

# Art-based learning

- ✓ Interactive tools
- ✓ Creation tools
- ✓ Storytelling tools

ARTCENTRICA



60+

Interactive lessons  
created by experts



+8000

High-Res artworks

- ✓ Interdisciplinarity
- ✓ Soft Skills



Online  
Art-Based  
Learning



Active  
Learning



Inclusive  
education



Pedagogical  
benefits

**ArtCentrica** is an innovative startup that aims at transforming teaching and learning of Art and through Art.

**ArtCentrica EDU** is an online platform which offers access to over **8,000 high-resolution artworks** from museums and galleries around the world. This **unique teaching tool** promotes an **interactive and interdisciplinary** approach, enabling users to explore artworks in every detail, to

analyze them, and to present them in an innovative way.

**ArtCentrica EDU** is designed to enrich the educational experience of students and teachers, supporting the development of **soft skills** such as critical thinking and creativity through engaging and customizable content.

[www.artcentrica.com](http://www.artcentrica.com)

Through its tools, ArtCentrica EDU includes and involves all students both in and out of the classroom.

Everyone can learn and create expressing their potential.

## Main tools

- Artworks in high resolution
- Text information
- Thematic suggestions
- Audio/visual stories
- Timeline
- Virtual measurements
- Search filters
- Interactive map
- Educational content
- Spaces of creation
- Annotations on artworks
- Games

## Over 8,000 artworks

ArtCentrica EDU includes more than 8,000 works of art, ranging from **Egyptian** to **Greek** and **Roman** art, **Medieval** art, up to **Renaissance**, **Impressionism**, **Post-Impressionism** and **Contemporary** art. The number of works is **constantly expanding**.

Students can appreciate masterpieces of great artists from Gallerie degli Uffizi, the MET, the Pinacoteca di Brera and many others.

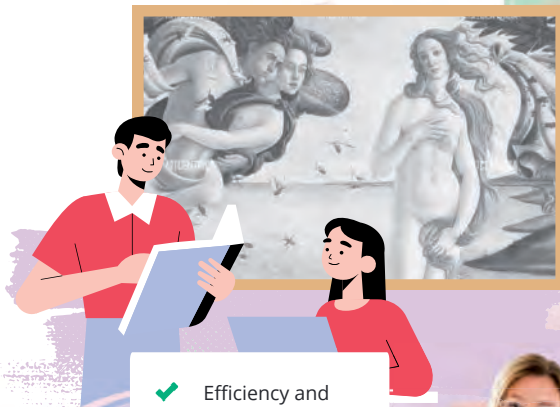
## ArtCentrica Stories

**Stories** are **multimedia interactive narratives** in which works of art cover a double role: in addition to being an object of the narrative, they can serve as a vehicle to illustrate heterogeneous concepts. Possibilities are endless: **the narrators** (students, teachers, educators...) **give voice to their point of view** and use the universal language of art to express their thoughts and emotions, dictating the rhythm and dynamism of each different tale.

**For teachers**, Stories represent an opportunity to **create original lessons** that keep the involvement of their students.

The freedom they have in designing personalized and interdisciplinary learning paths will be a source of new ideas and incitement for their students too.

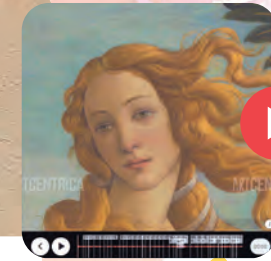
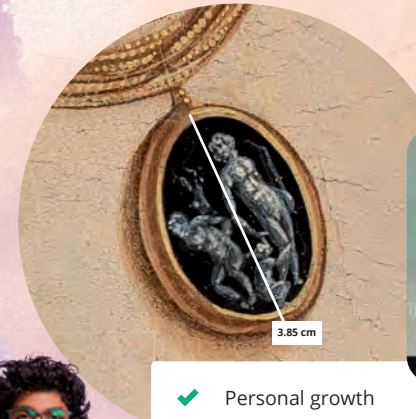
**For students**, the tool delivers an **innovative learning experience** in which the development of critical analysis, storytelling and creative expression skills are fostered.



- ✓ Efficiency and time saving
- ✓ Support on lesson planning
- ✓ Improved job satisfaction
- ✓ Access to educational resources



- ✓ Personal growth
- ✓ Learning flexibility and customization
- ✓ Experiential learning
- ✓ Individual expression and authenticity



## Are you a teacher?

Teachers can create **in-depth analysis lessons**, sharing information with their students, and create **high quality content** which can be easily integrated into the **school curriculum**, all of it through a single platform.

