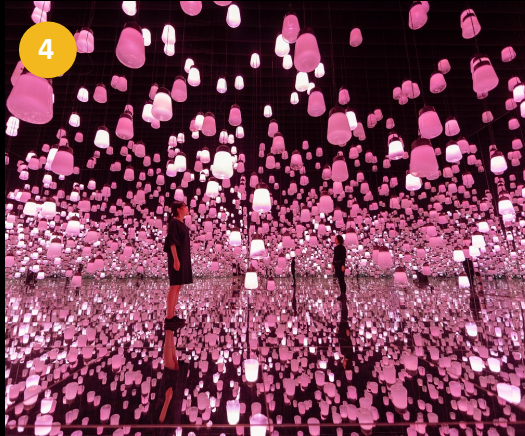
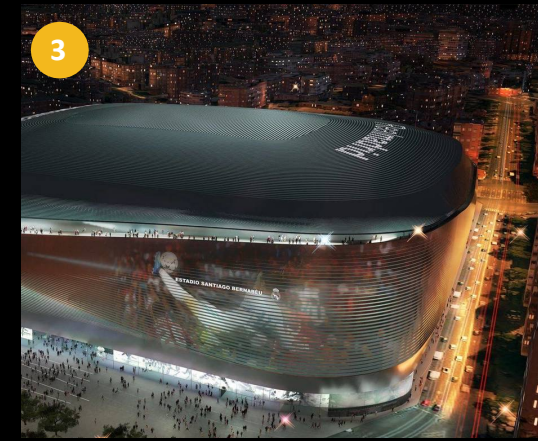
O B J E T I V E S

Trend

This experiential technology is taking over. From architecture, to temples and cathedrals, passing through natural parks, museums, zoos, concerts, theme parks and infinite leisure spaces.

- | | | | |
|---|-------------|----|---------------|
| 1 | TEMPLES | 7 | NATURE |
| 2 | CATHEDRALS | 8 | CITIES |
| 3 | STADIUMS | 9 | LEISURE SPACE |
| 4 | MUSEUMS | 10 | 7 WONDERS |
| 5 | PARKS | | |
| 6 | THEME PARKS | | |

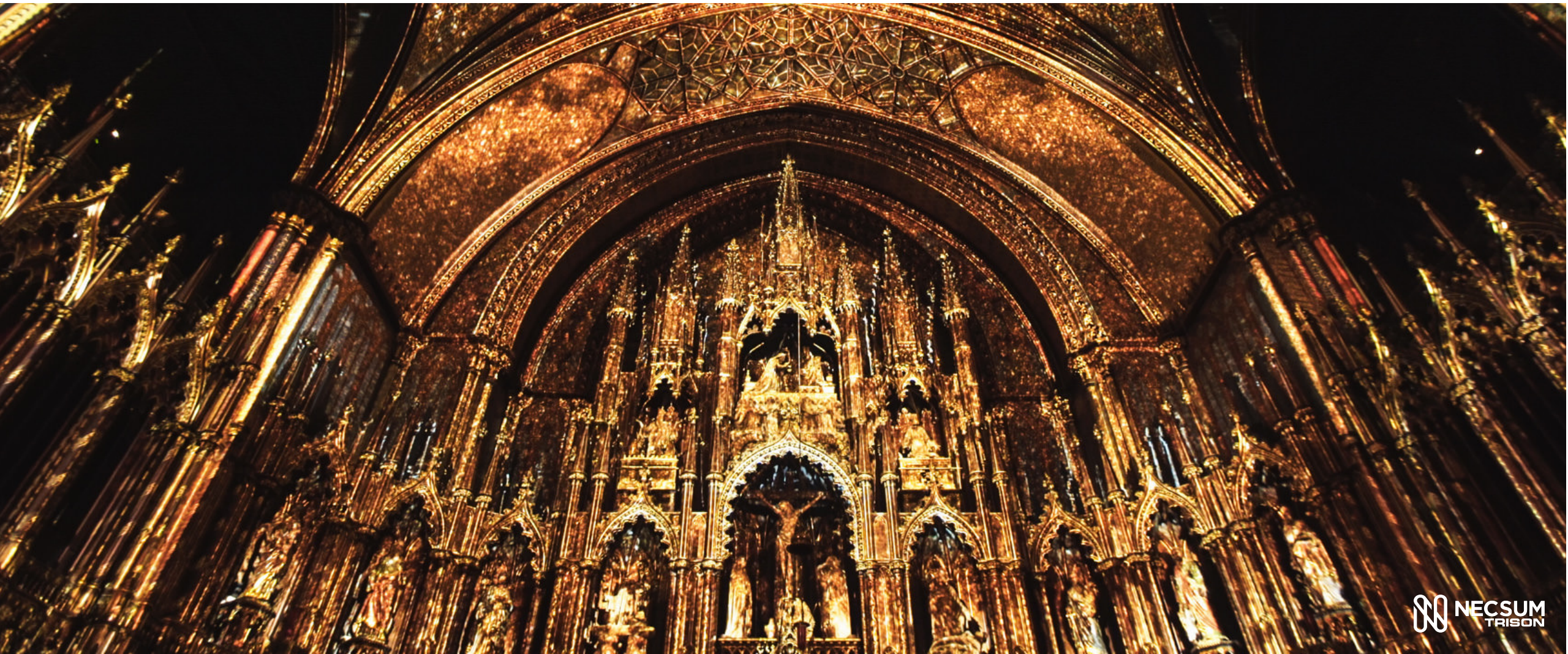
 **NECSUM**
TRISON



TEMPLES



CATHEDRALS



STADIUMS



MUSEUMS





MOUNTAIN DESTINATIONS



THEME PARKS





LEISURE SPACES



7 WONDERS

CHICHÉN ITZÁ



PETRA



CRISTO REDENTOR





- 1 THE GREAT WALL
- 2 TAJ MAHAL
- 3 ROMAN COLISEUM
- 4 CHICHÉN ITZÁ
- 5 MACHU PICCHU
- 6 PETRA
- 7 CRISTO REDENTOR





“

Technology is just a way to generate experiences, but if it is not focused correctly, it will be just that, electronics incapable of connecting or awakening emotions.

”

Mikel González,
CEO de Necsum Trison



ZAV



MOUNTAINLIKERS

“ People will forget what you said, they will
forget what you did, but they will never forget
how you made them feel.

”

Maya Angelou

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LES YEUX DE L'HIVER ONT
UN REGARD ÉTINCELANT



NECSUM
TRISON

