

Digital innovation in art

Centrica has been an innovator since 1999 in digital technologies for art and creativity, from high-res digital imaging to software platforms. In 2015 Centrica founded the startup Virtuality to design and produce immersive & interactive digital exhibitions.



DIGITAL IMAGING

Everything starts with artwork
-high-res direct digitisation

Centrica has **20 years**
experience in **digital imaging**.
Utilizing our **proprietary truepXL**
technology, Centrica is able to
produce **GigaPixel** images via
direct digital acquisition of
significant artworks housed in
museums such as **Uffizi Galleries**

truepXL 



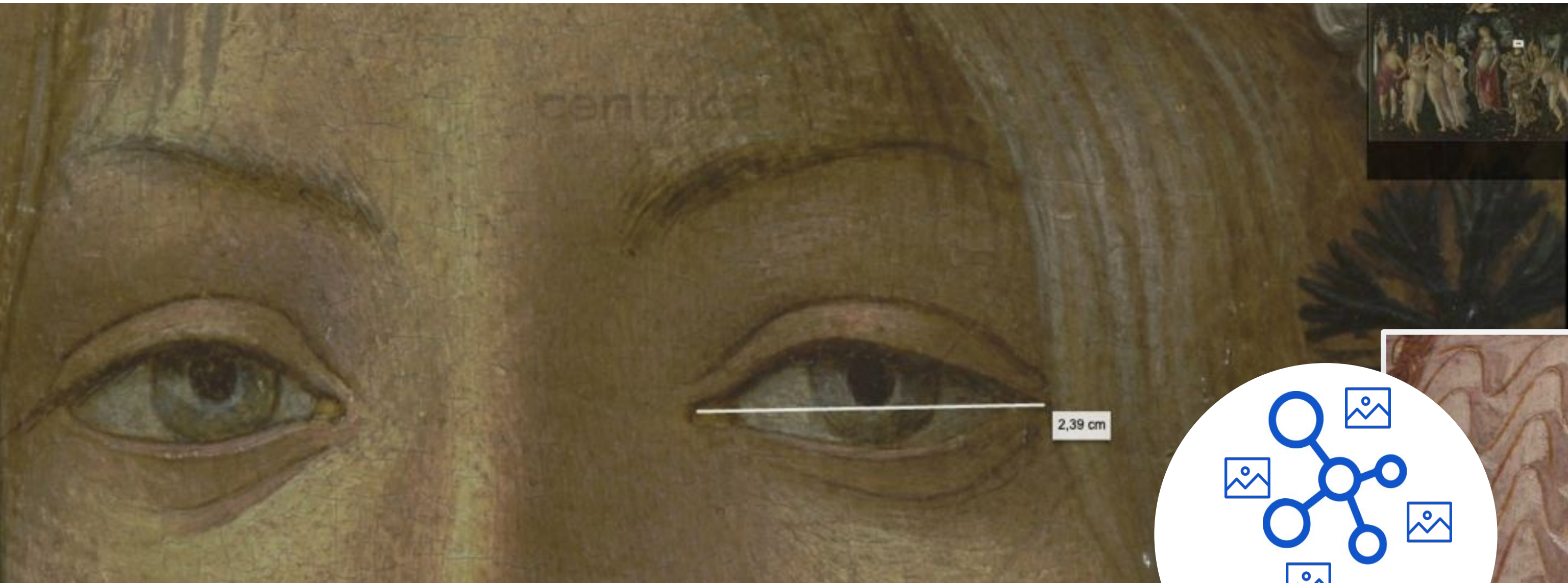
In 2007, Centrica began a new digital campaign designed to preserve works of art in super high GigaPixel resolution.



