

# FARNESINA

## DIGITAL ART EXPERIENCE



Ministry of Foreign Affairs  
and International Cooperation

# FARNESINA DIGITAL ART EXPERIENCE

The first stage of the Farnesina Digital Art Experience was held on October 2020 in the Kunstkraftwerk Leipzig, one of the first museums in Europe entirely dedicated to multimedia arts.

The Italian digital art studios selected for the Farnesina Digital Art Experience project were invited to show their own creativity and technological skills, realizing an impressive and exciting immersive experience.

Despite being a difficult moment with the ongoing public health emergency, the event welcomed over 1800 visitors in three days (limited tickets because of COVID-19 pandemic rules). Thanks to a very detailed safety plan, the participants were able to enjoy the shows respecting all the safety and social distancing regulations.

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Ministry of Foreign Affairs  
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# FARNESINA IMMERSIVE ART EXPERIENCE

A true sensorial bath featuring a 360° immersive audiovisual projection breaking all boundaries between artwork and user.

The 45 minutes show delivered an exciting multimedia experience to the audience, proving once more the possibilities of audience engagement offered by the audiovisual art installations.

## DIGITAL INSTALLATIONS

### **IMMERSIVE MIRROR ROOM: mixed media installation**

The Immersive mirror room is a mixed-media installation designed to take visitors into the infinity space of art: a borderless environment where reality meets illusion.

### **MEMORY AND DESIRE: mixed media installation**

A technological sculpture composed by analogue and digital reproduction supports of the past, cinematographic films and magnetic tapes.

The Fake Factory's site specific installation represents the bridge between classical and contemporary art, with the aim of keeping the memory alive through digital technologies.

### **FALLIN'SKY: AR Installation**

This work designed in Augmented Reality by Woa Creative Company shows a 3D model of space waste orbiting the Earth. A danger to both active satellites and spacecraft.

Scanning the QR code, visitors can observe the Space situation in real-time, thanks to the data collected by [www.space-track.org](http://www.space-track.org).

## MICROMONUMENTAL MAPPING MAPPING

Through a 3D scale model of the Palazzo della Farnesina, the visitors can relive the video-mapping show hosted in Rome in December 2019: an unprecedented event during which an Italian representative of digital studios met for the first time, transforming with their

# FARNESINA IMMERSIVE ART EXPERIENCE

The 45 minutes program includes 14 artworks (approx 3 mins each) with different concepts:

1 | APPARATI EFFIMERI - ARNHEIM

2 | ANTICA PROIETTERIA - R-EVOLUTION

3 | ANTALESS VISUAL DESIGN - PERCEPTION

4 | FLXER - NO BORDERS

5 | KANAKA STUDIO - TERRAGENESI

6 | LUCA AGNANI - INFINITE SPACES

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# ARNHEIM

Arnheim is an animated optical room, playing with the deceptions of visual perception, inspired by Rudolf Arnehim's Gestalt theory, according to which there is no objective reality, but only a perceived reality.

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## APPARATI EFFIMERI

Apparati Effimeri has been working for over ten years in the field of Visual Design animating real environments through the use of new technologies.

The continuous search for new digital languages responds to the growing demand for creativity imposed by the market, satisfying the customers' needs for visibility and promotion.



APPARATI EFFIMERI - ARNHEIM

## 2 R-EVOLUTION

The contrast between the beauty of nature and the consequences of man's actions that destroy it, are the mirror of modern society and a cue for reflection that highlights the importance of choice as action. It is important to act now and change habits for a more sustainable world to defend our environment. Give the right value to a choice is an evolution and every daily gesture is a revolution.

Sound design: Gabriel Maccieri

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## ANTICA PROIETTERIA

They are calling themselves "Proiettari", and the name works as a reference to the old manual crafts, as an homage to their artisan-like care for details.



