

New EU-funded project **AMPLIFY** joins the revolution of the cultural and creative industries

We are excited to announce that the EU-funded project [AMPLIFY](#) has officially launched, following a successful kick-off meeting held on November 5-7, 2024, in Barcelona. This vibrant gathering took place at Gran Teatre del Liceu, and brought together all consortium members to collaborate, exchange ideas, and form bonds that will propel AMPLIFY's vision forward.

Coordinated by [VICOMTECH](#), this project counts on a total of 14 partners: [Fundacio del Gran Teatre del Liceu](#), Cooperativa Paulo Lameiro CRL, [Toscana Produzine Musica ETS](#), [Fèisean nan Gàidheal](#), [Centrum Wiskunde & Informatica](#), [Technological University of the Shannon: Midlands Midwest](#), [Salsa Sound LTD](#), [Norges Teknisk-Naturvitenskapelige Universitet NTNU](#), [François Matarasso](#), [Europe Jazz Network](#), [F6S](#), [Last Tour](#) and [Stichting Nederlands Instituut voor Beeld en Geluid](#).



With a budget of nearly €4 million, the project will run for the next 36 months and aims to empower artists, technologists, and communities by driving innovation in the Cultural and Creative Industries.

AMPLIFY's mission is to develop two groundbreaking tools, powered by Artificial Intelligence and Extended Reality technologies, that will unite communities through music, transcending geographical boundaries and fostering collaboration in creative spaces.

- The first tool, **AMPLIFY PORTABLE**, will allow musicians to play, learn, and perform music together from anywhere, making collaborative music creation accessible to all.
- The second tool, **AMPLIFY IMMERSIVE**, will enable artists to create and share live, interactive experiences with remote audiences, opening new opportunities for engaging performances.

Throughout the project, both tools will be tested and refined in four pilot sites across Europe, from remote teaching and performance of Gaelic traditional music and music with babies co-creation, to stage connection between artists and audiences, and opera immersive experiences, thus ensuring the tools' effectiveness for diverse creative communities and future replication.

AMPLIFY also aims to foster human connection in the cultural sector, in particular among marginalised communities, using ethical, human-centric technologies. The project will establish a methodological and ethical framework to guide the development of its tools and ensure that technology enhances creativity while promoting inclusivity. In this way, the project is also innovating the human side that will define how the hardware is used: it has to serve the evolving interests of creators and audiences.

AMPLIFY's 10-year vision is to revolutionise the way culture and creativity are experienced, bringing people together through music and creating new, sustainable opportunities for artists and audiences alike.

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