

Section 3

Chapter 14 - From Videogames to Work: Interactive Languages and Three-Dimensional Environments as Reference Models in Tomorrow's Professions.

Case Scenario 3

Title: **An interactive catalogue: CDC App**

Description:

The interactive catalogue CDC App was commissioned by the Centro Degradé Conseil to the developer company MenteZero and was presented on June 10, 2018 at the event *Socially* at Palariccione, the Congress Building in Riccione¹. Developed by MenteZero using the Unreal, Blender and Photoshop software, this project consists of interactive implementation for educational purposes - of all the professional know-how related to *hairstyling* - for a major international training company for hairdressers.

To overcome the limitations of distance and the phenomenon of information dispersion, inevitable when the company entrusts the distribution of knowledge and corporate image to different trainers, an application was created for *tablets* that, thanks to the use of 3D graphics and interactive interfaces, allows the trainer to communicate effectively and quickly both the corporate image upstream, and the specific techniques of the school.

The application also becomes a catalogue, which contains the company's decades of *know-how*. An in-depth study of *gestures* has made it possible to almost completely eliminate the written form in favor of video interaction, overcoming the language barrier and the need for translations abroad.

¹ <https://www.wired.it/lifestyle/design/2018/10/24/degrade-conseil-hairstyling/>