ANTICA PROIETTERIA - R-EVOLUTION



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# PERCEPTION

Creativity, like human life itself, begins in darkness. Exposing darkness means rediscovering the shape that each shadow brings along. Shadows made of images that chase each other and resurface for a few moments, and then vanish again in deep spaces. Depth increases the distortion of space and generates an ongoing negotiation with the perceived reality.

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## ANTALESS VISUAL DESIGN

Antaless Visual Design is the studio founded by Alessio Cassaro, an expert in animated graphics who has been operating in the sector for over ten years, specializing in video mapping.

He has participated in the most important international competitions and events in the world, winning prestigious awards. To this day he continues his career incessantly with the aim of transferring his emotions and improving his personal aesthetic in applied graphics.



ANTALESS VISUAL DESIGN - PERCEPTION

# 4 NO BORDERS

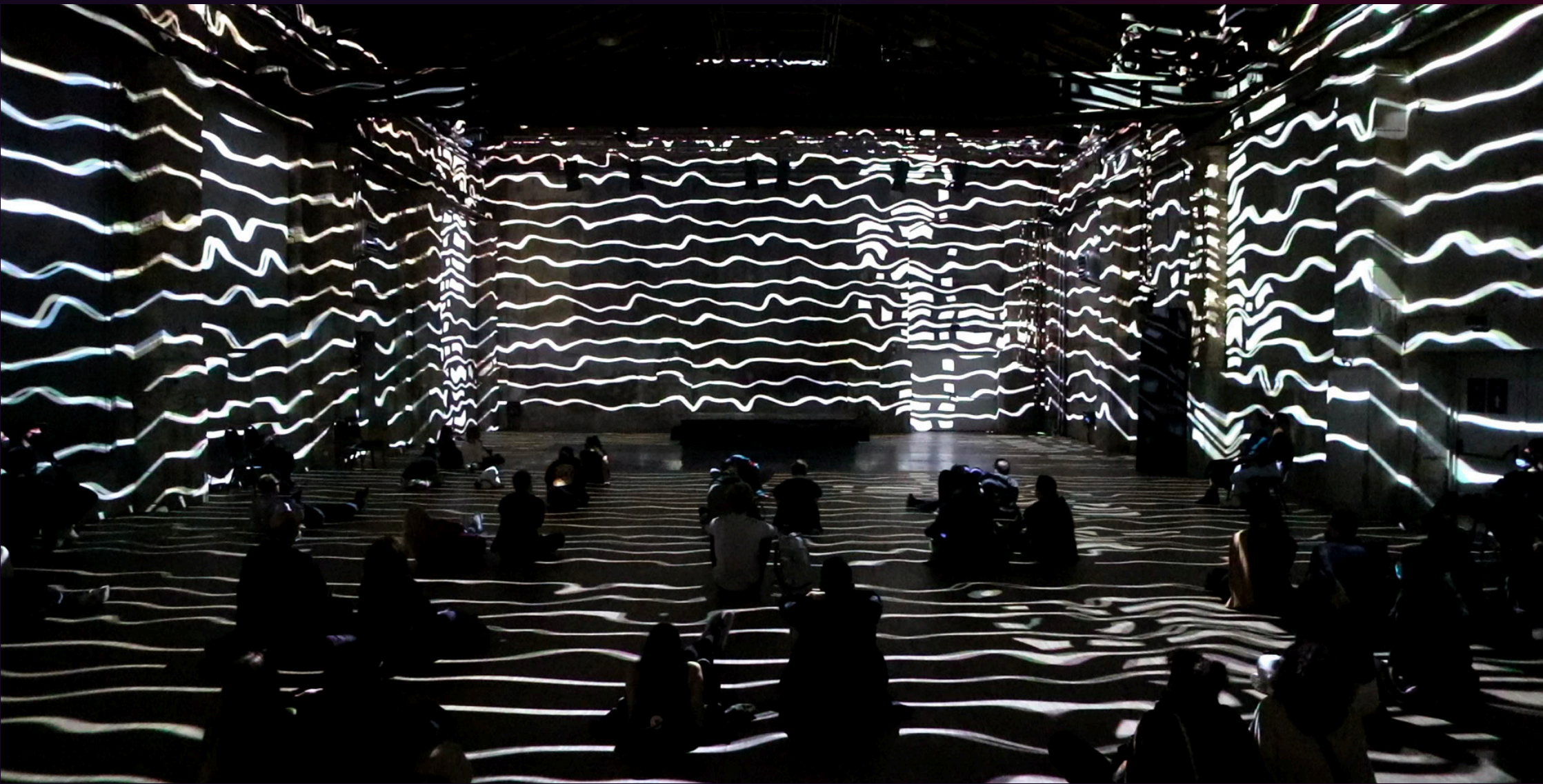
No Borders is an abstract multimedia environment, in which the viewer becomes entangled in geometric shapes, which are reminiscent of small particles and represent the movement of man within our society. A dynamic and always evolving virtual universe, generating new scenarios in which particles, like man does, reorganize and transform themselves into structures, grids and fascinating cascades of colors.