truelXL 



ENABLING TECHNOLOGIES

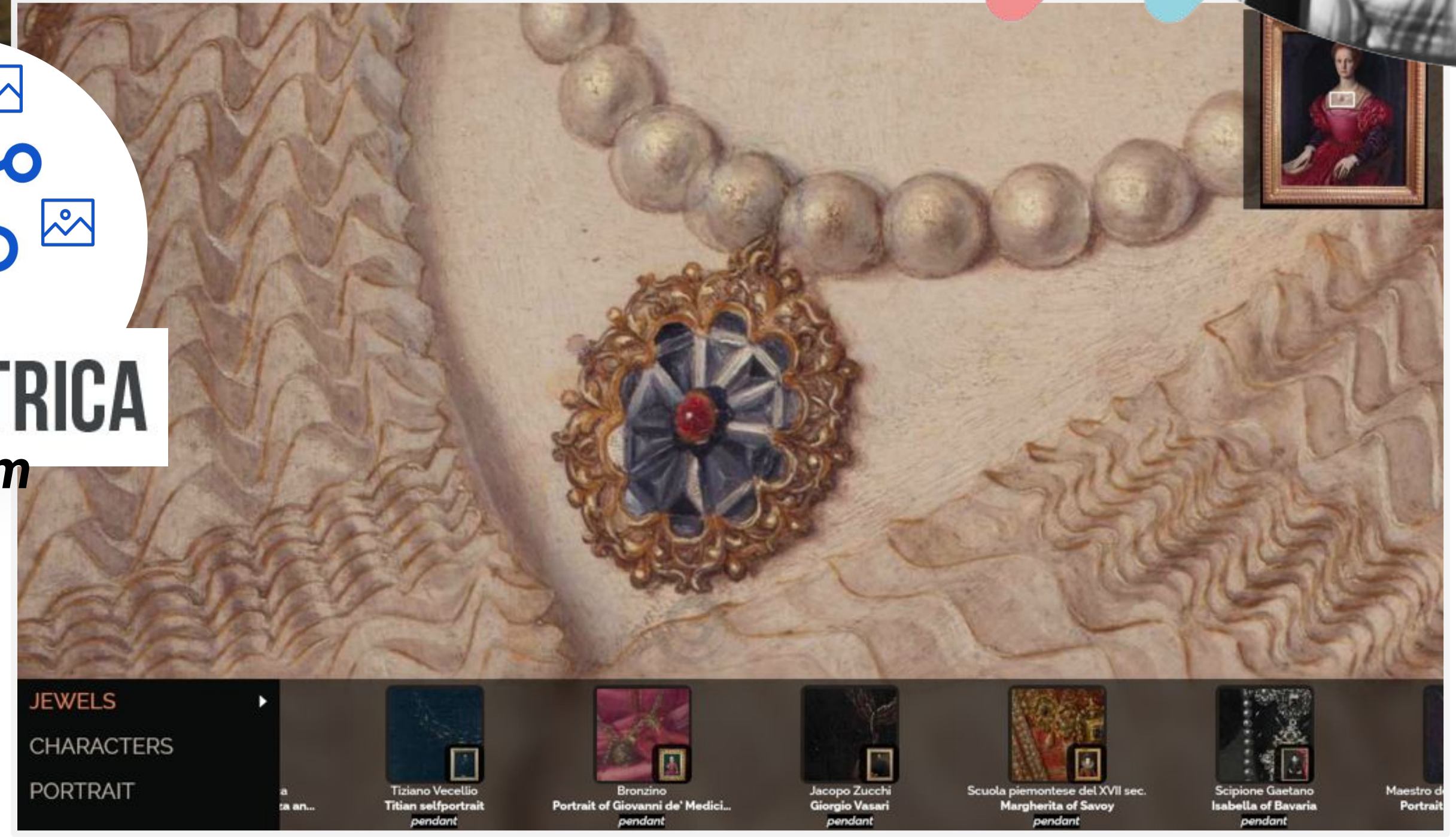


ARTCENTRICA
platform

DISCOVER ART IN ITS INTIMATE DETAILS

SEARCH VISUALLY FOR SIMILAR OBJECTS TO
CREATE LEARNING PATHWAYS

EASILY CREATE CUSTOMISED LESSON PLANS



ENABLING TECHNOLOGIES



EASILY CREATE CUSTOMISED LESSONS



IN ANY
DEVICE



ARTCENTRICA
platform



trupXL



GigaPixel
DIGITAL IMAGING

DISCOVER ART IN ITS INTIMATE DETAILS

SEARCH VISUALLY FOR SIMILAR
OBJECTS TO CREATE LEARNING PATHS



ARTCENTRICA



centrica
IMAGINE MORE

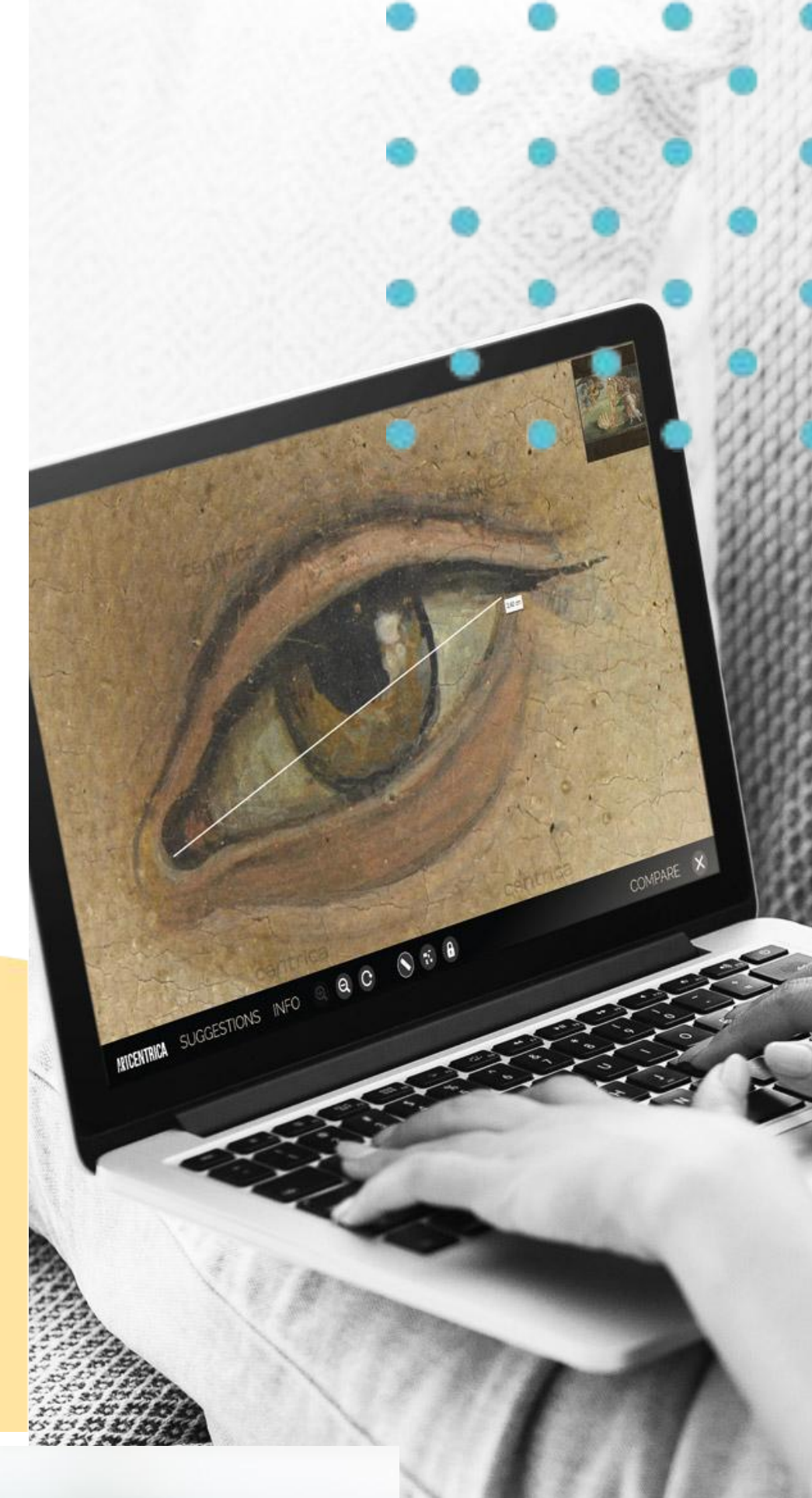
ARTCENTRICA Brings art to school

10 days free trial!

Register at art.centrica.it

ArtCentrica is a **cloud application** that gives teachers and students the opportunity to **appreciate art with unique interactive features.**

These include works from **Uffizi Galleries** in very high resolution (up to **10 GigaPixel**) and a selection of masterpieces from the **Brera Museum** in Milan, and **The MET** in New York (other collections are in the pipeline)



