



ARTCENTRICA

Bring art to school

Collections

ArtCentrica is a product of Centrica. It brings together the entire artistic heritage of the Uffizi Gallery in very high resolution images, up to 10 GigaPixel, and also includes selected artworks from the Pinacoteca di Brera in Milan.

Would you like to add your Museum to **ArtCentrica**? Would you like to digitize your Collection in very high resolution?

For details write us: marketing@centrica.it.

What is it?

ArtCentrica is a cloud application suitable for any interactive whiteboard, thanks to Centrica's multi-resolution technology.

Over 1150 artworks

You can visualize in intimate detail over 1150 works of art. You can compare them, measure them, discover correlations between a detail of one artwork and other works/details, and use the over 20 lessons in the application.

Part of the revenue from sales goes to the museums that store the works of art

[Learn more](#)



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Main Features

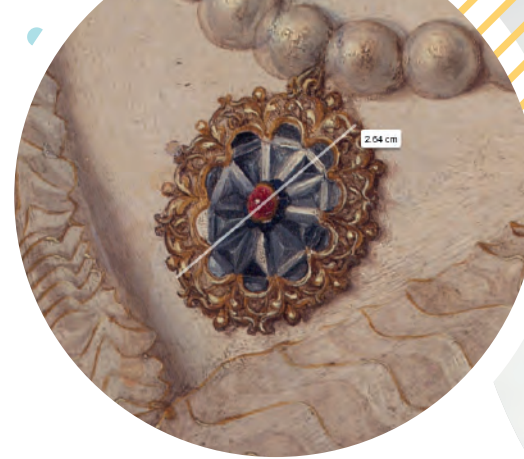
- High resolution details
- Textual information
- Comparison between artworks
- Correlations between details
- Virtual measurement
- Customized lessons



We care about art

It expresses our feelings and our ideas. It testifies how we have represented beauty and society over the centuries. With the sublime power of colors, lines and emotions, art tells the story of our evolving society and ultimately defines who we are. With this huge creative background, we are constantly negotiating our identity and building our future. This being our precious shared heritage, it should be accessible to anyone, anywhere.

For over 20 years Centrica has been at the forefront of digitized art at the very highest quality. It has developed products that can allow this vast cultural heritage to be better enjoyed and understood worldwide. With this new initiative Centrica combines professional skills, extensive experience, practical know-how and continuing creativity to **enhance the cultural heritage of museums and cultural institutions**, for a growing international audience, through **ArtCentrica**.



Lessons divided by age

Elementary School

"Follow the scent of flowers and fruits" and four more lessons

Middle School

"Comic Stories in Sacred and Secular Paintings from the Middle Ages to the Renaissance" and seven more lessons

High School

"Love between Passion and Conflict" and nine more lessons

Why choose us

Central to our business plan is the attention we give to the quality of the content and the digital tools that are available to teachers and students. At the same time we are defining new business methods and models, with the specific intention to bring benefits to our users, to the institutions that preserve the works and to a sustainable development of our company.