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## FLXER

FLxER is a creative collective that works with audio visuals since 1999. FLxER produces AV Performances, Video Mappings, Interactive Installations, Workshops, Lectures, Kids Laboratories and some of the most important AV events in the world.

In 2001 started the software development that takes the name from the collective itself: FLxER, the final solution, a practical answer to the necessity of mixing the expressive arts of a digital creatives' collective.



FLXER - NO BORDERS

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# TERRAGENESE

Creativity, like human life itself, begins in darkness. Exposing darkness means rediscovering the shape that each shadow brings along. Shadows made of images that chase each other and resurface for a few moments, and then vanish again in deep spaces. Depth increases the distortion of space and generates an ongoing negotiation with the perceived reality.

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## KANAKA STUDIO

Terragenesi is a Data Driven Immersive Installation focused on the process of geological transformation of the earth as a response to the current phenomenon of global warming. The elaboration of numerous datasets, linked to the consequences of climate change, made it possible to deform real territories taken as a case study, defining a perceptible organic transformation. Through a virtual landscape, able to exploit data analysis and machine learning, graphs and algorithms are transformed into three-dimensional objects understandable to all.



KANAKA STUDIO - TERRAGENESI

# 6 INFINITE SPACES

The work dedicated to Giacomo Leopardi featuring a reinterpretation of his most famous poetry, through contemporary digital techniques and aesthetics. The author appears to the viewer in three-dimensional form, reciting the lines of his work surrounded by a suggestive atmosphere of suspension in infinity.

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## LUCA AGNANI

Luca Agnani Studio is created by a team of professionals who animate architectures with projected lights, using 3D video mapping techniques. The Studio, started in 2010 by Luca Agnani, at first, became famous throughout Italy, then internationally, especially since 2013, when he was selected by the Circle of Light Festival in Moscow. He has been since then mentioned in numerous reviews, interviews, and reports in some of the most important Italian and international media.



