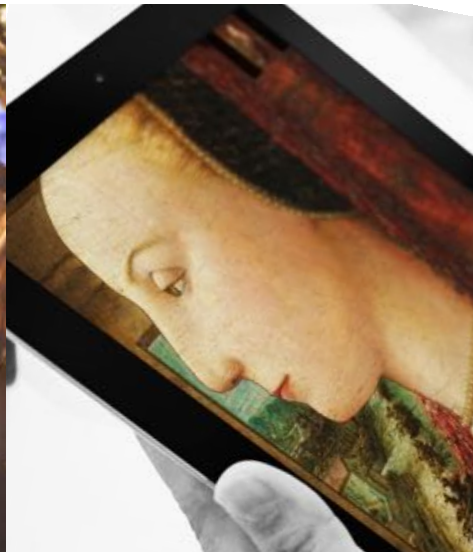


new experiences
with **Art** and
Culture

ARTCENTRICA


centrica
IMAGINE MORE

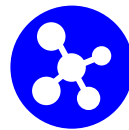
Enabling technologies



**High-res
imaging**



**Immersive
Experience**



**ArtCentrica
Ad Hoc**



**ArtCentrica
EDU**

Summary

Centrica and ArtCentrica presentation

Proposal for QATAR

- ArtCentrica Ad hoc
- ArtCentrica EDU
- High-res digitisation 2D&3D
- Immersive and interactive experience



Our vision

We envision a world where **every student** can **learn through art**, fostering **creativity, critical thinking** skills, in a **lifelong learning** perspective.



Our solution

ArtCentrica offers an **extraordinary educational experience**, blending rich artistic content with **cutting-edge technology**



Art is the transformative factor



students, through *art*, learn and develop their soft skills

Enhancing **soft skills** through **Art**



creative thinking



empathy and cultural awareness



problem-solving abilities



collaboration and teamwork

adaptability and innovation



communication and interpretation skills



critical analysis and reflective thinking



Art appreciation enriches the mind and equips individuals with essential skills.

*Research conducted by Harvard University concludes that **85% of job success comes from having well developed soft and people skills**, and only 15% of job success comes from hard technical skills*



- 1/ **AI storytelling engine** to create **multimedia interactive Stories**
- 2/ **Cloud platform** bringing **global art at your fingertips**
- 3/ **Interactive high-res images of +8.000 artworks**
- 4/ **Innovative content creation and sharing**
- 5/ **In classroom and remote access**



RUKS MUSEUM

National
Gallery of Art



musée oldmastersmuseum
A stroke of genius.

