

About AMPLIFY

AMPLIFY is a groundbreaking initiative uniting artists, technologists, and researchers from 8 European countries to drive the digital transformation of the Cultural and Creative Industries. By merging physical and digital experiences and fostering collaboration, AMPLIFY is creating innovative ways to connect creators and audiences!

Our Vision

By integrating emerging technologies like Artificial Intelligence (AI) and Extended Reality (XR), AMPLIFY fosters human connections and promotes European values through:



Economic Sustainability

Accessible tools to lower costs.



Environmental Sustainability

Reduced travel and emissions.



Social and Cultural Sustainability

Inclusive and diverse experiences.

Contacts

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SCAN HERE

Discover more at
amplifyproject.eu

Project Partners


MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE






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SOUND


Norwegian University of
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Phygital solutions for the cultural and creative industries

www.amplifyproject.eu

Our 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.

Our Pilots



Renewing Tradition

SCOTLAND

This pilot revitalizes Gaelic traditions using remote teaching and collaborative tools to connect young learners and reduce social isolation while promoting sustainability.



coōperativa

PAULO
LAMEIRO
CRL

Music with Babies

PORTUGAL

This pilot transforms babies' emotions into musical interactions, fostering connections between families, musicians, and remote audiences while creating digital memories.



Next Stage

ITALY

This pilot redefines live performances with hybrid formats, enabling dynamic, interactive experiences between audiences and artists.



Gran Teatre del Liceu

Revealing Opera

BARCELONA

This pilot experiments with phygital formats to bring opera closer to diverse communities, fostering meaningful connections and dialogue.