



# WE ARE MÜESLI: UNCONVENTIONAL STORYTELLING



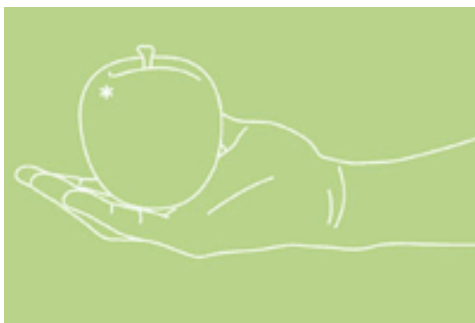
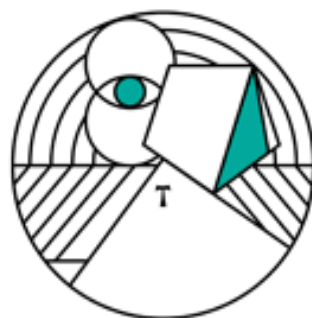
# A CREATIVE TAG TEAM

We Are Müesli is an independent design duo based in Milan, Italy, made up of visual designer Claudia Molinari and creative writer Matteo Pozzi. After years of professional experience in diverse fields of design, art and communication, since 2011 Claudia and Matteo have been working together on cultural and artistic experiments of unconventional storytelling, ranging from analog to digital projects (and back). In 2013, We Are Müesli made their first step in game design with the award-winning visual novel CAVE! CAVE! DEUS VIDET., while keeping on bringing their transdisciplinary expertise to commissioned projects, lectures and workshops in international venues such as Cardiff School of Art and Design and Onassis Cultural Centre in Athens.



**WE ARE MÜESLI**  
UNCONVENTIONAL STORYTELLING





# CLAUDIA MOLINARI

Claudia Molinari is a graphic artist, illustrator and art director with an odd knowledge of communication and design. After studying in Cambridge and Brighton, plus seven years working as a visual designer on retail, branding and service design projects, she is now one half of independent game design and unconventional storytelling duo We Are Muesli along with creative writer Matteo Pozzi, currently working on award-winning narrative game CAVE! CAVE! DEUS VIDET.

## BACKGROUND

- + Information and Media Studies degree at Brighton University (UK)
- + Graphic Design diploma at Accademia di Comunicazione in Milan (IT)
- + Post-Degree in Art Direction at Saint Martins London (UK)
- + Post-Degree in Concept Design in Milan (IT)
- + 7 yr in Graphic Design & Illustration
- + 5 yr in Service, Brand, Retail, Communication and Strategy
- + 7 yr in Visual & Concept Design

 **Claudia Molinari**

 @sweetnevermind  
 sweetnevermind  
 +393459697253



# MATTEO POZZI

A game journalist in the early 2000s, Matteo Pozzi has been working for the past eight years as a creative writer of sitcoms and other TV shows for kids, and as a copywriter and chief editor on service design, communication and business innovation projects. He's now one half of independent game design and unconventional storytelling duo We Are Muesli along with visual designer Claudia Molinari, currently working on award-winning narrative game CAVE! CAVE! DEUS VIDET.


## BACKGROUND

- + Communication Sciences degree at IULM University in Milan (IT)
- + Journalism, Editorial and Multimedia Communication degree
- + 8 yr in TV Writing (Disney Channel)
- + 6 yr in Copywriting
- + 3 yr in Communication and Innovation Design

 **Matteo Pozzi**

 @writer\_arbeiter

 matteo.po

 +393491410108





# OUR APPROACH TO DIGITAL ARTS AND DESIGN

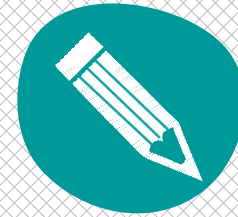




# ART GAMES: A LATERAL THINKING APPROACH

As we come from creative backgrounds unrelated to game development (visual design and storytelling), we have approached the game design discipline from a different perspective, rooted into the realm of digital arts. Thinking out of the box has allowed us to implement our knowledge in arts and communication into the making of “art games”.