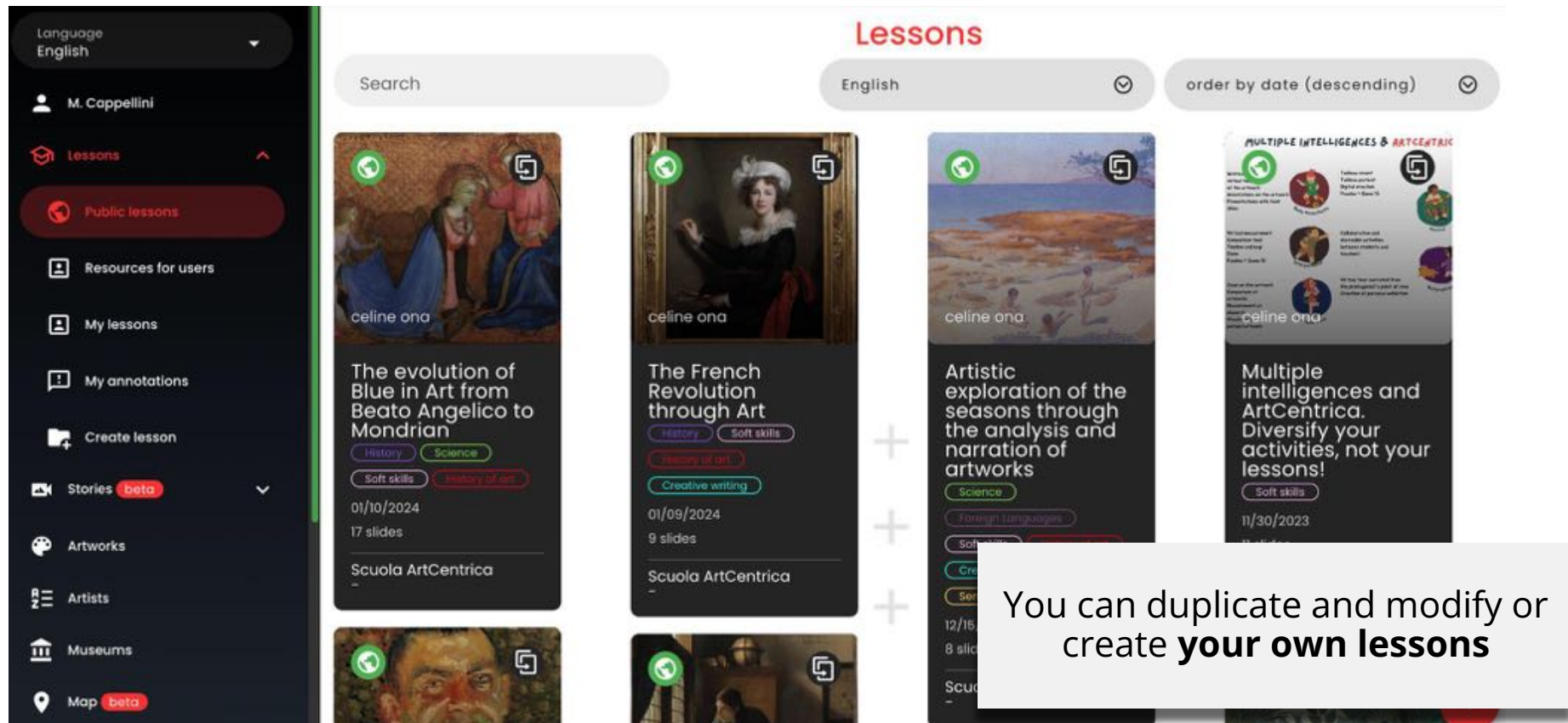


belvedere





ArtCentrica EDU is an art-based learning platform



Language
English

M. Cappellini

Lessons

Public lessons

Resources for users

My lessons

My annotations

Create lesson

Stories **beta**

Artworks

Artists

Museums

Map **beta**

Search

English

order by date (descending)

celine ona

The evolution of Blue in Art from Beato Angelico to Mondrian

History Science

Soft skills History of art

01/10/2024

17 slides

Scuola ArtCentrica

celine ona

The French Revolution through Art

History Soft skills

History of art

Creative writing

01/09/2024

9 slides

Scuola ArtCentrica

celine ona

Artistic exploration of the seasons through the analysis and narration of artworks

Science

Foreign Languages

Soft skills

11/30/2023

Multiple intelligences and ArtCentrica. Diversify your activities, not your lessons!


Soft skills

11/30/2023

You can duplicate and modify or create **your own lessons**

Interdisciplinary y approach

Through art, teachers can build **interdisciplinary learning paths** that tap into diverse subjects, reinforcing students' ability to **make connections**.



celine ona

The French Revolution through Art

History Soft skills

History of art

Creative writing

09/01/2024

9 slides

Scuola ArtCentrica



celine ona

Artistic exploration of the seasons through the analysis and narration of artworks