## Are you a student?

Students can create lessons, becoming **protagonists** of the learning process and **encouraging a collaborative classroom** environment based on digital communication.



## Competitive advantage

**ArtCentrica EDU** is accessible everywhere and offers users the ability to view images of the artworks in high resolution.

ArtCentrica EDU takes a pedagogical approach, one that no other interactive teaching platform currently owns.

## Business model

We innovate the revenue model of museums and cultural institutions: part of the revenues derived from the sales of the ArtCentrica EDU's annual service is intended for partner museums.

## ArtCentrica Labs

### Experiential learning meets art and technology

With **ArtCentrica Labs**, we give concreteness to your ideas, taking care of the **pedagogical, technological and laboratory aspects**.

Each **project is customizable**, in order to respond to the **specific needs** of any **educational institution**.

You can pair the functionality of the **ArtCentrica EDU platform with laboratory and experiential activities**, for an innovative art-based teaching method.

**Labs** come in two types: the **Digitization Project** and the **Immersive Project**.

## Digitization project

This project is **adaptable** to the needs of the various schools and includes the support of the ArtCentrica team in the design, implementation and training of students and teachers.

The main objective is that of enhancing the digitization framework in the municipality and territory of the school in which the project takes place, with **digitization and conservation of the cultural heritage** programmes, as well as offering **training activities** for the development of fundamental soft skills for the students' entry into the **work environment**.



ARTCENTRICA  
DIGITIZATION

## Success story

Thanks to the support of the **Regional Council of Tuscany**, we work with students from the renowned **Public Artistic Institute of Porta Romana and Sesto Fiorentino** (Florence), also training them at the digitization of their ceramic works that are displayed at the high school museum.

### Activities examples:

-  Simulation of a professional laboratory of digitization
-  Insertion of editorial content on the platform
-  Classification and analysis of the works acquired and posted on ArtCentrica EDU
-  Creating a collection on the platform
-  Using the platform features for studying and comparing artworks
-  Approach to the work environment



## Immersive project

ArtCentrica makes **innovative tools** available to enable teachers and students to **live and create authentic immersive experiences with the constant educational and technical support of our experts.**

### Includes:

-  Large and high resolution screens
-  Specific classroom design
-  Educational and technical support from our specialists
-  ArtCentrica license included

### Activities examples:

-  Workshop on creating stories
-  Multidisciplinary educational workshop
-  Interactive use of the contents created
-  A wonderful sensory experience

## An immersive and educational experience

**Multi-screen immersive classrooms** guide your school through the digital transition, creating experiences that unite **active and collaborative learning** with cutting-edge technologies, making the classroom an exciting environment for your students to enjoy.