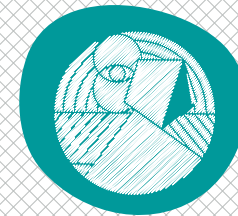
That is why we believe that the simple yet effective “interactive fiction” experiences we are pursuing can work as an engaging tool for delivering artistic, cultural and historical issues, by combining neat visuals and unconventional narrative into a digital hybrid form, where people have the most effective power at their hand: the power of choice.



**VISUAL**



**STORYTELLING**



**INTERACTIVE  
FICTION / ART  
GAME**



# ARTISTIC PROJECTS HIGHLIGHTS





# CAVE! CAVE! DEUS VIDET. AN ART-FI VISUAL NOVEL

Originally conceived in 2013 as a prototype (“Episode 0”) for Bosch Art Game international competition, promoted by the Dutch Foundation Jheronimus Bosch 500, CAVE! CAVE! DEUS VIDET. is an episodic visual novel: an interactive fiction video game where - as in an illustrated gamebook, the story changes according to the player’s choices at certain key-points of its non-linear narrative. Moreover, the game also includes some exploration and puzzle-solving mechanics in order to keep a balance between the “reading” and the “playing” throughout the artistic experience.

One more experimental feature of CAVE! CAVE! DEUS VIDET is its connection with diverse fields of art aside of Bosch’s paintings: the game works as a sort of “hub” also with music (retro-electronic soundtrack is provided by Canadian avant-garde musician Craig Storm a.k.a. “Monroeville Music Center”) and moving image, through the mash-up of some public domain movies from early cinema pioneers Georges Méliès and Segundo de Chomón as in-game cutscenes. .

## WEBSITE

[www.cavecavedeusvidet.com](http://www.cavecavedeusvidet.com)



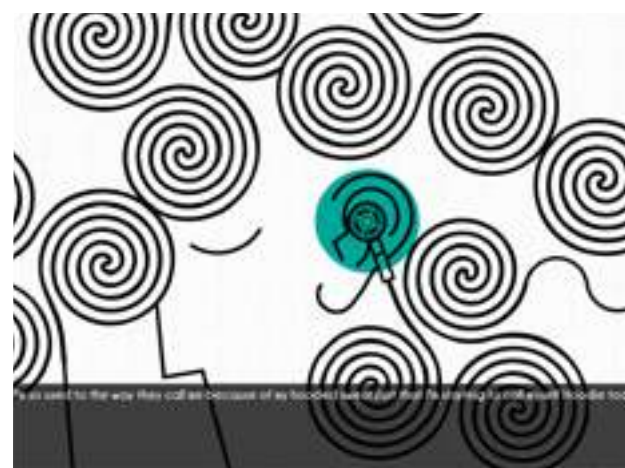


How what do you see here?



My friend

You know, 17 years old kids don't care about ancient art.

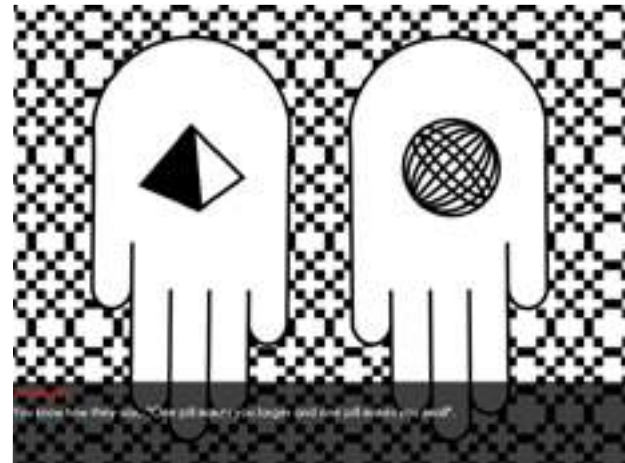


It is said to the way they call an obsession of my blooded but it just that is wrong it is not even blooded too



