

2° INTERNATIONAL RELIGIOUS INDUSTRY AWARDS

BEST STAND EXPERIENCE

LISTA AZIENDE CANDIDATE / LIST OF APPLYING COMPANIES

- ANIMA CAMPANIA
- CATHO RETRO
- L.A.L. Srl
- LORENFA Srl
- MIRANDA Sp. z o.o.
- MOODUS BV
- MRP Unip Lda - Manuel Reis Pereira Unipessoal Lda

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BEST STAND EXPERIENCE “Premio Franca Davoli”



ANIMA CAMPANIA

Stand A5 Pad.18

BEST STAND EXPERIENCE “Premio Franca Davoli”



Augmented reality

Anima Campania was created with the goal of using technology as a tool to amplify art, not to replace it. Our idea is to bring this philosophy to the visitors of the Devotio fair.

The Anima Campania booth is conceived as an immersive space designed to transform visitors from simple spectators into active participants in the creative process.

The idea is to create a temporary multimedia museum where sacred art, contemporary sculpture, and digital technology coexist in the same place. Not a simple product display, but a sensory experience that allows visitors to literally step “inside” the artwork.

Immersive Experience with 3D Headset

A central element of the booth will be the use of a virtual reality/3D headset through which visitors can:

- explore full-scale artistic 3D models;
- observe the works from any angle;
- dive into the details of the sculptures as if inside a digital museum.

The headset will allow visitors to experience the artwork before it physically exists, revealing the transition from idea to form.

Objective of the Experience

The goal is to show that sculpture today can be born from the encounter between:

- the artist’s hand,
- digital modeling,
- 3D-printed material.

The booth seeks to convey the philosophy of Anima Campania: not replacing art with technology, but amplifying it.

Interaction with the Public

The visitor is not just an observer, but a protagonist:

- they can move inside the artworks in an immersive environment;
- compare the digital model with scaled physical versions;
- understand the creative process through a guided visual narrative.

Why This Booth Is a Candidate for Best Stand Experience

The booth offers a perfect synthesis of:

- **Concept** – transforming an exhibition into an experience
- **Design** – a clean, evocative, contemporary space
- **Tech** – integrating virtual reality as an artistic tool

Not just a booth, but a journey inside form, matter, and the meaning of the artwork.



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CATHO RÉTRO

Stand C46 Pad.18

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Santi Belli

Made of hand-moulded resin, this replica represents the Virgin Mary, Queen of Heaven, in the style of 19th-century Provençal Santons. Santibelli, these small clay or plaster statues originating in Marseilles, were once displayed under glass domes in homes. They embodied popular piety while expressing a refined sense of the beautiful religious object.

This re-edition combines **artisanal and Christian craftsmanship**: gilded details, delicate features, and a timeless radiance make it a religious decoration that is as elegant as it is symbolic. A beautiful **tribute to Marseilles sacred art**, ideal as a gift for a wedding, baptism, or confirmation.

MOTIVATION OF THE APPLICATION

I believe that faith needs all five senses to flourish, I invite you to a stand where all your senses will be awakened. You'll feel like you're visiting a **small museum of religious art**, with reproductions of antique objects displayed in vintage containers. It will reflect the atmosphere of our shops (In paris and Marseille); here are some photos to give you an idea. It will be filled with the **pleasant scent of incense**, **religious music** will be playing, you can sample **small candies shaped like Jesus**, and you'll be able to touch our products and admire the beauty of our prints, jewellery, and religious items.

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L.A.L. Srl

Stand D22-E33 Pad.18

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A welcoming place

Whenever we walk into a store, a company, or a bar, the environment we find ourselves in profoundly influences our experience and our feelings. Our goal has been to create **an intimate, warm, and welcoming environment where everyone can feel at home**.

The exhibition area shows a small part of the hard work we have done over the years. A work of development, innovation, and refinement of every single item on display.

This area shows our ideas, our conception of the sacred and faith, our passion for beauty and craftsmanship. An area created to amaze, to intrigue, to make you want to share your creations.

The second part of the stand, smaller and more welcoming, is designed as a real sitting room where you can chat with a friend in complete tranquility. An environment that evokes the familiarity of a friendly place and allows you to establish and consolidate human relationships. We must not forget that our suppliers and customers are not just a brand or a company name, but first and foremost people we work with every day.

Inside, there is also a small exhibition of the Crown Museum, which we inaugurated in Loreto in 2020.

