



Phyigital solutions for the cultural and creative industries

# Shaping the future of the Cultural and Creative Industries!



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# About AMPLIFY



AMPLIFY is a consortium of artists, technologists and researchers from 8 European countries dedicated to facilitating the digital transition in the Cultural and Creative Industries.



# Meet the partners



vicomtech

MEMBER OF BASQUE RESEARCH  
& TECHNOLOGY ALLIANCE



Gran Teatre del Liceu

cooperativa

PAULO  
LAMEIRO  
CRL



Toscana  
Produzione  
Musica



salsa<sup>®</sup>  
SOUND

 NTNU  
Norwegian University of  
Science and Technology

*François Matarasso*

EUROPE JAZZ NETWORK



LAST  
TOUR







## Human-centric

AMPLIFY emphasizes an ethical, human-centric approach in developing its tools. By integrating inclusivity and collaboration into every aspect, the project ensures that its innovations reflect the values and needs of creators and audiences.



## **AMPLIFY PORTABLE**

Play, learn, and perform music together, from anywhere, enhanced by AI-driven automatic audiovisual production mechanisms.



## **AMPLIFY IMMERSIVE**

Create and share live immersive experiences with hybrid physical-remote interactions between and among artists and audiences.



## AMPLIFY PORTABLE

- **AI-Powered Collaboration:** Automatically mixes audio and video for professional-quality outputs.
- **Multi-Modal Sensing:** Captures emotional cues, like movement or expression, to adapt live performances.
- **Flexible Connectivity:** Seamlessly integrates multiple devices in different settings.



# AMPLIFY IMMERSIVE

- **XR Integration: Delivers lifelike 3D visuals and spatial sound for fully immersive experiences.**
- Remote Interaction: Enables real-time audience engagement, from virtual applause to live Q&A.
- Adaptability: Can transform any location - be it a town square or festival stage - into a performance space.



**AMPLIFY tests its tools in real-world scenarios across four small-scale pilot projects!**



# Renewing tradition

AMPLIFY PORTABLE will provide an easy-to-use, low-cost digital tool to enable professional and nonprofessional musicians (especially young people), to learn, rehearse and perform together from different locations.

**Pilot leader:** Fèisean nan Gàidheal

**Location:** Scotland

**Technology tested:** AMPLIFY PORTABLE





## Music with babies

Sensors that capture a human being's emotional reactions when listening to music, and tools that translate those same emotions into a graphic score.

**Pilot leader:** Cooperativa Paulo Lameiro CRL and MUSICALMENTE

**Location:** Portugal

**Technology tested:** AMPLIFY PORTABLE





## Stage diving

This pilot transforms traditional concert experiences by allowing audiences to enjoy live performances through augmented reality. The pilot will test an “immersive stage”, created with AMPLIFY IMMERSIVE, which the festival audience can approach with XR headsets.

**Pilot leader:** Toscana Produzione Musica

**Location:** Italy

**Technology tested:** AMPLIFY IMMERSIVE





# Revealing opera

The Liceu pilot will develop a new opera production with neighbours of the Sant Andreu District, in which the communities involved participate jointly in its co-creation.

**Pilot leader:** Gran Teatre del Liceu

**Location:** Barcelona

**Technology tested:** AMPLIFY IMMERSIVE





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[www.amplifyproject.eu](http://www.amplifyproject.eu)

# Thank you!

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