RECENT AWARD



Centrica
 "That's Geography"
 Special track winner
 in partnership with



ArtCentrica lets teachers and students visualise in intimate detail, compare, virtually measure, and correlate artworks inside and outside the classroom. Their next focus would be adding geography.



Virtultaly is Centrica's startup spinoff devoted to the design and development of immersive&interactive digital exhibitions like The Uffizi Virtual Experience

UFFIZI VIRTUAL EXPERIENCE

MILAN (Italy)

VIRTUITALY conveys a new approach to edutainment, where cultural recreation is achieved with an immersive, educational and entertaining experience.

The first exhibition was held in Milan from January 22nd to March 13th 2016.



FABBRICA DEL VAPORE

<https://vimeo.com/159596987>



"An unforgettable journey"

Rai



Tre

UFFIZI VIRTUAL EXPERIENCE

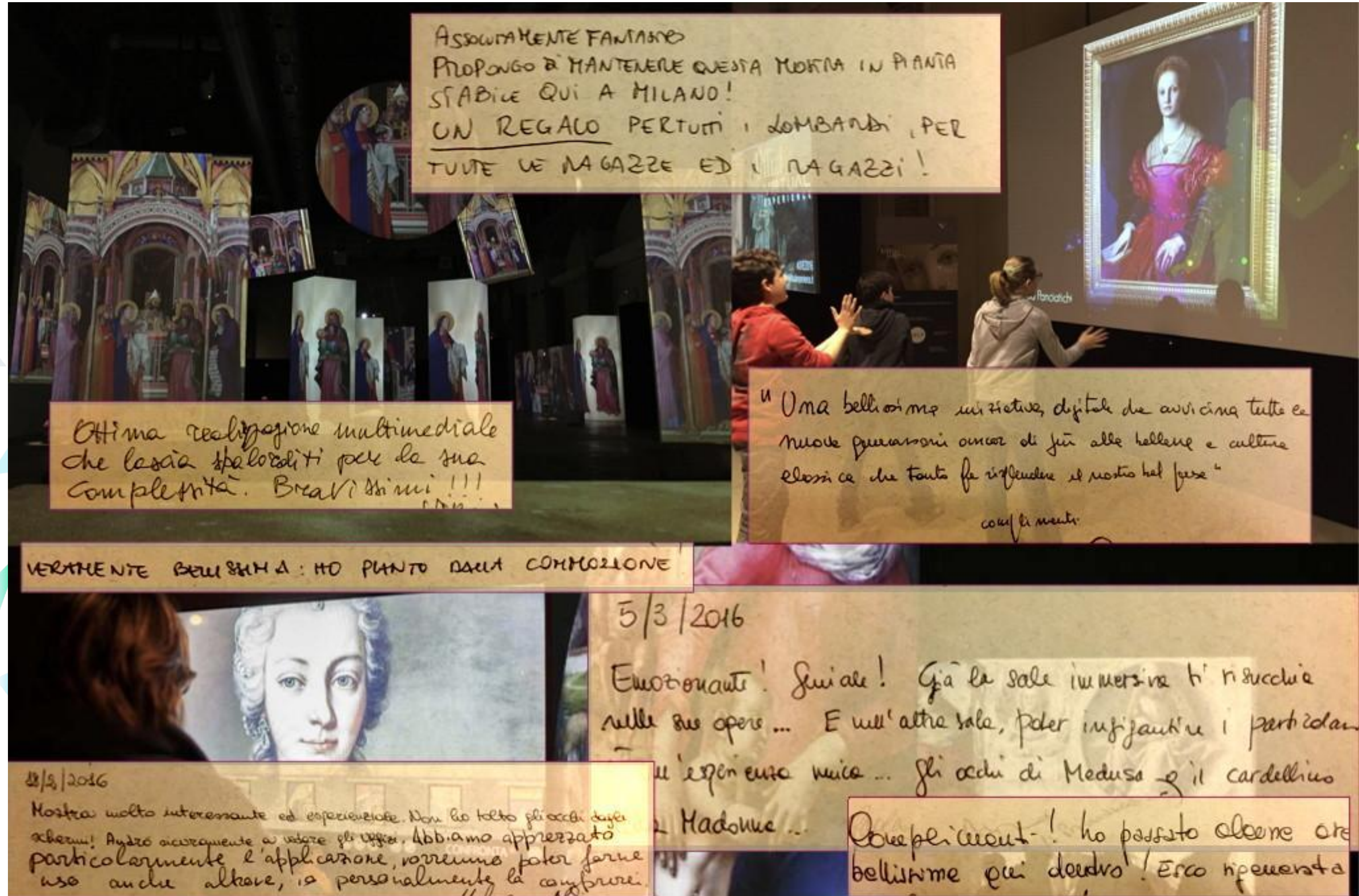
“Absolutely fantastic. I propose to maintain this exhibition permanently in Milan!”