Science

Foreign Languages

Soft skills History of art

Creative writing

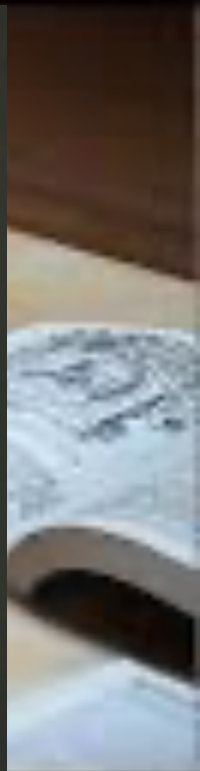
Sensory approach

15/12/2023

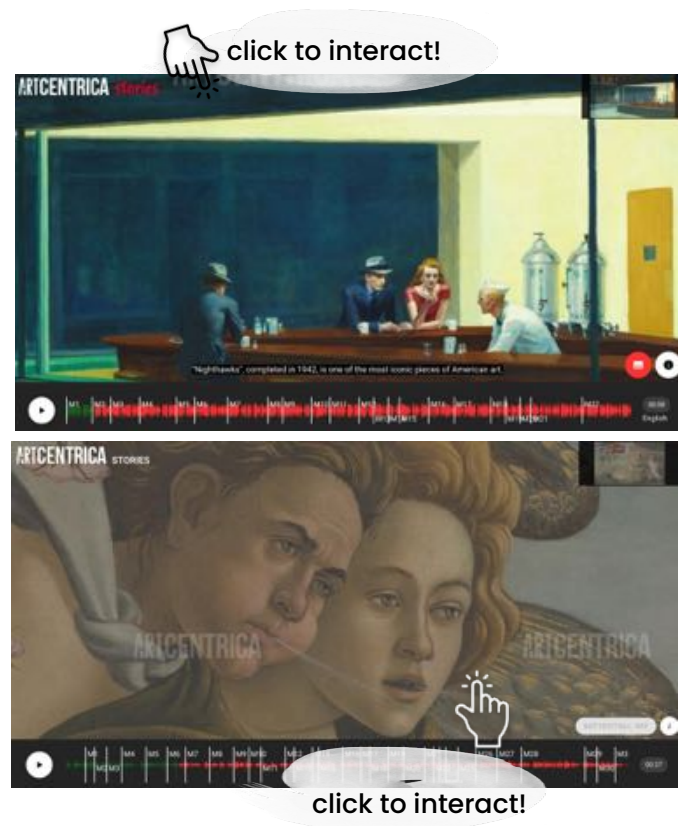
8 slides

Scuola ArtCentrica

Click to watch



Stories are multimedia tales, that can be created with **ArtCentrica EDU**, in which **artworks** are **associated with voice** and/or **music** and can be enjoyed as a **video** or **interactive tool**





Both teachers and students can create **engaging** and **personal audio-visual Stories**

["Dear brother \(To Theo\) – Friday, 21 July 1882 from Van Gogh"](#)

Self-Portrait
Vincent van Gogh

subtitles: en



00:00

ArtCentrica platform - for **FS Trenitalia**
Train Digital Art Experience

ArtCentrica platform - for **National Geographic Society**
The Greatest Wildlife Photographs

With **ArtCentrica Platform** we design and develop customized projects, called **ArtCentrica Ad Hoc**



ArtCentrica Ad Hoc for **National Geographic**





BACK TO

BEVERLY JOUBERT

1
7ARTIST
SERGEY GORSHKOV

93%



LEARN MORE

PHOTO INFO

Little Diomed
Island
Barren tundra
landsBEAR AND RAVENS ON
CARCASS
CHARLIE HAMILTON
JAMESBIRDS AT A
WATERHOLE
CHARLIE HAMILTON
JAMESCRABEATER SEALS
CRISTINA MITTERMEIERZEBRAS
BEVERLY JOUBERTBONNET MACAQUE
PRASENJEET YADAVCHARGING ELEPHANT
MICHAEL NICHOLSELEPHANT SEALS
PAUL NICKLEN



Home



Artworks



Mantegna



Historical context



Biography

Mantegna



Artworks

HiRes



Historical context

Artworks over

18



Madonna and Child with a Choir of Cherubim - Andrea Mantegna - Pinacoteca di Brera, room VI

ArtCentrica in a **nutshell**

Rich and diverse art content

Offers access to over 8,000 artworks from global museums.