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LORENFA Srl
Stand I12 Pad.18

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Demonstration of 3D digital scanning techniques

Lorenfa offers a premium **3D scanning** service for the acquisition, conservation, and display of artworks. Using cutting-edge technologies such as **Artec scanners**, we are able to capture every detail quickly (up to 80 frames per second) and precisely, from small to medium-sized objects to entire spaces. Our workflow guarantees high-resolution 3D data, perfect for scientific documentation, cataloging, restoration, replication, and digital enhancement of collections. We offer customized solutions that streamline conservation processes and expand exhibition possibilities: immersive virtual tours, faithful replicas for installations or educational workshops, and digital materials for accessibility and multi-channel communication.

For the Best Stand Experience at Devotio 2026, we are offering a dedicated space showcasing real-time 3D scanning, both on objects and real people, such as facial capture (as a completely secure technology), enhancing the visitor experience through technology, technical rigor, and creativity.





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MILAGROS INCENSOS Ltda

Stand A69-A76 Pad.18

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Incense *Urbi et Orbi*

The experience presented at the Milagros Incensos booth with Urbi et Orbi incense was conceived as a space for spiritual experience, communion, and active participation. More than just showcasing a product, the booth invites each visitor to become part of a worldwide chain of prayer for the Church, for peace, and for the Holy Father.

Concept of Experience

Inspired by the meaning of the term Urbi et Orbi — to the city and to the world — the experience at the stand proposes a simple yet profoundly symbolic gesture: each visitor is invited to offer a prayer, whether a supplication or a thank you, and to place a portion of Urbi et Orbi Incense in the so-called Globe Mixture. This gesture makes the visitor part of a living and universal communion of faith, representing the prayers of all Christian people and people of good will, offered for the intentions of the Holy Father.

Spiritual and Symbolic Dimension

The Urbi et Orbi incense represents, in its essence, the prayers of all Christian people and people of good will. When blessed, it symbolizes the divine response to these prayers, reciprocating them with God's blessings, extending His grace and mercy to all peoples.

When burned, incense unites all participants in an indissoluble way in a fragrant cloud of prayer, which rises to heaven in supplication, adoration, and praise. At the same time, it spreads the sweet fragrance of Christ throughout the world, making that which is spiritual perceptible and present.

The Stand Experience

Within the stand's setting, the Globe Mixing ritual creates a moment of silence, reflection, and communion. People of different ages, cultures, and nationalities participate in the same gesture, united by a common prayer. The stand thus transforms into a true liturgical and catechetical space, where the visitor is not merely an observer, but a protagonist in a concrete and memorable spiritual experience.

Reasons for Nomination

The experience with Urbi et Orbi incense stands out because:

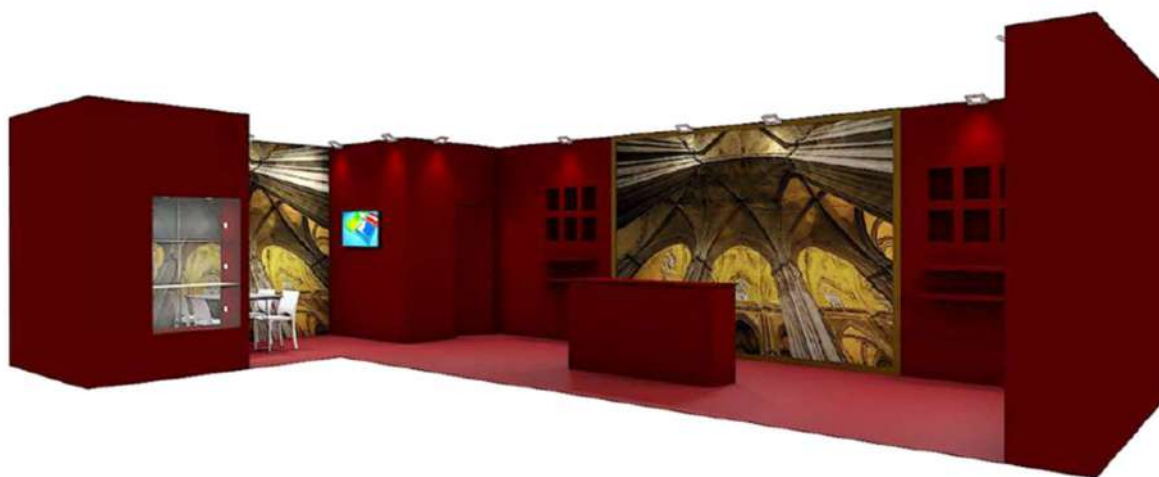
- To propose a participatory and inclusive spiritual experience;
- To transform the stand into a space for prayer, communion, and evangelization;
- To integrate product, ritual, and symbolism in a coherent and profound way;
- To create a lasting sensory and spiritual memory for the visitor;
- To express in a concrete way the universality of the Church and the Christian faith.

These elements qualify Milagros Incensos' proposal as a benchmark of excellence in creating meaningful experiences in the context of international trade fairs.