enthusiastic feedback from the visitors

“Great multimedia exhibition that leaves astonished for its complexity. You are great!!!”

“Truly great: I have cried from emotion”

“A wonderful digital initiative that brings the younger generation even closer to the beauty and classical culture that makes our beautiful country shine.”



ASSOLUTAMENTE FANTASMA
PROPRONGO DI MANTENERE QUESTA MOSTRA IN PIANTA
STABILE QUI A MILANO!
UN REGALO PER TUTTI I LOMBARDI, PER
TUTTE LE RAGAZZE ED I RAGAZZI!

ottima realizzazione multimediale
che lascia sbalorditi per la sua
completezza. Bravissimi!!!

“Una bellissima iniziativa digitale che avvicina tutte le nuove generazioni ancor di più alle bellezze e culture classiche che tanto fa riflettere al nostro bel paese”
complimenti

VERAMENTE BELLISSIMA: HO PIANTO DALLA COMMOZIONE

5/3/2016
Emozionante! Giuiale! Già la sale immersiva ti risucchia nelle sue opere... E nell'altra sale, poter ingigantire i particolari... l'esperienza unica... gli occhi di Medusa e il cardellino Madonna...

13/5/2016
Mostra molto interessante ed esperienziale. Non ho tolto gli occhi dagli schermi! Andro sicuramente a vedere gli oggetti. Abbiamo apprezzato particolarmente l'applicazione, vorremmo poter farne uso anche altrove, io personalmente la comprei.

Complimenti! ho passato alcune ore bellissime qui dentro! Ecco ripresenta

RENAISSANCE EXPERIENCE

LEIPZIG (Germany)
from
UFFIZI VIRTUAL EXPERIENCE
to
RENAISSANCE EXPERIENCE:

Uffizi Virtual Experience has been extended to Renaissance Experience, opened in January 2018 at Kunstkraftwerk in Leipzig



KUNSTKRAFTWERK

<https://vimeo.com/257208503>

RENAISSANCE EXPERIENCE

Shenzhen (China)



October-November 2018 at RedCube Museum

<https://youtu.be/LrQebc0aZmc>

A group of people, mostly young adults, are gathered in a dimly lit room. In the foreground, a man with glasses and a dark jacket looks intently at a smartphone held by a woman in a white shirt. Other people in the background are also looking towards the same direction. A bright green exit sign is visible on the wall above a doorway. The overall atmosphere is one of focused attention and engagement.

AN IMMERSIVE EXPERIENCE

Renaissance Experience

INTERACTIVE AREA



[Ornamenti per acconciature]

[Ornamenti per acconciature]

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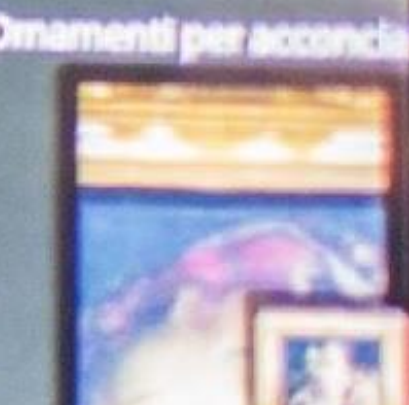
Carità



