About AMPLIFY

AMPLIFY envisions a human-centred digital future where artists and communities can create, share, and engage through ethical, inclusive, and open digital tools. In response to the rising dominance of commercial and authoritarian tech platforms, AMPLIFY empowers Europe's cultural and creative sectors to explore the potential of AI and immersive technologies without compromising democratic values or creative freedom. By developing and testing tools like AMPLIFY CREATIVE and AMPLIFY IMMERSIVE, the project fosters accessible, phygital experiences that reflect Europe's cultural diversity.

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

Discover more at amplifyproject.eu

SCAN HERE

Project Partners

vicomtech — MEMBER OF BASQUE RESEARCH & TECHNOLOGY ALLIANCE · Gran Teatre del Liceu · Toscana Produzione Musica · cooperativa PAULO LAMEIRO CRL · fèisean NAN GAIDHEAL · CWI · TUS · salsa SOUND · NTNU Norwegian University of Science and Technology · François Matarasso · EUROPE JAZZ NETWORK · F65 · LAST TOUR · BEELD & GELUID

AMPLIFY

Phygital solutions for the cultural and creative industries

www.amplifyproject.eu

Our Tools

Our Pilots

AMPLIFY CREATIVE

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

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.

Music with Babies
PORTUGAL

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

AMPLIFY IMMERSIVE

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

Next Stage
ITALY

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

Revealing Opera
BARCELONA

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