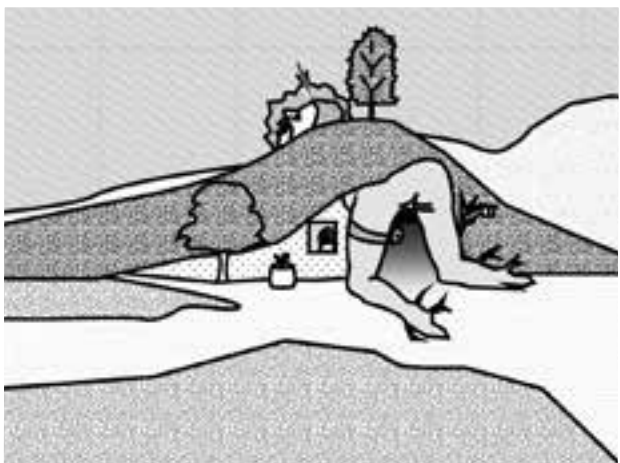
My friend

People riding on a giant zapp? That is just the beginning of your lives.



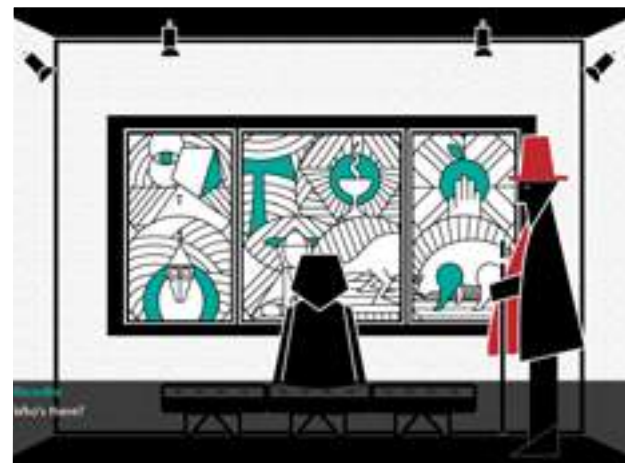
My friend

You know how they say "One pill won't make you bigger, and one pill won't make you smaller."



Art history

know perfectly what you said

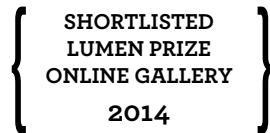
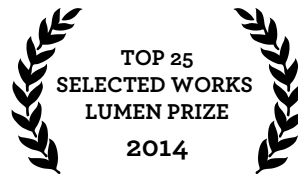


My friend

Who's there?

# CAVE! CAVE! DEUS VIDET. AWARDS

Among the many, highlights go to IndieCade Festival,  
Lumen Prize Digital Art Awards and Japan Media Arts Festival.



FULL LIST OF AWARDS AND VENUES:  
[wearemuesli.tumblr.com](http://wearemuesli.tumblr.com)

# DEFINING EXPO 2015: THE COLLABORATIVE VISUAL DICTIONARY OF EXPO 2015

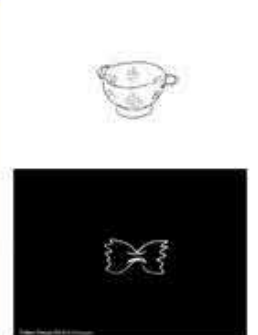
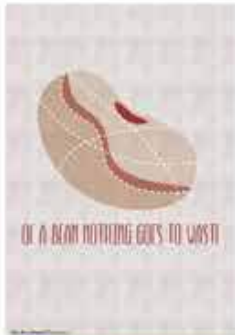
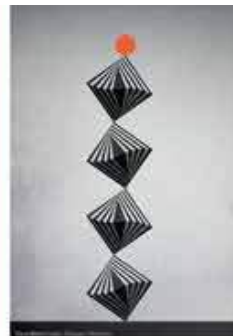
Food, life, planet, energy. Water, pasta, coffee, GMOs. But also war, connectivity, religion, equity. There are so many and so diverse words revolving around Expo Milano 2015 and its themes; so many and so diverse that an independent artistic project is now aiming at visualizing them all (or at least the 140 most meaningful ones) and “shaping” them through creative languages and tools. Its name is "Defining Expo 2015", a collaborative visual dictionary that gathers a collection of works inspired by each and every “word” from Expo 2015 documentation, thanks to the contributions of illustrators, photographers, graphic designers, painters and storytellers from all over the world. The project is open to everyone’s participation and it can count on the key support by the official Expo Milano 2015 social media for its viralization. The project is ongoing and it is carried together with Italian photographer Pietro Baroni.



