Art-based learning

ARTCENTRICA

- Interactive tools
- Creation tools
- Storytelling tools

60+
Interactive lessons created by experts

+8000
High-Res artworks

- Interdisciplinarity
- Soft Skills

0%

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

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.

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

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.

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.

3.85 cm

ARTCENTRICA stories

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

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**.
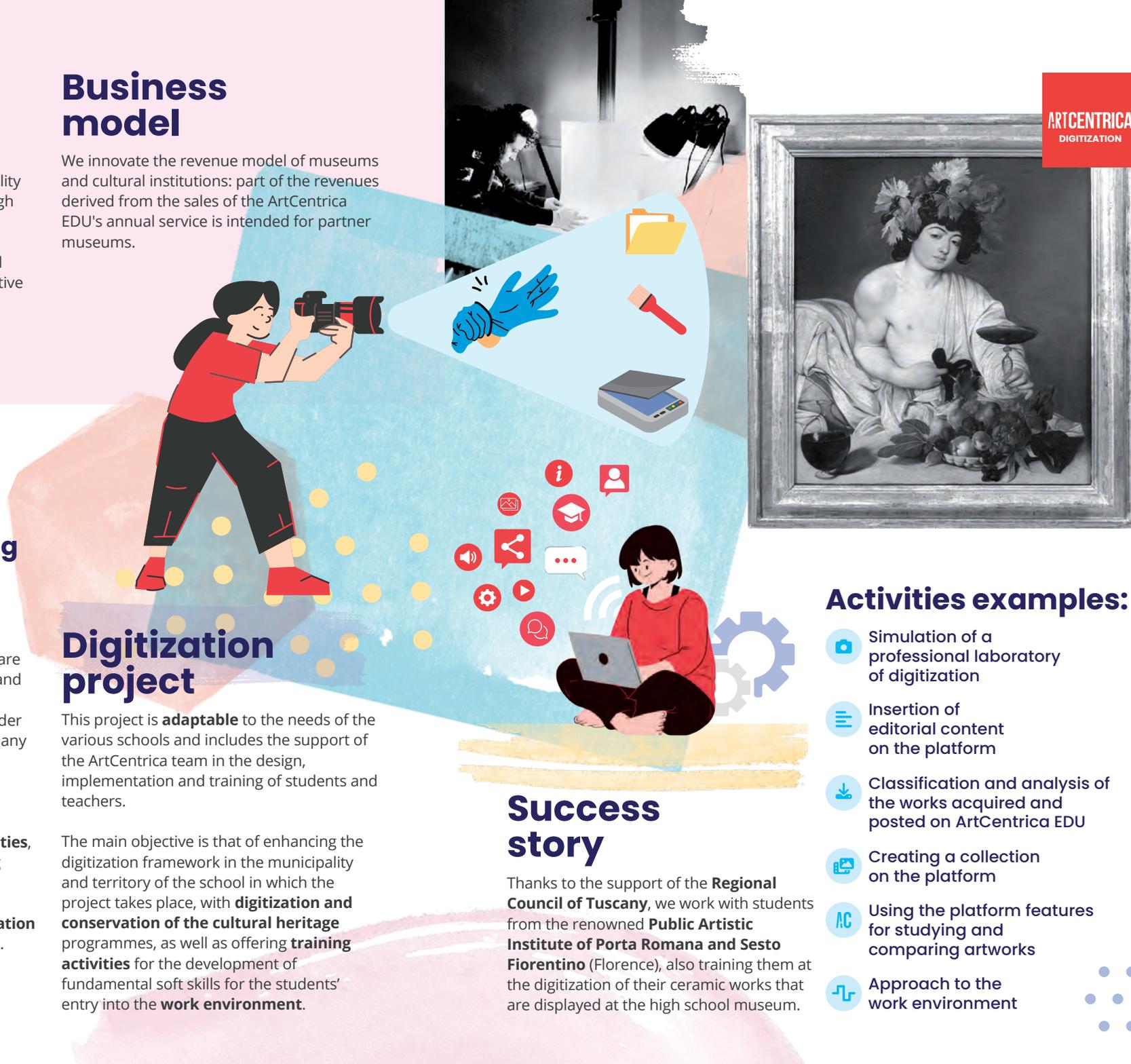
Success story

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

ARTCENTRICA
DIGITIZATION

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
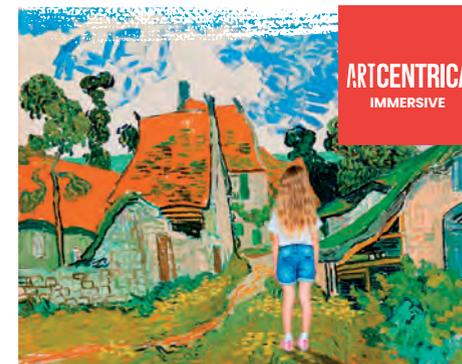- AC ArtCentrica license included