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Experience with the thurible – Our Lady of Aparecida

Within the design of the Milagros Incensos booth, a unique and profoundly symbolic experience was conceived: the installation of a Giant Thurible in the shape of Our Lady of Aparecida. This action offers visitors a direct and physical experience of the rite of incensing, traditionally performed by the Pope, Bishops, and Priests during liturgical celebrations.

Concept of Experience

The Thurible of Our Lady of Aparecida, developed by Milagros, was used by Pope Francis during his visit to Brazil in 2013, an event marked by the consecration of the country to Our Lady of Aparecida. By bringing this liturgical object to the booth space, Milagros Incensos invites visitors to experience, on a larger scale, a gesture reserved for ordained ministry. Visitors are invited to place incense in the thurible and perform the incensing motion, reproducing the liturgical gesture in a larger, more accessible, and catechetical format.

Spiritual and Symbolic Dimension

The experience allows the visitor to understand, through the body and senses, the meaning of the incensing rite. Weight, movement, and aroma become pedagogical tools, bringing the faithful closer to the liturgical symbolism. The gesture experienced at the booth transforms into prayer, adoration, and praise, creating a lasting spiritual memory and strengthening the bond between faith, tradition, and contemporary experience.

Thurible Characteristics

- Developed by Milagros
- Made in Italy;
- Approximate weight: 13 kg;
- Approximate height: 1.10 m; - Structure adapted for safe installation in the booth;
- Replica of the thurible used by Pope Francis in 2013.

Reasons for Nomination

The Giant Thurible installation stands out for:

- To provide a bodily and immersive liturgical experience;
- Transform the booth into a space for catechesis and prayer;
- To allow visitors to experience a gesture traditionally reserved for the clergy;
- Connecting historical memory, Marian devotion, and contemporary experience;
- To create a strong emotional, spiritual, and sensory impact.

These elements make this action a benchmark of excellence in spiritual experiences within the context of international religious fairs and events.



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MIRANDA Sp. z o.o.

Stand G57 Pad.18

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Combination of harmonious design

Miranda will present the exhibition stand at DEVOTIO Bologna that combines refined aesthetics with a clear expression of the brand's identity in the field of sacred textiles.

The stand stood out for its **elegant, calm, and harmonious design**, perfectly aligned with the sacred character of the fair. A well-balanced layout, noble colours, and carefully selected lighting highlighted both the products and the craftsmanship behind them. The space will be open and welcoming, encouraging visitors to engage in conversation and experience the materials up close.

The fabrics will be presented in combination with **fresh flowers and natural greenery**, creating a setting that evokes nature and emphasizes a symbolic reference to the **olive grove**, one of the most meaningful motifs in sacred tradition. The olive grove, associated with peace, contemplation, and spirituality, becomes the main visual theme that enhances the sacral character of the presentation.

The use of living plants and flowers is intended to introduce visitors into a **zone of comfort and calm**, encouraging reflection and a slower, more mindful experience of the exhibition space. Natural elements soften the surroundings and create a harmonious atmosphere, allowing the fabrics to be perceived not only visually, but also emotionally.

By pairing the textiles with delicate blossoms and greenery, the presentation suggests that the fabric itself is **as gentle, subtle, and refined as the flowers used**. This natural dialogue between textile and plant highlights the softness, elegance, and noble character of the materials, reinforcing their suitability for sacred interiors and liturgical use.

One of the key strengths of the stand is the presentation of Miranda's fabric collections, which formed the heart of the exhibition. The displayed textiles emphasized:

- high-quality yarns and finishes,
- rich textures and subtle decorative details,
- a wide range of liturgical patterns and colors adapted to different church seasons and traditions.
- The fabrics were showcased in a clear and tasteful way, allowing visitors to fully appreciate their quality, durability, and timeless elegance. The arrangement underlined Miranda's long-standing experience and its ability to combine tradition with modern design sensibility.
- Overall, the Miranda's stand at DEVOTIO 2026 would be a strong example of professional exhibition design, elegant presentation, and a thoughtful display of sacred textile collections, reinforcing the brand's position as a trusted and respected partner in the sacral sector.

Author of the project: Katarzyna Andrzejewska-Product Manager at Miranda Sp.z.o.o





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MOODUS

MOODUS BV

Stand B53 Pad.18

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Wall of small miracles – Give Plus

Moodus stand was created with a simple intention: to make visible the good that quietly takes place within our communities every day. Rather than a technical display, it is a space that tells a story: how a single act of generosity can become concrete help for those who need it most.

