



Phygital solutions for the cultural and creative industries

AMPLIFY's mission is to transform the Cultural and Creative Industries. By merging physical and digital (phygital) experiences, we empower artists, technologists, and communities with cutting-edge tools.

Our vision



Economic Sustainability

Lowering costs and barriers with accessible digital tools.



Environmental Sustainability

Reducing travel needs for rehearsals and performances to cut energy use and carbon emissions.



Social and Cultural Sustainability

Enabling phygital connections that promote inclusivity and diverse cultural experiences.

Shaping the future of the Cultural and Creative Industries

Our Tools – Powered by AI & XR!



AMPLIFY PORTABLE

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

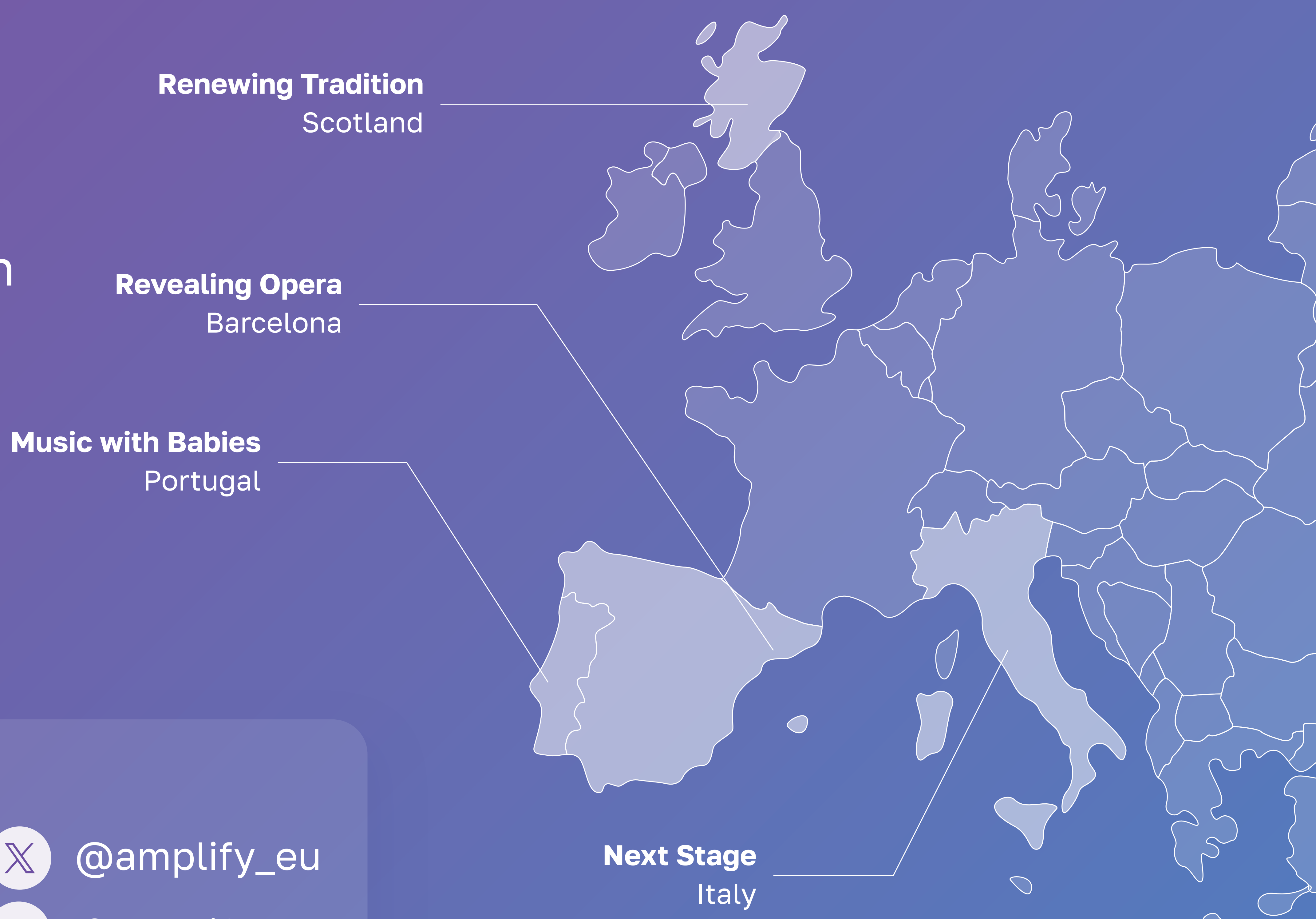


AMPLIFY IMMERSIVE

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

Our Pilots

Real-world Innovation



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Gran Teatre del Liceu



François Matarasso



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