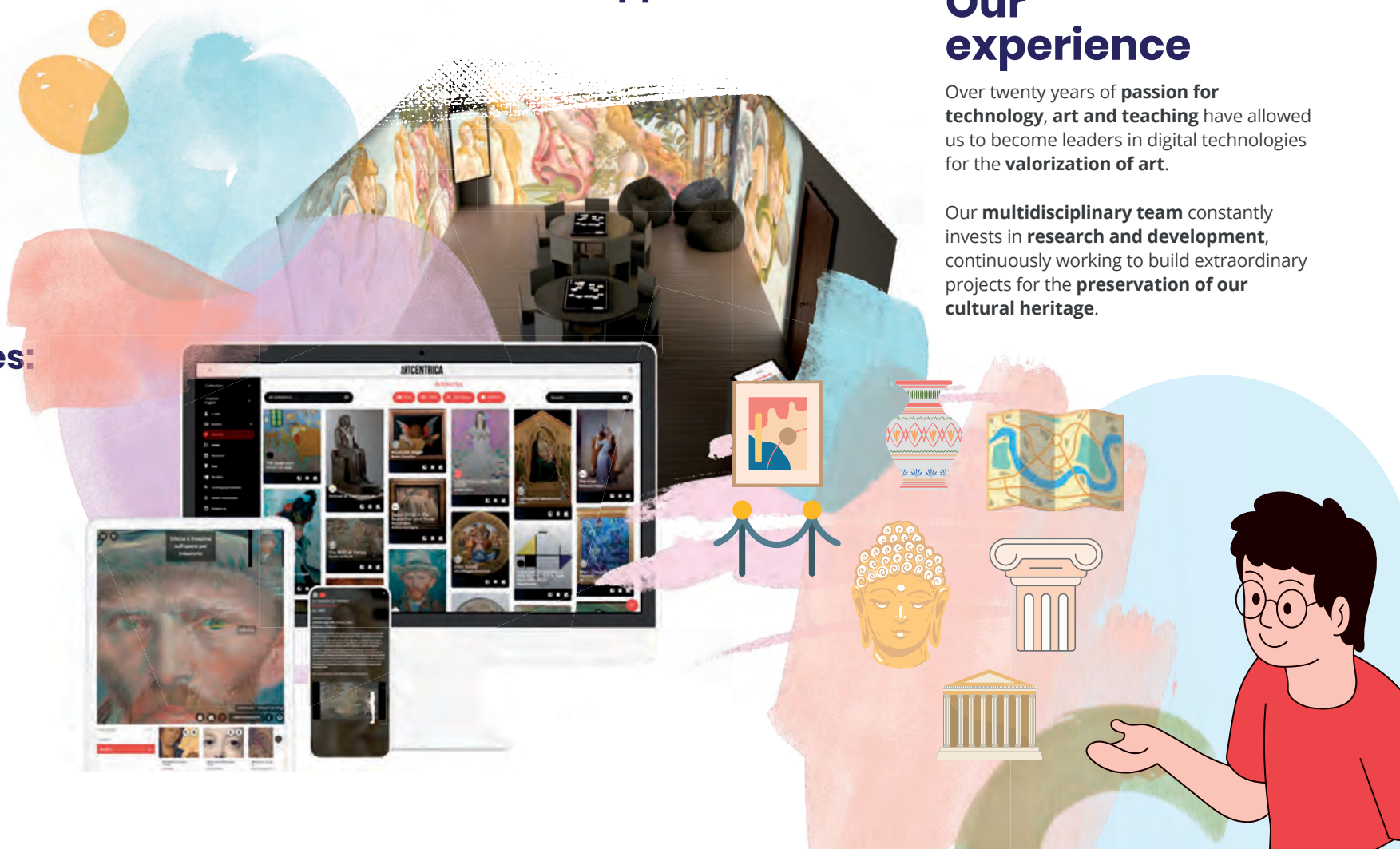
**Are you interested in carrying out a project with ArtCentrica in your school? Do not hesitate to contact us and find out how to make it happen!**



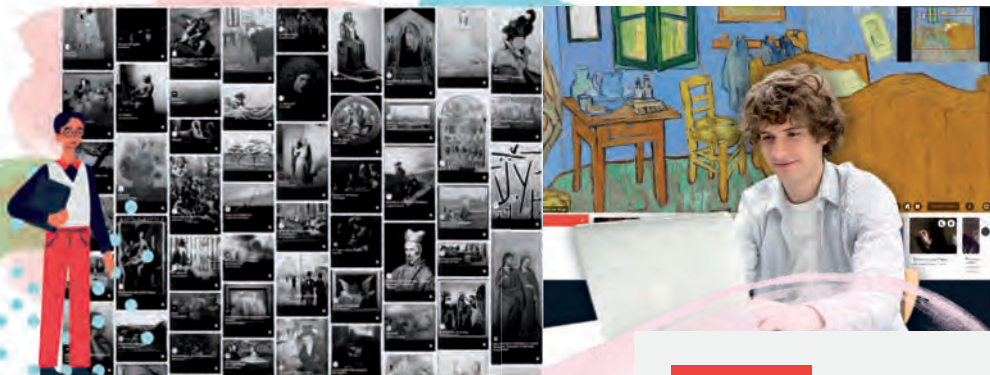
## Our experience

Over twenty years of **passion for technology, art and teaching** have allowed us to become leaders in digital technologies for the **valorization of art.**

Our **multidisciplinary team** constantly invests in **research and development**, continuously working to build extraordinary projects for the **preservation of our cultural heritage.**







## Awards and acceleration paths

**GESAwards – Global EdTech Startup Awards 2025:**

AccelNet Special Track Winner

**GP Bullhound Allstars Awards 2024:**

Digital Innovation in Art Winner

**2031 Award – H-Farm (2023):**

H-Farm Acceleration Path

**Apollo – The International Art Magazine 2022:**

Digital Innovation of the Year Finalist

**Global Start Up Program, Italian Trade Agency 2022:**

Acceleration program, San Francisco

**CultTech 2022:** acceleration program

**FuturED 2021-2022:**

EdTech accelerator of H-FARM e CDP

**IMPACT EdTech 2021:** Third Call

**Global EdTech Startup Awards 2020:**

Special track That's Geography by  
National Geographic Winner

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for the education and  
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[www.artcentrica.com](http://www.artcentrica.com)



[info@artcentrica.com](mailto:info@artcentrica.com)



+39 055 24 66 802