At the heart of the stand is the **Wall of Small Miracles**, showcasing **real promotional panels** used by parishes on their Moodus terminals, projects supporting the poor, youth initiatives, restorations, missions, and families in difficulty. These are authentic materials, the same ones seen every Sunday by thousands of faithful across Italy. Seeing them together has a powerful effect: the stand becomes a **visual map of everyday charity**; a narrative of how the Church turns small gestures into great impact.

The environment is designed to make visitors feel at ease: clean lines, simple materials, and well-organized spaces that encourage dialogue. A stand that does not impose, but gently invites people to enter, observe, and be moved by the stories. A place where visitors naturally pause, reflect, and often recognize themselves in the beauty of giving.

The most meaningful part of the experience, however, is the living one: through our GIVE PLUS terminal, every visitor can support a real project, selected specifically for DEVOTIO.

The GIVE PLUS allows visitors to choose, right from the first screen, the project they wish to support, select a preset amount or enter a custom one, and donate simply by tapping their preferred payment method. At the end, through a dedicated QR code, each person can immediately download their receipt and insert their details (name, surname and email address), giving the permission to receive communications and newsletters from the Church, making the experience clear, transparent, and complete.

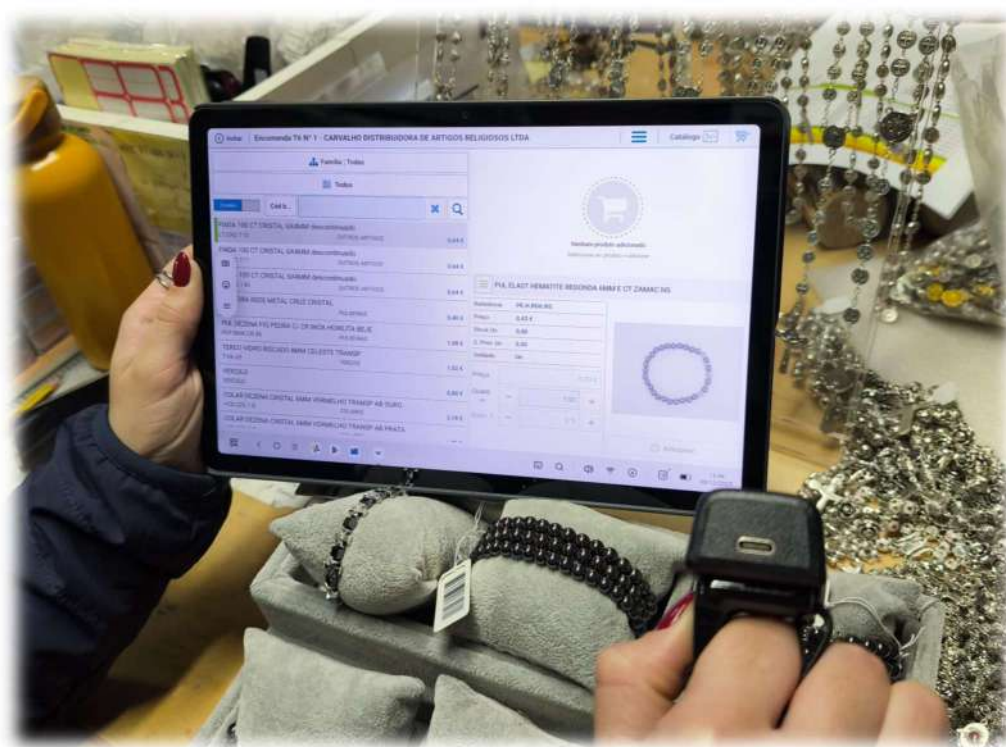
With this stand, Moodus aims to offer an experience that blends innovation, testimony, and emotion. A place where technology does not distract but brings people closer. Where giving becomes simple, accessible, and shared.

We submit our candidacy for the Franca Davoli Award because we believe our stand embodies the spirit of this category: to engage to welcome, and to inspire. And to remind everyone that even the smallest act of kindness can become a miracle.



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MRP Unip Lda - Manuel Reis Pereira Unipessoal Lda
Stand I2-L3 Pad.18

BEST STAND EXPERIENCE “Premio Franca Davoli”



NEW TECHNOLOGY TO SIMPLIFY ORDERS

This year we will introduce a technological innovation at our stand that I haven't seen any other exhibitor to use it yet.

By scanning a QR code with your mobile phone, you will have access to our online website and can place your order yourself.

First, you will have to register on the platform and ask a sales representative for a price list. After that, you will be able to place your order almost independently. This applies if you are not already a customer.

All products will be displayed with barcodes and item codes.

By scanning the barcode with your mobile phone or typing the item code into the website's search bar, you can easily find it on the webpage, check prices and place your order.

We will also offer the service with tablets assisted by sales representatives, who will have a barcode reader with them, making the ordering process much faster.