**WEBSITE**  
[www.definingexpo2015.com](http://www.definingexpo2015.com)



# DEFINING EXPO 2015

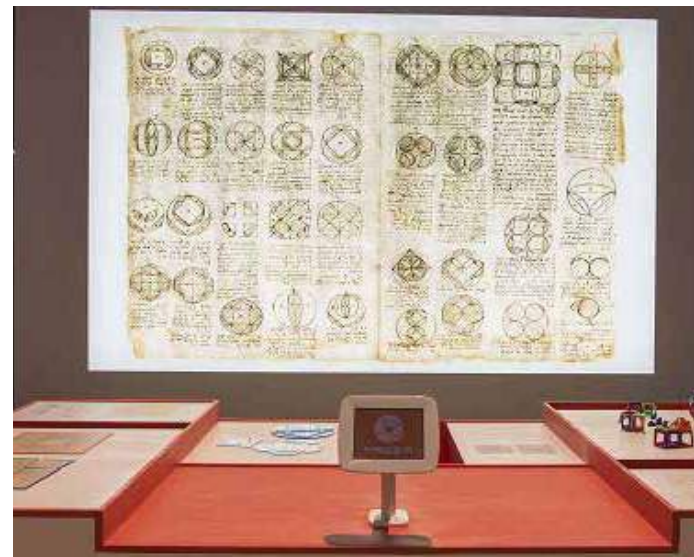


# UNCODING LEONARDO FOR *DA VINCI*: *SHAPING THE FUTURE* EXHIBITION

Da Vinci: Shaping the Future is a journey through the work and legacy of the most celebrated artist and scientist of all time, Leonardo da Vinci. Presenting original masterpieces by da Vinci for the first time in Southeast Asia, the exhibition at ArtScience Museum in Singapore focuses on the Codex Atlanticus, da Vinci's largest notebook. Shaping the Future exhibit features 5 different themes that represent what a diversely talented person Leonardo da Vinci was during his life time. The 5 themes featured are: Mathematics, Natural Science, Architecture, Technology and Music.

Our "Uncoding Leonardo" collection of 10 iPad mini-games has been conceived within this thematic framework as a series of educational experiences for 6+ kids to help them understanding the work of Leonardo.

Game design and art by We Are Muesli, Project management by OLO Creative Farm, iPad development by Marco Dolera and Gian Enrico Conti.





# VENTI MESI: A DIGITAL ART STORY ABOUT OUR HISTORY

“Venti Mesi” (“Twenty Months”) is an artistic visual novel that tells the Story of the Second World War in Italy, in particular in the Milan area, through a sequence of 20 personal stories of a multitude of individuals from September 1943 to the Liberation from the Nazi-Fascist regime in April 1945.

This ongoing project is commissioned by the City of Sesto San Giovanni (Milan) for the celebration of the 70th Anniversary of the Liberation Day in 2015.



