

UFFIZI'S MASTERPIECES AND DIGITAL ART

TODAY, NEW TECHNOLOGIES CAN ALLOW DIFFERENT MODALITIES IN THE FRUITION OF WORKS OF ART FROM THE ONES WE HAVE ALWAYS KNOWN. THE DIGITALIZATION OF IMAGES PROPOSED BY **CENTRICA** ENABLES TO GATHER AND LINK HETEROGENEOUS WORKS IN THE SETTING UPS OF VIRTUAL EXHIBITIONS; IMAGINING THAT IN THE NEAR FUTURE, THIS KIND OF EXHIBITIONS COULD EVEN QUESTION THE TRADITIONAL ONES.

Uffizi Touch brings new light to the art of the past, allowing users to access physically to the paintings

Uffizi
touch®



The visitors who, from June 27th to July 21st, visited the exhibition “Virtual Uffizi. A new experience with art” at the Shanghai Art Museum last year could have experimented something similar. Nine multimedia installations, with large-sized touch screen interfaces, presented the masterpieces of Botticelli, Caravaggio, Tiziano, Leonardo and other major artists of the sixteenth century artistic scene in Italy. To complete the virtual route of the exhibition, there was a multimedia spot, Uffizi Touch®, unique all over the world, where, inside a digital interactive picture, the entire heritage of the Uffizi Gallery was gathered in more than 1100 digital high-definition works of art, easily usable thanks to a chronological and alphabetical partition. All this, tracing the “physical” contextualization of the work of art: the masterpieces are easily referable to their original position inside the museum’s halls. Through this multimedia installation, it was possible for visitors to browse, enlarging each detail of the works to spot, always in perfect focus, the smallest particular and see what is difficult to notice even in front of the original painting.

The exhibition was organized by the Shanghai Art Museum, in collaboration with Agenzia Toscana Promozione, Special Office for Museum Centres of Florence City and Centrica, an important Florentine company focused on the development of solutions in the *Digital Imaging* field, on interactive visual communication and knowledge management. The works on displayed with the Uffizi Touch spot at the Shanghai Art Museum are in fact the result of a major project of digitalization, the DADI project, *Digital Archive through Direct Imaging*, carried out by Centrica between 1999 and 2004 and developed thanks to the collaboration with the Uffizi Gallery, Florentine Museum Centres, MICC and Toppan Printing. The works are the fruits of a direct digital capture of many images, then integrated in accordance with a mosaic-like reassembling technique, with control over lighting and colours. The possibility of instantly visualizing every detail, guaranteed by the XImage® software, enables to deal with the work of art in a brand new learning experience.



The experience of Uffizi Touch® goes on including even more digital channels, such as the version for iPad, iPhone and iPod touch, recently released and available at://itunes.apple.com/ue/app/uffizitouch/id431253759?mt=8, that is having a huge success thanks to its innovative features allowing, for example, to set out for a complete visit inside the Uffizi Gallery and to deepen the vision while in the museum or even to do so later, as this client well describes in his review:

by Lau-Poo

"This is the kind of app I've been waiting for! As an artist it's important to have as many resources available as possible. Now, when I need a new inspiration or need to revisit old inspirations I can just go to Uffizi Touch and it all comes back... I'm standing in front of a masterpiece in Florence. Best of all, I can look at a painting closer than a museum guard would ever allow!"

The differentiation occurs in the installation design as well, as in the "Third Italian Festival in Bahrain", where the studio version was presented and left available for two weeks at the Al Riwaq Art Gallery.

Centrica started an important collaboration with japanese multinational Hitachi DIS, promoted by the Italian Cultural Institute in Tokyo during the *Italian Spring in Japan* event. In that occasion "The Annunciation", "The Baptism of Christ" and

"The Adoration of the Three Wise Men" by Leonardo Da Vinci were presented, in a resolution of 500 MegaPixels each image. These experiences were made possible thanks to products of the highest technology, developed by Centrica. The first, ArsTouch® is a system in which the best large-sized touch screen solutions are integrated, through optics technology, with a computer, images and software enabling the interactional experience with Art. Another product is the above mentioned XLimage®, enabling fast and interactive visualization of high-definition images, with total chromatic fidelity and copyright. This product has been chosen, among the others, by the Royal Library of Belgium that uses it for the display of about 2000 antique maps, made available to various portals and projects. Used also in the Belgica portal (<http://belgica.kbr.be>), it allows to visualize bundle pages, manuscripts and old newspapers' editions.

The greek Foundation Ormylia (<http://www.ormyliafoundation.gr>), in its own Centre of Analysis for Restoration, carries out research plans and develops systems for the study, documentation, conservation and protection of cultural heritage, using XLimage® to visualize works of art.

The experience of Uffizi Touch® is deepening even more, thanks to the new platform XLknowledge, for the navigation of knowledge, based on ontologies, that was selected by the Agency of Innovation for Innovators' Italy 2011-2012, that will bring the Centrica's technologies back to China and to other countries of the BRIC area.



SANDRO BOTTICELLI ON THE APPLE STORE WITH UFFIZI TOUCH®

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