Interactive learning experience

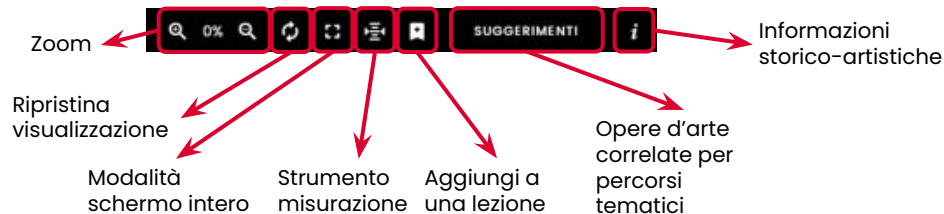
Engages students with interactive tools that make learning about and through art more engaging and fun.

Curated educational content

Public and customisable lesson plans designed to seamlessly fit into existing art curricula.

The *image server* allows images of any resolution to be displayed, on all devices, and without problems related to connection speed.

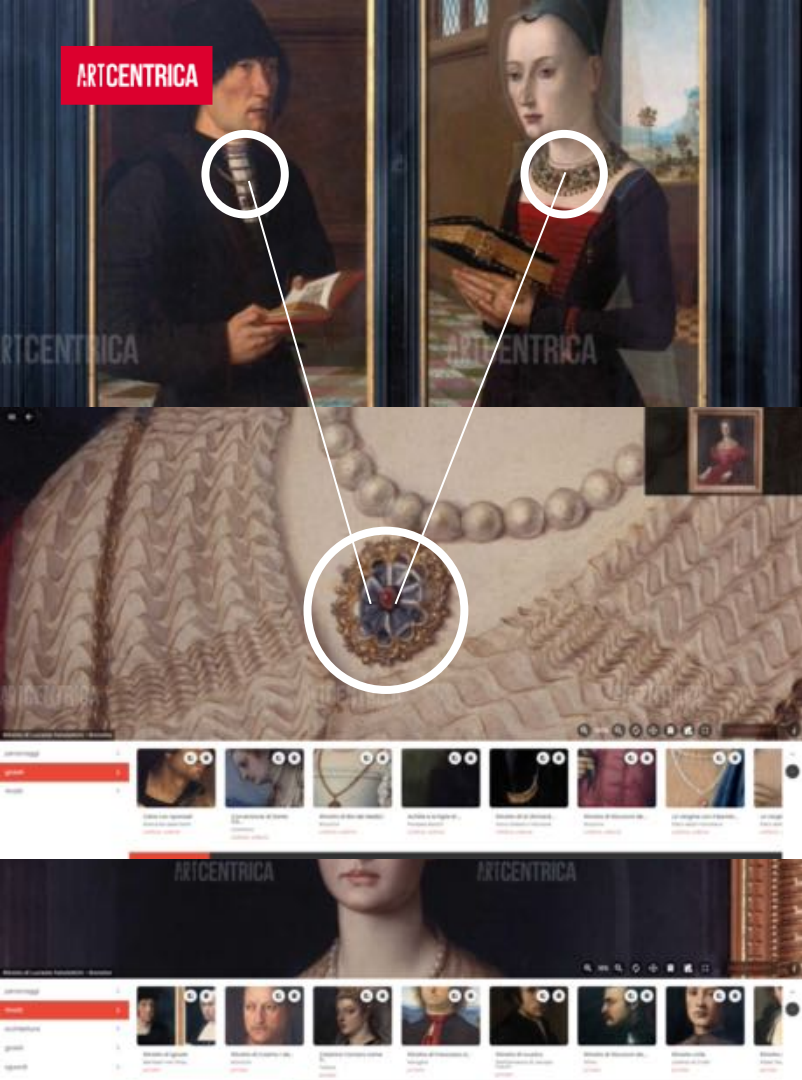
The *image server* allows images of any resolution to be displayed, on all devices, and without problems related to connection speed.



2. Suggestions for thematic research

Through the **suggestions** correlations with both visual and iconographic content of other works in the Collection are dynamically activated.

The thematic paths created are based on visual or semantic proximity, thanks to the ontology engine and artificial intelligence.