# WE'LL MEET AGAIN A SHORT DIGITAL EXPERIMENT ON INTERPERSONAL COLLABORATION

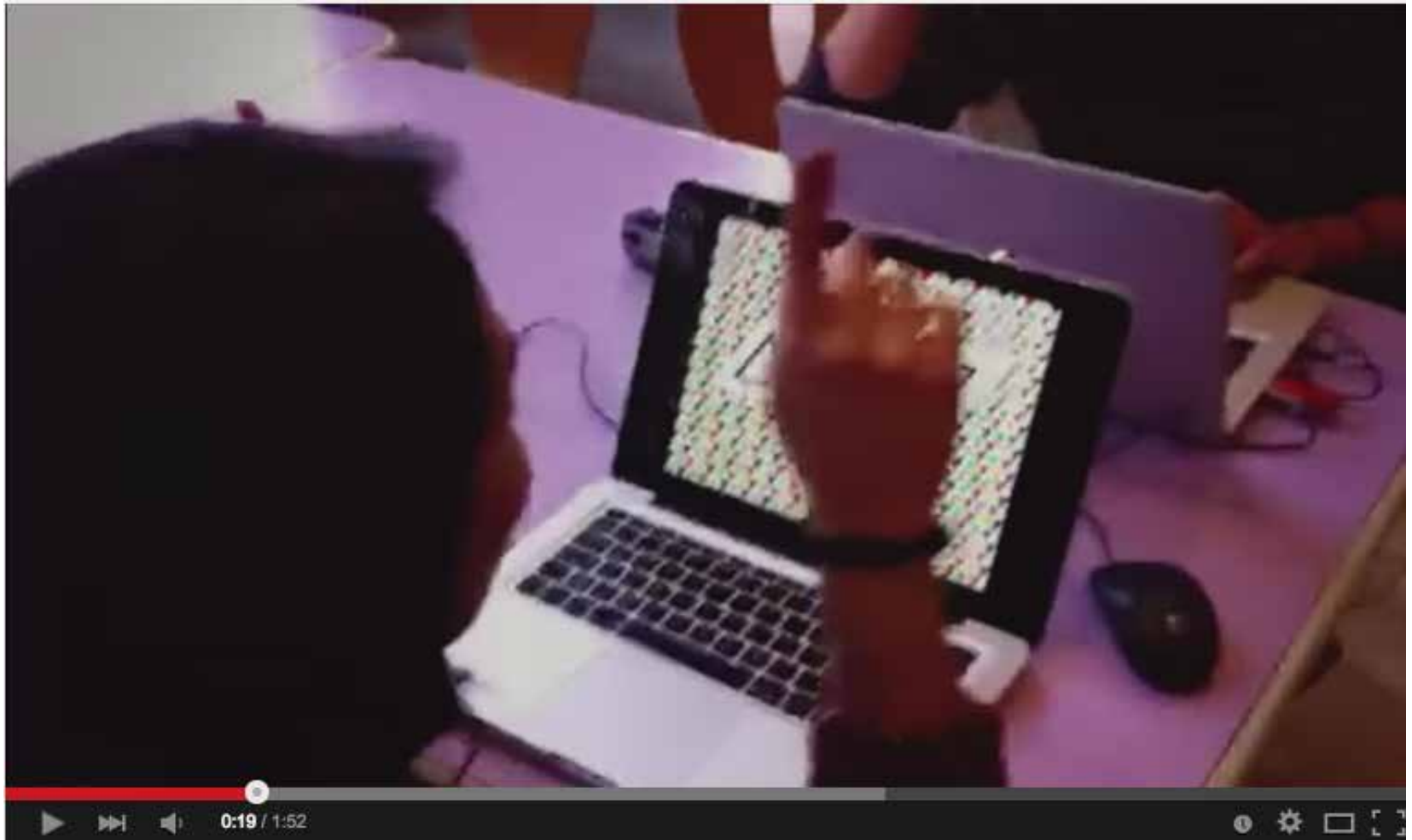
Two players are lost inside separate dreams. Or is it the same one? A short cooperative puzzle novel interactive experiment about looking for each other and solving riddles together.

The game consists of two separate executables, Side A and Side B, to be installed on two different computers. Players are invited to start a Side each, sitting on opposite sides of a table in order not to see what the other player is seeing on her/his monitor. Side B player is also invited to wear headphones, in order not to let the other one listen to what (s)he's listening.

Players need to talk to each other and exchange hints about what they're seeing/listening in order to make the right choices.

Made in <48 hours for Global Game Jam 2015.





DEMO

<https://www.youtube.com/watch?v=PIFI6-KyO4U>

# MILAN, WHEN IT... :A CITY, ITS MEANS OF TRANSPORT, ITS WAYS OF LIFE

“Milan When It...” is a series of 4 posters dedicated to the icons of Milan, Italy. From trams to traffic jams, from the aperitivo to the panzerotti, the series aims at celebrating vices and virtues of the city where we currently live in by telling short interconnected stories through visual means. The bike-themed piece Milan When It Breaks was displayed as part of the Cicli Illustri exhibition at Bicycle Film Festival Milan in December 2013.







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# THANK YOU




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 [hello@wearemuesli.it](mailto:hello@wearemuesli.it)



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