La Giustizia



Ritratto di Eleonora di Toledo col figlio Giovanni



Carità

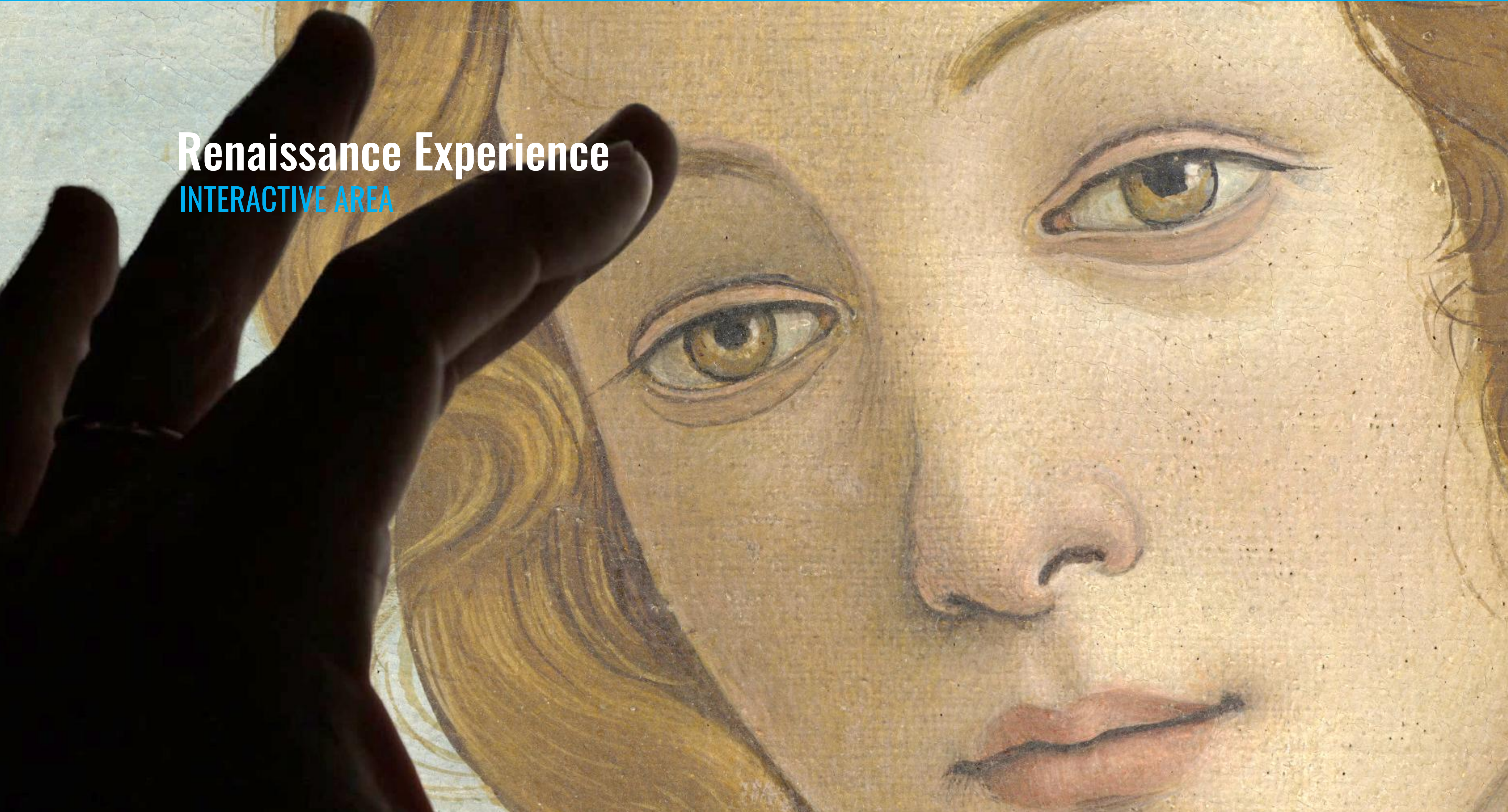
INFORMAZIONI



CONFRONTA

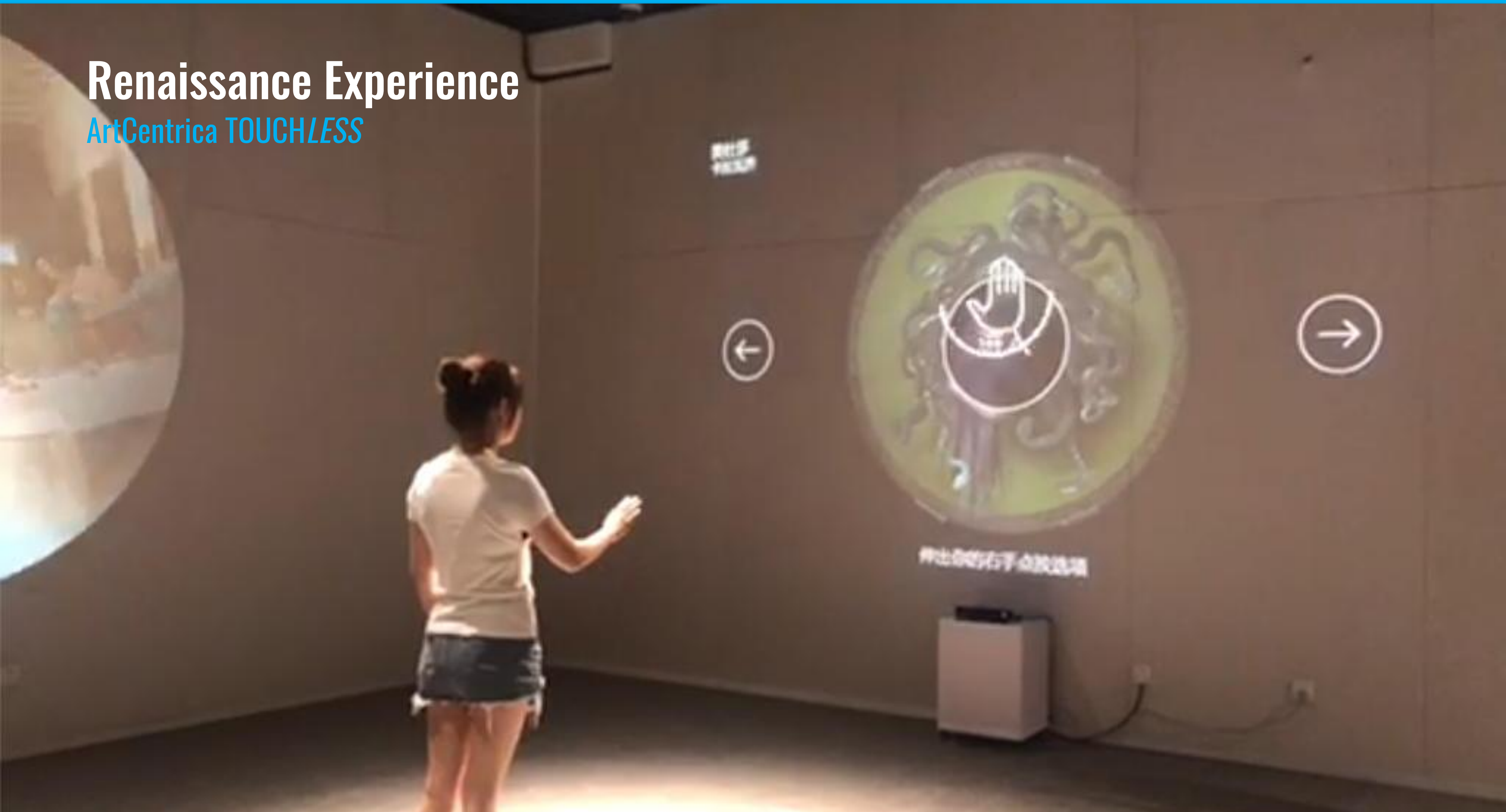


Renaissance Experience
INTERACTIVE AREA



Renaissance Experience

ArtCentrica TOUCHLESS



Renaissance Experience



Renaissance Experience



Renaissance Experience



可触摸的大师之作
数字乌菲齐展

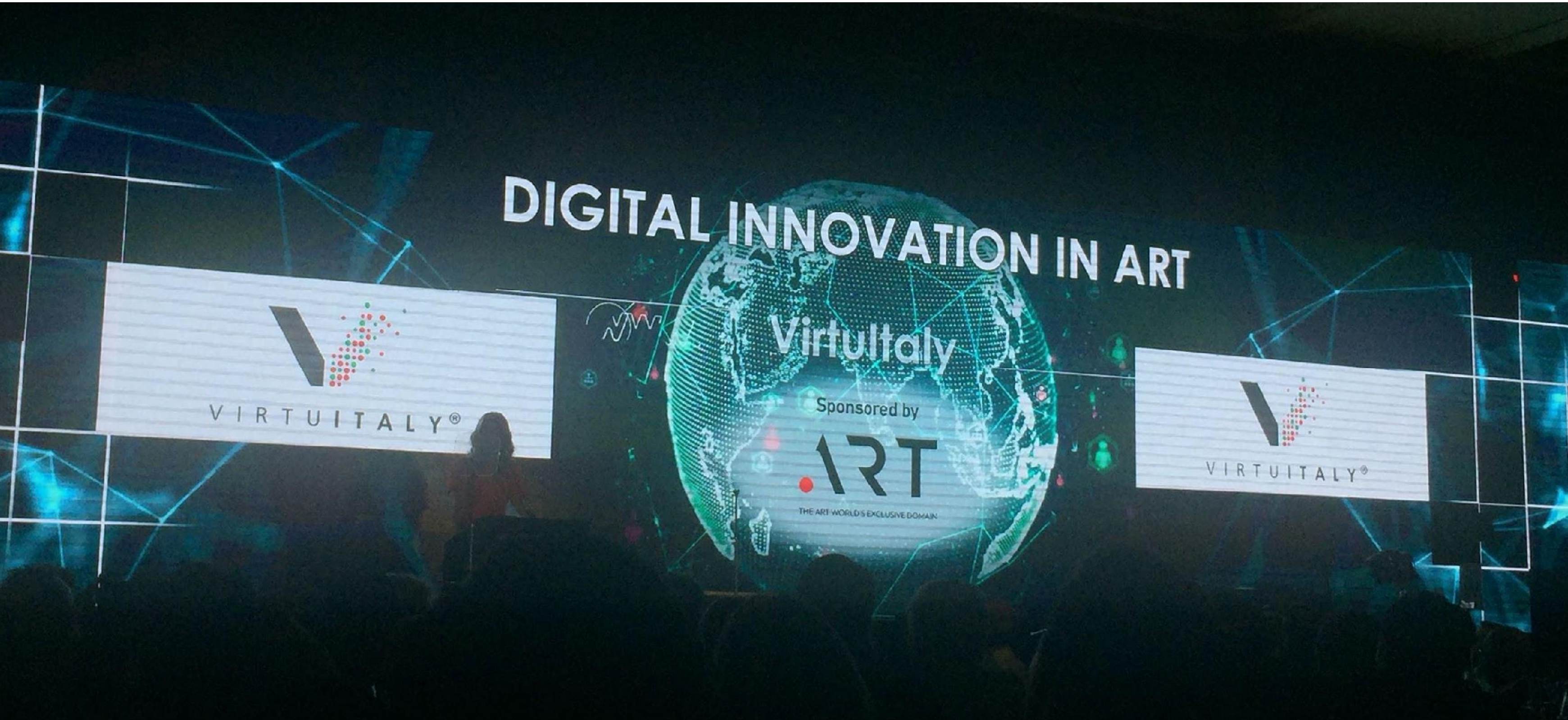
RENAISSANCE EXPERIENCE
DIGITAL UFFIZI EXHIBITION
2018 Touchable Masterpieces

2018年8月10日-10月31日 | 8 AUGUST - 31 OCTOBER 2018

Level B1, Longgang District Public Art Museum
No. 1018 Longgang Avenue, Longgang District
Shenzhen, China
Tel: 0755 83883122

VIRTUALITY (佛罗伦萨 - 意大利)
ULTRAPRIME (佛罗伦萨 - 意大利)

Digital Innovation in Art



Virtually was selected for the shortlist of **Digital Innovation in Art** in **Investor Allstars 2019**

Investor Allstars Awards featured entrepreneurs and investors that are pioneering the future of the European digital landscape.

