MPLIFY

Phygital 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.

36
Months

14
Partners

8
Countries

2
Digital Tools

4
Pilots

Meet the partners

AMPLIFY

vicomtech
MEMBER OF BASQUE RESEARCH & TECHNOLOGY ALLIANCE

Gran Teatre del Liceu

cooperativa
PAULO LAMEIRO CRL

Toscana Produzione Musica

fèisean NAN GAIDHEAL

CWI

TUS

salsa SOUND

NTNU
Norwegian University of Science and Technology

François Matarasso

EUROPE JAZZ NETWORK

F65

LAST TOUR

BEELD & GELUID

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.

Our tools

AMPLIFY CREATIVE

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 CREATIVE

- 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.

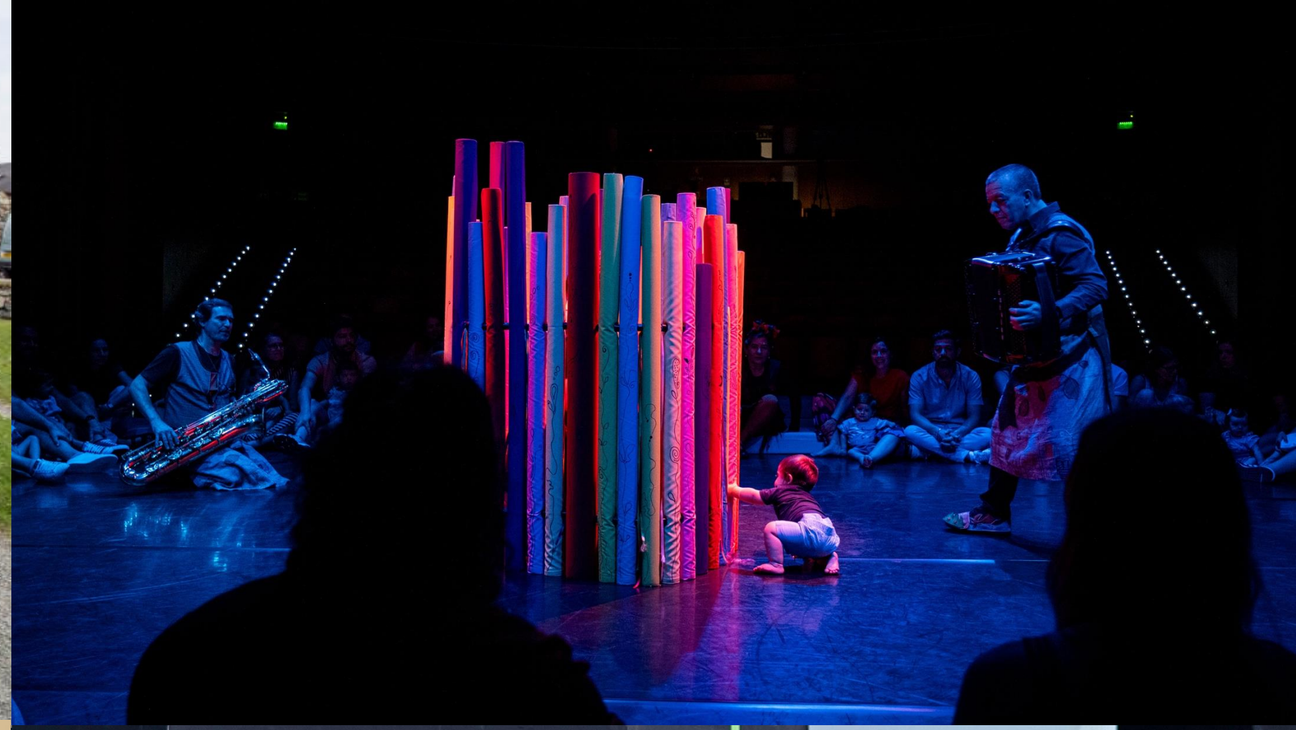
AMPLIFY IMMERSIVE

- **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!

Discover the 4 pilots!

- Renewing tradition
- Music with babies
- Next stage
- Revealing opera



AMPLIFY
Revealing Opera
AMPLIFY IMMERSIVE
BARCELONA
Impact
Learn more
AMPLIFY
Next Stage
AMPLIFY IMMERSIVE
Impact
Learn more

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 CREATIVE

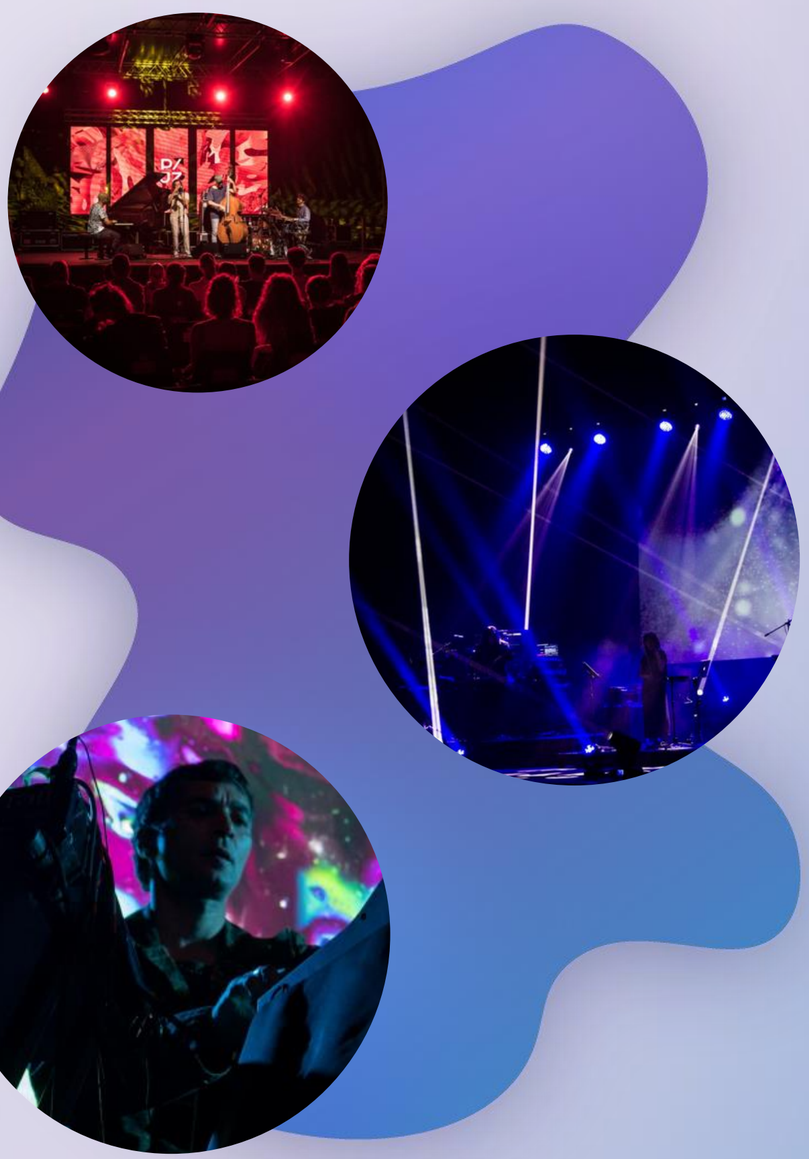
Music with babies

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 CREATIVE

Next stage

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

AMPLIFY

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www.amplifyproject.eu

Thank you!

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