

ARTCENTRICA



## Success stories

- ✓ Uffizi Galleries
- ✓ National Geographic
- ✓ Digital Mantegna
- ✓ Renaissance Experience  
/ Milan / Leipzig / Shenzhen / Beijing
- ✓ Peanuts
- ✓ Rubik's Cube

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/ Digital Imaging / Collection Care / ArtCentrica Ad Hoc / Experience

## New experiences with Art and Culture

For over twenty years, Centrica has been developing high-level digital technologies for the **valorization of cultural heritage** and creating edutainment experiences on the international scene.

[centrica.it](https://centrica.it)

## What we do

### / Digital Imaging

- Hi-Res Digitization
- Immersive and 3D photography
- Digital Restoration and post-production
- Fine-Art replicas
- Consulting and Training

### / Collection Care

- Digital Archives
- Long-term Preservation

### / Experience

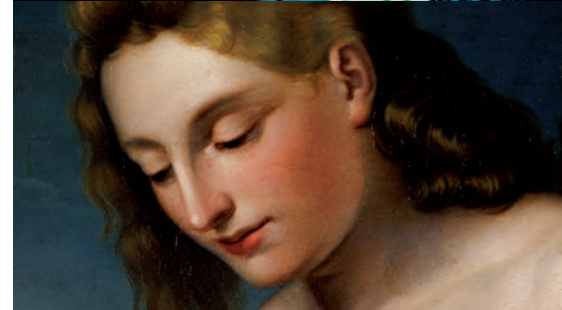
- Immersive and Interactive Exhibitions
- ArtCentrica Ad Hoc
- Proximity apps

## Hi-Res Digitization

Centrica is a pioneer in the Hi-Res Digitization of artworks and historical documents. Since 1999, we have collaborated with numerous cultural institutions, such as the Uffizi Galleries, to digitize their precious artifacts. Thanks to our great flexibility and the use of cutting-edge technologies, Centrica is able to adapt its solutions to any type of object to be digitized, always guaranteeing the highest quality and respecting the required standards.

## Valorization and Enjoyment

ArtCentrica Ad Hoc is an **innovative solution** that adapts to the specific **needs of each museum**. Through interactive virtual tours and multimedia content, it allows for an in-depth exploration of collections, overcoming geographical and temporal barriers. This solution supports museums in expanding their audience, engaging new generations and people with diverse abilities. Thanks to tools for analyzing and comparing works, the platform stimulates curiosity and reflection, promoting an active and conscious enjoyment of **artistic heritage**.

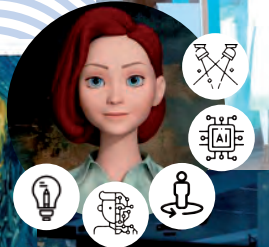


## Key features of the platform

- Artworks in high resolution
- Text information
- Thematic suggestions
- Audio/visual stories
- Timeline
- Virtual measurements
- Search filters
- Interactive map
- Educational content
- Spaces of creation
- Annotations on artworks
- Games

## Immersive Exhibitions

Centrica makes experience its strength. We create **customized digital exhibitions** that combine the high quality of **digitization** with the power of **storytelling**. We narrate the museum in an engaging and creative way, taking visitors to the heart of the artworks. Through **interactive** games and **multisensory** storytelling, we offer an educational and fun experience, capable of engaging an increasingly broad and diverse audience. We support museums in their **digital transformation** in a current and dynamic way. **Avatar interactive installations** with natural language interaction and knowledge base modelling based on **Artificial Intelligence**.



## / Benefits for Cultural Institutions

- Expanding your audience, both locally and remotely
- Greater flexibility in the process of enhancing your heritage
- Enrichment of your promotional activities according to high quality standards
- Possibility of joining ArtCentrica EDU, our service aimed at schools and universities, with consequent promotional and economic return