Open Innovation Contest



Virtuality has been selected as finalist for Milan event of
NTT DATA Open Innovation Contest

Global Start Up Program



Global Start Up Program

II edizione



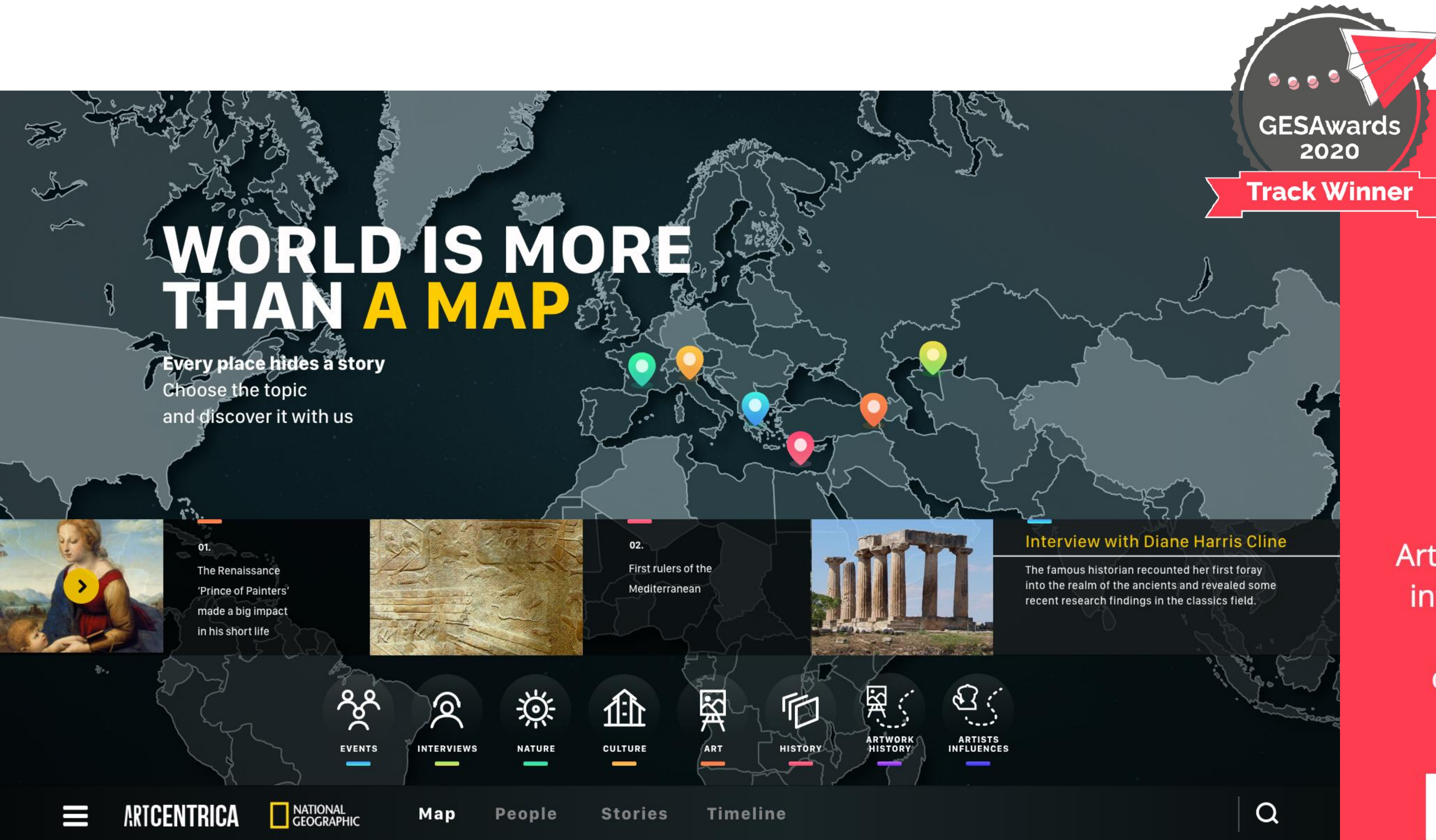
Virtultaly has been selected by **Italian Trade Agency** for **2020-2021 Global Start Up Program at MediaTech Chicago**

Reimagine Education Awards 2020



**ArtCentrica in the shortlist of the
best ICT Tools for Learning and Teaching Award**

RECENT AWARD



WORLD IS MORE THAN A MAP

Every place hides a story
Choose the topic
and discover it with us

01. The Renaissance
'Prince of Painters'
made a big impact
in his short life

02. First rulers of the
Mediterranean

Interview with Diane Harris Cline
The famous historian recounted her first foray
into the realm of the ancients and revealed some
recent research findings in the classics field.

EVENTS INTERVIEWS NATURE CULTURE ART HISTORY ARTWORK HISTORY ARTISTS INFLUENCES

ARTCENTRICA NATIONAL GEOGRAPHIC Map People Stories Timeline

GES Awards 2020
Track Winner

Centrica

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[Visite Website](#)

