

Art and Culture/Digitization/EdTech/Innovation

## Digitalizing didactics, works and places of art: Centrica's innovation for the recovery of the museum sector post-pandemic

*The Didacta 2023 trade event is presently focusing on the expansion of the EdTech program, which is dedicated to digitizing art didactics, works of art, and museums. In order to lessen the effects of the crisis that has hit the cultural sector, Centrica has continued to develop. As of right now, it can rely on the support of the Giordano Dell'Amore Social Venture Foundation, which has invested in the company €200,000 in equity as part of the "Impact4Art" program for the development of ArtCentrica.*

Milan, March 16, 2023 - Three engineers, Marco Cappellini, Paolo De Rocco, and Paolo Romoli, created [Centrica s.r.l.](#) in Florence in 1999. Their business specializes in the digitization of works of art and cultural landmarks. It has created [ArtCentrica](#), an EdTech platform that **enables high-resolution cataloging, viewing, and comparison of artwork, online visits, thematic paths, and innovation of the conventional approach to art instruction.** In actuality, Centrica's goal is to offer practical, state-of-the-art solutions to the rising demand for cutting-edge tools to promote the digitalization of museums and online learning, brought on by the pandemic: a market - the EdTech - in growing expansion, which forecasts on a global scale an increase of about \$158 billion between 2018 and 20251.

The [Social Venture Giordano Dell'Amore Foundation](#), also known as the "FSVGDA," has invested €200,000 in the form of equity to Centrica, giving it access to their support. The capital boost was accomplished as part of "[Impact4Art](#)", an "impact" investment program that was established in early 2021 by the FSVGDA in collaboration with Fondazione Cariplo to promote the revival of the arts and culture industry.

### Centrica's business

Centrica's offer is built around three main services: **digitization (GigaPixel) and cataloging**, aimed at museums and private entities, via the development of customized applications (software and multimedia) and high-resolution photographs of works of art; immersive and interactive installations, as **Renaissance Experience**, projects that build digital experiences and exhibitions realized in partnership with the subsidiary Virtually. **ArtCentrica**, a paid EdTech platform for distance learning aimed at public and public schools and universities, can be used in digital tools in the classroom (interactive whiteboard) or on tablets and computers in remote mode. **Centrica, in particular, offers the market a new, customizable based on high-resolution images taken directly at museum facilities and uploaded onto an interactive platform via this latest software. In fact, ArtCentrica enables teachers to use predefined thematic routes based on timelines, ontological tags, and**

**detailed explanations of the works;** tools like comparison, virtual measurement, and zoom enable teachers to make learning more interactive and exciting for students.

In addition to allowing the user to freely navigate through the collections of works of art and follow in-depth study paths, the ArtCentrica cloud service includes a section reserved for lessons, which provides two macro-functions: the use of already existing lessons - subdivided by order and school grade - in simple mode, as well as the possibility, for accredited users, of devising ad hoc customized lessons and thematic paths, with precise annotations by the teacher. New functions, such as the exploration of works via an interactive global map and the creation of 'virtual tours' of the work, have also been designed and implemented. These functions enable users to comprehend the contextualization of works in relation to geographical locations and to create multimedia guides to the works. In addition, there is a Games section with puzzles and the game of 15 aimed at primary school students, as well as interactive quizzes popular in secondary school.

The ArtCentrica service currently includes over 7,000 works from the Uffizi Galleries, the MET in New York, the Pinacoteca di Brera, the Egyptian Museum in Turin, the Rijksmuseum in Amsterdam, the Istituto Centrale della Grafica in Rome, the Städel Museum, the SMK, the Art Institute of Chicago, the Fondazione CR Firenze, and many other collections, as well as 30 historical views of Florence.

Vertical projects are developed using the **ArtCentrica Platform**, the enabling technology, such as “**The Greatest Wildlife Photographs**” for **National Geographic**, the enhancement of **Brera+** for the **Pinacoteca di Brera**, and the **Mantegna Digitale** project for the municipality of Piazzola sul Brenta.

ArtCentrica is part of the **FuturED** acceleration program of **Cassa Depositi e Prestiti - H-Farm**.

### **The impact of Centrica**

Centrica sees art history as an essential tool for the educational, expressive and creative development of the new generations of students: its activity, in fact, fits into the framework of SDG no. 4 (quality education). With this in mind, the company's priority is to support teachers and educators in distance learning, innovating the traditional approach to teaching art in schools through the use of schools, through the use of digital tools.

It is no coincidence that Centrica has expanded its model of activity in the midst of the pandemic, with the goal of proposing possible alternatives to museum closures and taking action to counteract the Italian population's growing decline in cultural participation. According to I.R.P.E.T. data, there will be approximately 3.8 million fewer museum admissions in 2021 in Tuscany alone, with a total loss of EUR 63 million in public spending (equivalent to 72% of the pre-pandemic total). In this context, many students face difficulties in gaining direct access to cultural venues, while museums and cultural institutes make limited use of technology for commercial and educational purposes.

**Centrica, on the other hand, supports museums by increasing their revenue streams by recognizing them a fixed percentage of revenues: each year, 30% of ArtCentrica's revenues are allocated to the museums registered on the platform.**

*"ArtCentrica attended DIDACTA last week, as part of the Arena set up by EdTech Italia, alongside many other startups and scaleups that are innovating the Italian education system. This was an important opportunity to evaluate Art History teachers' interest in the ArtCentrica cloud service. The investment by FSVGDA enables us to increase the resources dedicated to the use of Artificial Intelligence, expand the catalog of works, and develop new functions "*

**- said Marco Cappellini, CEO and co-founder of ArtCentrica.**

*"Centrica drew our attention as an impact investor because of its ability to propose an effective, sustainable, and innovative solution to support distance learning and the recovery of the museum sector, which has been severely impacted by the effects of closures. After joining Sharryland and Artonauti, the capital increase in Centrica represents a further investment made by our foundation as part of the 'Impact4Art' program, which is supported by Fondazione Cariplo"- **stated Marco Gerevini, Board Member of Giordano Dell'Amore Social Venture Foundation.***

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