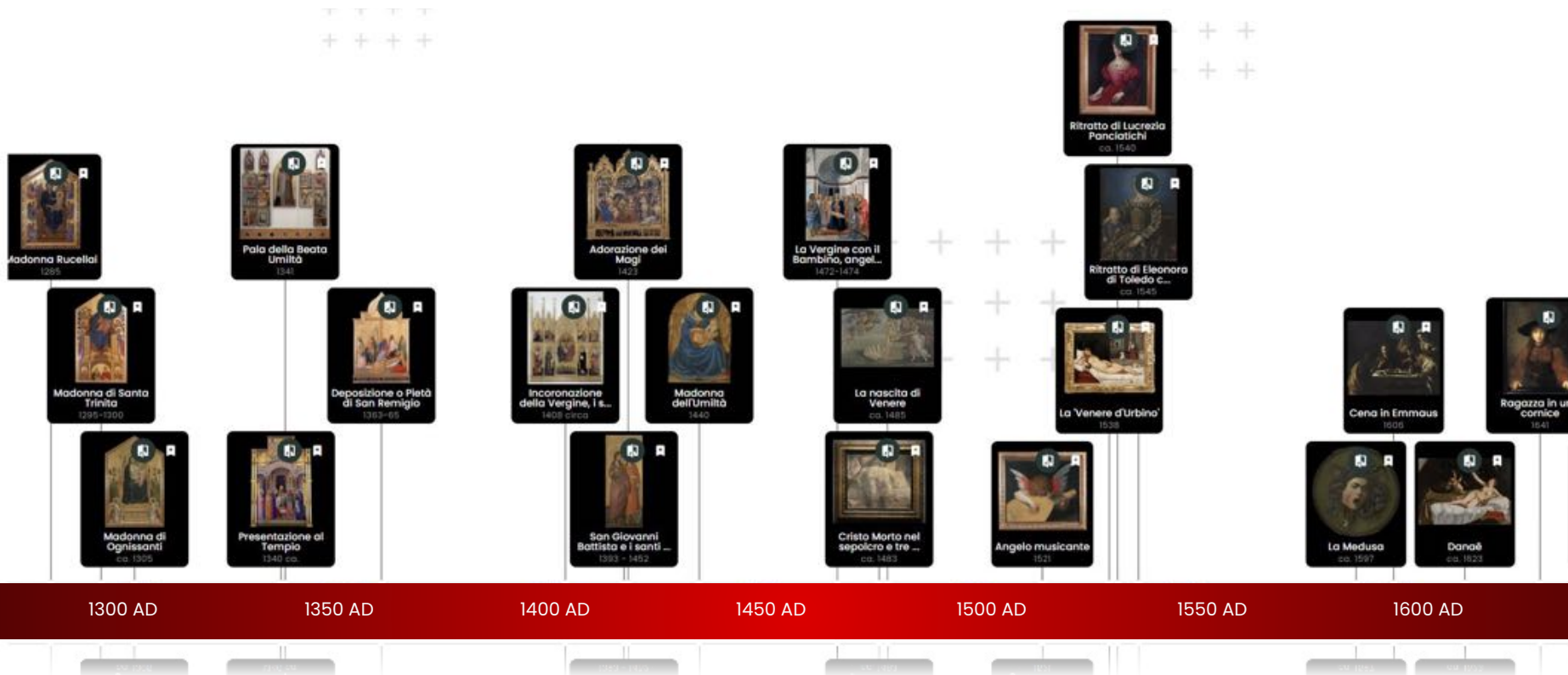


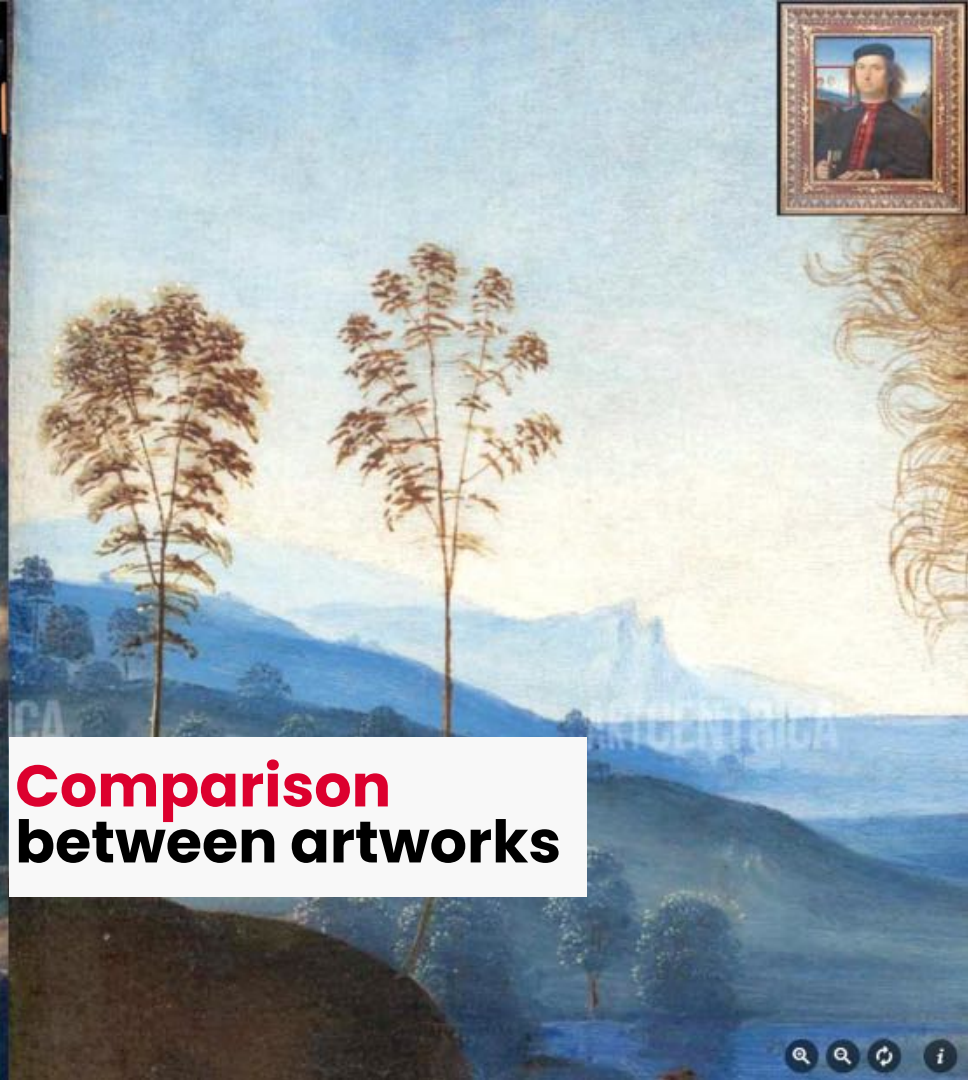
3. Creating learning paths: **lessons** and **Stories**

Users personally create their own ad hoc path to explore the works.

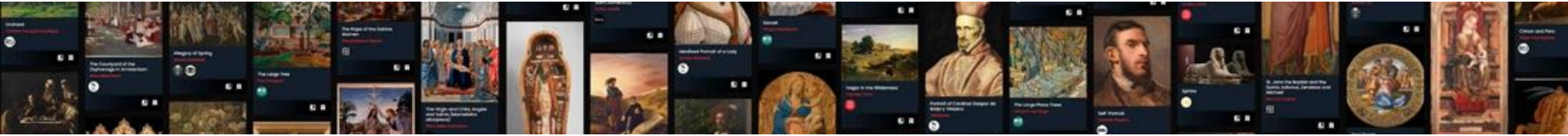
Customized storytelling can be composed to tell the contents of a work from its details, even with audio linked to specific details.

Artworks in the timeline





**Comparison
between artworks**



Where can we use ArtCentrica?