RECENT AWARDS

GLOBAL EDTECH STARTUP AWARDS 2020



Global Startup Program 2020-2021



REIMAGINE EDUCATION AWARD 2020



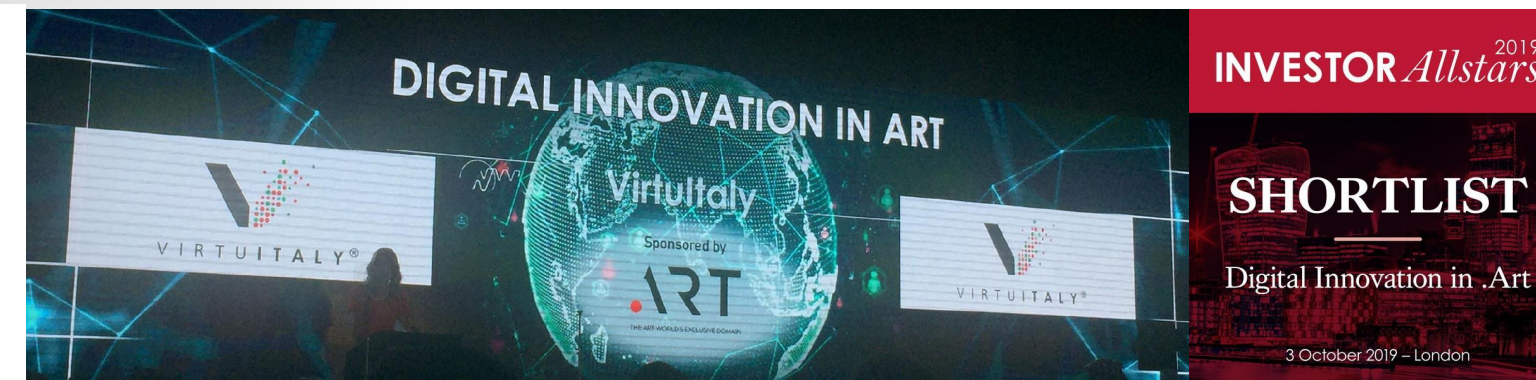
GLOBAL EDTECH STARTUP AWARDS 2019



OPEN INNOVATION CONTEST 2019



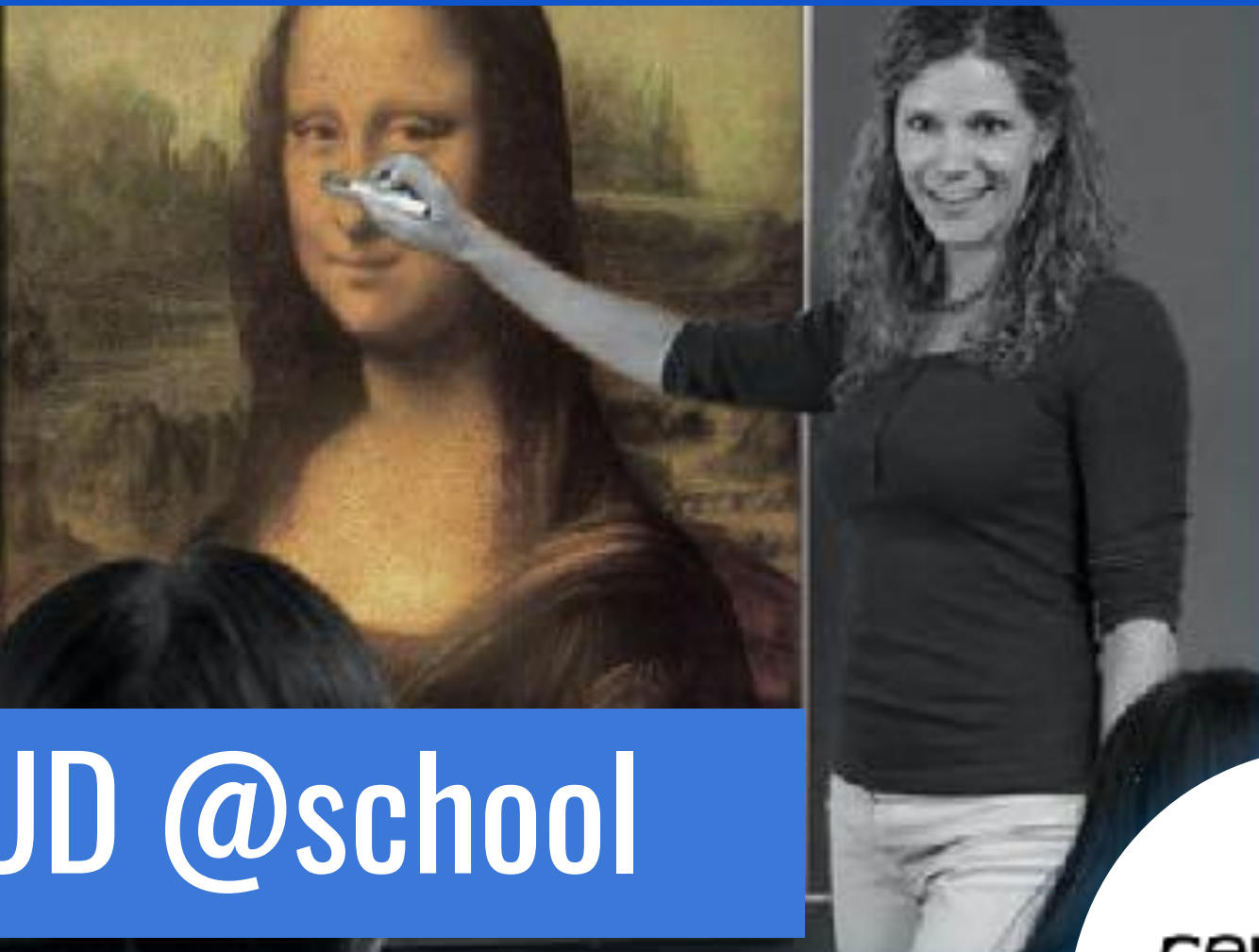
INVESTOR ALLSTARS 2019 Digital Innovation in Art



A NEW EXPERIENCE to TEACH, LEARN and APPRECIATE ART



CLOUD @school



CLOUD @home



Marco Cappellini
CEO and co-founder
m.cappellini@virtuitaly.com
www.virtuitaly.com



TOUR @location



AR/VR @person