



Phygital solutions for the cultural and creative industries

**Experience new ways to create,
connect, and inspire through
innovative solutions merging
physical and digital experiences.**

About AMPLIFY



AMPLIFY is a consortium of artists, technologists, and researchers across Europe, dedicated to driving the digital transition of the Cultural and Creative Industries.

**AMPLIFY is shaping the future of
the Cultural and Creative Industries.**

We are empowering artists, technologists, and communities with two groundbreaking tools:



AMPLIFY PORTABLE

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



AMPLIFY IMMERSIVE

Create and share live immersive experiences through hybrid physical-remote interactions.

Meet our pilots:

Renewing Tradition

Scotland: Strengthen Gaelic cultural learning through remote teaching and collaboration.

Music with Babies

Portugal: Transforming babies' emotions into music, fostering family-musician connections.

Next Stage

Italy: Blending physical and digital formats for unique audience-artist interactions.

Revealing Opera

Barcelona: Connecting communities to opera with innovative phygital experiences.

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