Everywhere
glocal



remote



classroom



museums



We are **steadily expanding** the number of collections presented, including those available in Open Access mode (through which images of works can be downloaded for free for any use, commercial or non-commercial).



Technology



ArtCentrica is powered by **proprietary engines** and **AI**



Visitors (both remote and on-site) are able to delve deeper into correlations **between art, geography, nature, history**

Renaissance Experience e **ArtCentrica Renaissance** a Pechino

A woman with dark hair, wearing a grey blazer over a black top, is shown in profile, looking upwards at a large Renaissance painting. The painting depicts a figure in a yellow and orange garment, holding a white object. The scene is dimly lit, with the artwork being the primary light source.

"Renaissance Experience" at National Museum in Beijing

Centrica and ArtCentrica



“The ArtCentrica platform offers a rich catalog of **ultra-high-resolution** images and allows **remote enjoyment** of works from major museums such as the Uffizi Galleries, Metropolitan, Rijksmuseum, and others. I believe it is a valuable tool for schools and art lovers around the world to **discover never-before-seen details in their favorite paintings.**”

Carlo Francini

Site Manager Historic Centre of Florence -
World Heritage



Awards and acceleration programs



PRIMO ROUND

Primo Round
2031

2023

APOLLO
THE INTERNATIONAL ART MAGAZINE

Apollo
Awards
2022



Founders
Boost
2022

culttech

CultTech
Accelerator
2022



FuturED
CDP-H-FARM
2021-2022



IMPACT
EdTech 3rd
OC 2021



GES Awards
winner 2020
in That's
Geography

Awards and acceleration programs



ArtCentrica has been
awarded as **Digital
Innovation in Art** winner
in **Allstars** event in
London

October 10th 2024





Immersive and interactive digital exhibition

Centrica designs and produces immersive and interactive digital exhibitions, thanks to the development of **multimedia technologies** and **interactive installations**, applicable to museums and other cultural institutions.



Renaissance Experience in Beijing

On April 27, 2023, the immersive and educational exhibition **Renaissance Experience** opened at the **National Museum** in **Beijing**.

Renaissance Experience is connected to the **Self-Portraits exhibition** at the **Uffizi Galleries**.

Within the immersive space there are also five **ArtCentrica Renaissance** installations.

Renaissance Experience and ArtCentrica Renaissance in Beijing



Natural voice and gesture interaction with a digital human based on AI



Inter-institute project for the protection, conservation, valorisation and networking of the **tangible** and **intangible heritage** of **Puglia** and **Basilicata**



ANDRIA
Castel del Monte

Digital Imaging

It all starts with the direct high-resolution digitization of the work of art.

Centrica is a first mover with over **25 years of experience** in digital imaging.

truepXL 



Digital Imaging

Some of our digitisation campaigns:

- **Casa Buonarroti**
- **Fondazione Alinari**
- **Accademia delle Belle Arti**
- **New York University**
- **Museo del Duomo di Firenze**

truepXL 



Digital Imaging

Some of our **3D** digitisation campaigns:

- **Madonna della scala**, Casa Buonarroti, Firenze
- **Cappella Brancacci**, Santa Maria del Carmine, Firenze (following slide)





Our stakeholders and partners



Team



Marco Cappellini

**CEO
e CO-FOUNDER**



Paolo De Rocco

**DIGITAL IMAGING OFFICER
e CO-FOUNDER**



Paolo Romoli

**CTO
e CO-FOUNDER**



Pamela Ferrari

**DIGITAL IMAGING
PROJECT MANAGER**



Enrica
Quaranta

PHOTOGRAPHER



Sara Cucurnia

**ADMINISTRATIVE
SECRETARY**



Elisabetta
Accorsi

**PRODUCT
MANAGER**



Céline Ona

**EDUCATIONAL
DESIGNER**



Jonela Llaci

ART DIRECTOR



Giulio De
Giorgio

**SENIOR
DEVELOPER**



Sara Ollani

**CONTENT
EDITOR**

new experiences with **Art** and **Culture**



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