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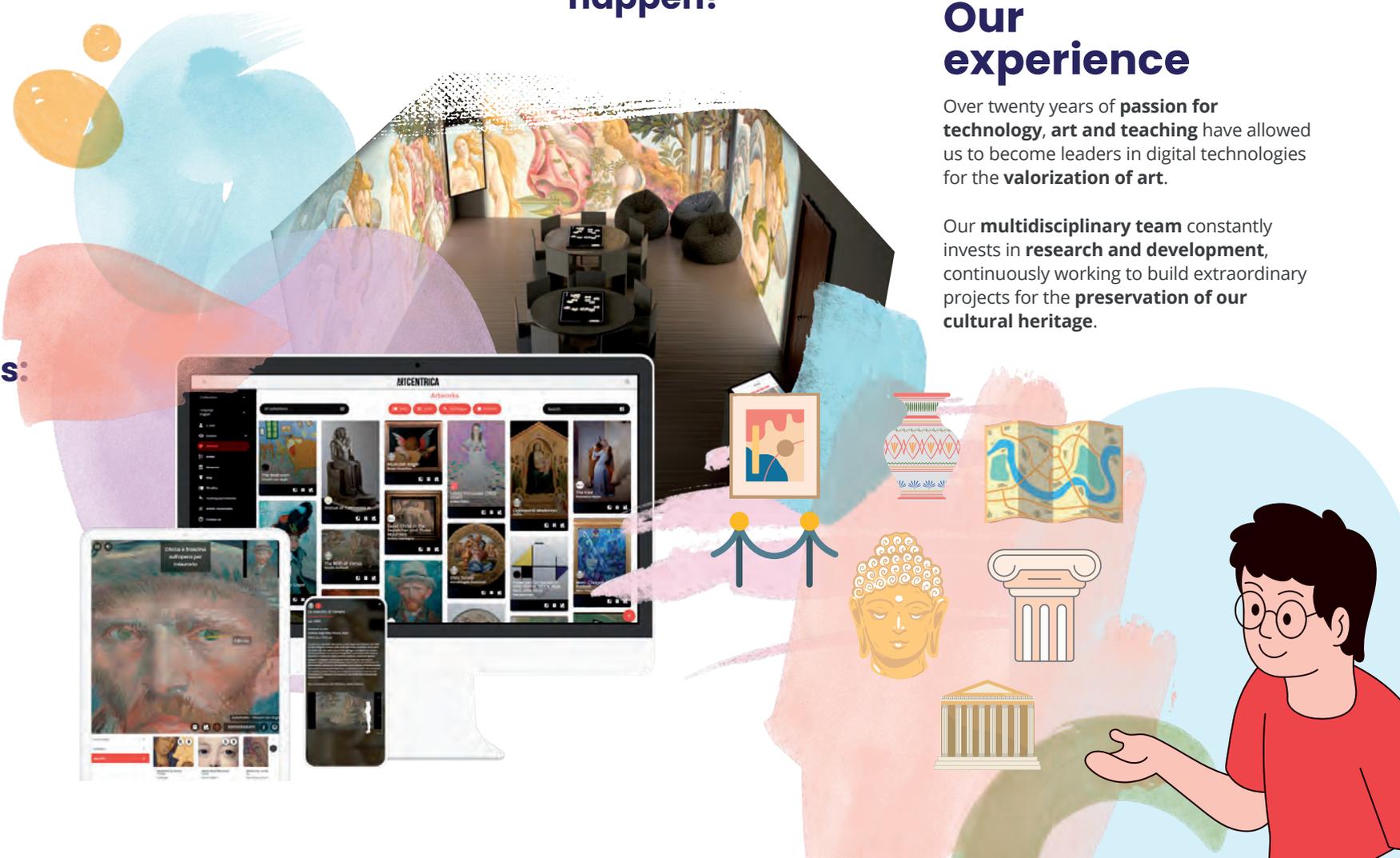
Are you interested in carrying out a project with ArtCentrica in your school?
Do not hesitate to contact us and find out how to make it happen!

ARTCENTRICA
IMMERSIVE

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

ARTCENTRICA

Edtech Italia Member

The Italian ecosystem for the education and skills of the future

Edtech Italia

CITTÀ METROPOLITANA DI BOLOGNA

Ministero delle Imprese e del Made in Italy

Comune di Bologna

CTE.COBO | Casa delle Tecnologie Emergenti Comune di Bologna

100 -TO-WATCH VENTURES IN CREATIVE TECH

GESAwards
Special Track Winner

DIGITAL INNOVATION IN ART
ART
WINNER '24

2031

APOLLO
THE INTERNATIONAL ART MAGAZINE

FuturED

H-FARM

Accelerate Italy

Global Start Up Program

cult-tech

IMPACT Ed Tech

NATIONAL GEOGRAPHIC SOCIETY

GESAwards

ITA
ITALIAN TRADE AGENCY

SCAN ME

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