LUCA AGNANI – INFINITE SPACES



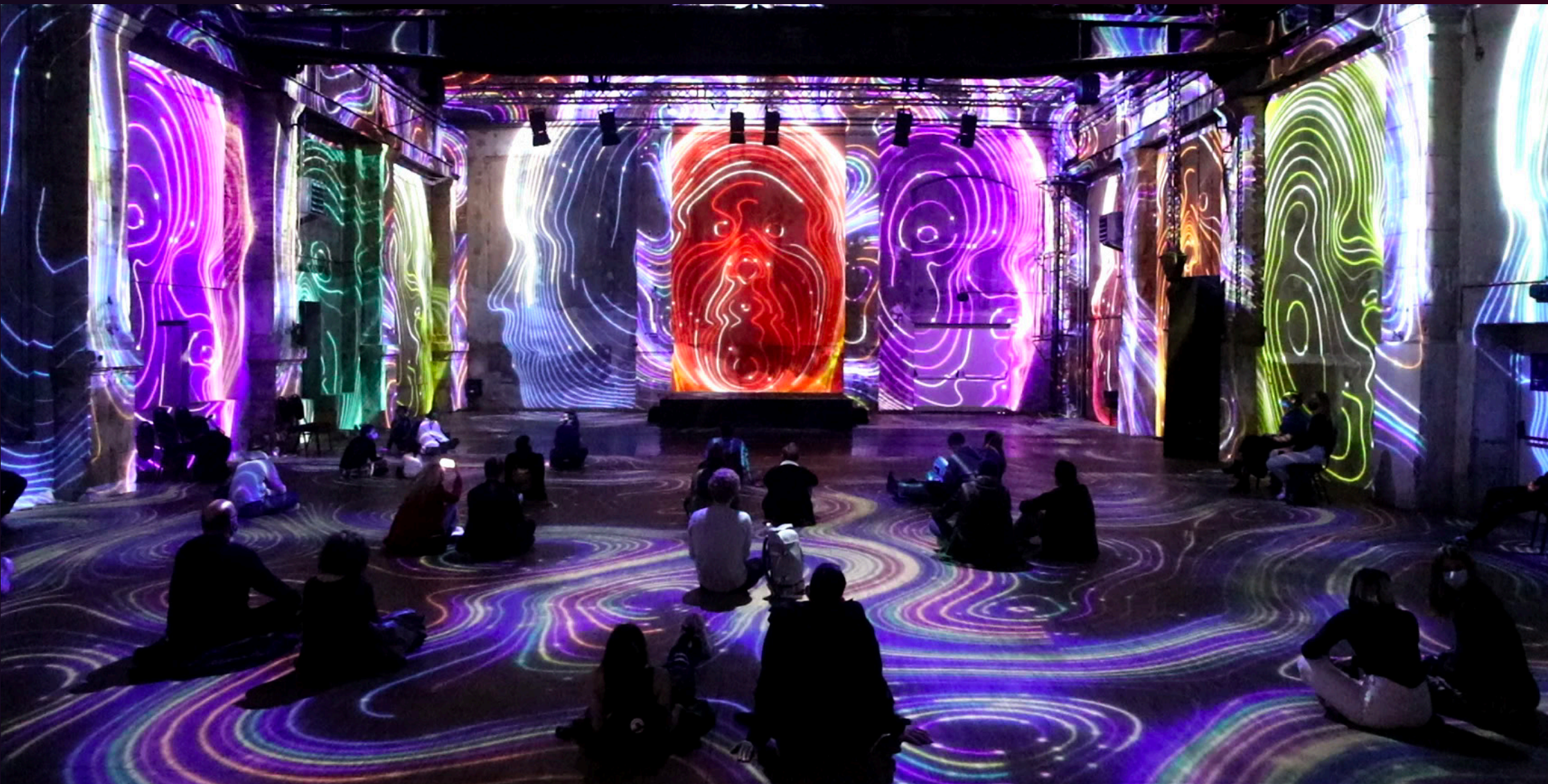
# 7 AMBIVALENCE

"Ambivalence" represents the continuous inner debate between our rational part and the inner and intimate, multiple aspects of the same person and the same psyche that often are in contrast with each other and influence our way of thinking and acting, our choices, what we love and hate, our reactions and our way of thinking. In this context, "ambivalence" represents the continuous changing of the discourse, the evolution of the dialogue and the constant search for a balance.

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## MICHELE PUSCEDDU

Inspired by the concepts of Art and Light, the opera is based on the dialogue between the solid and linear Farnesina's facade and the ethereal and dynamic character of the Light. An exciting journey between architectural illusions and decompositions, that ends with a reference to the role of connection between peoples carried out by the Ministry of Foreign Affairs, represented by a digital reinterpretation of the famous Universal Judgment.



MICHELE PUSCEDDU – AMBIVALENCE

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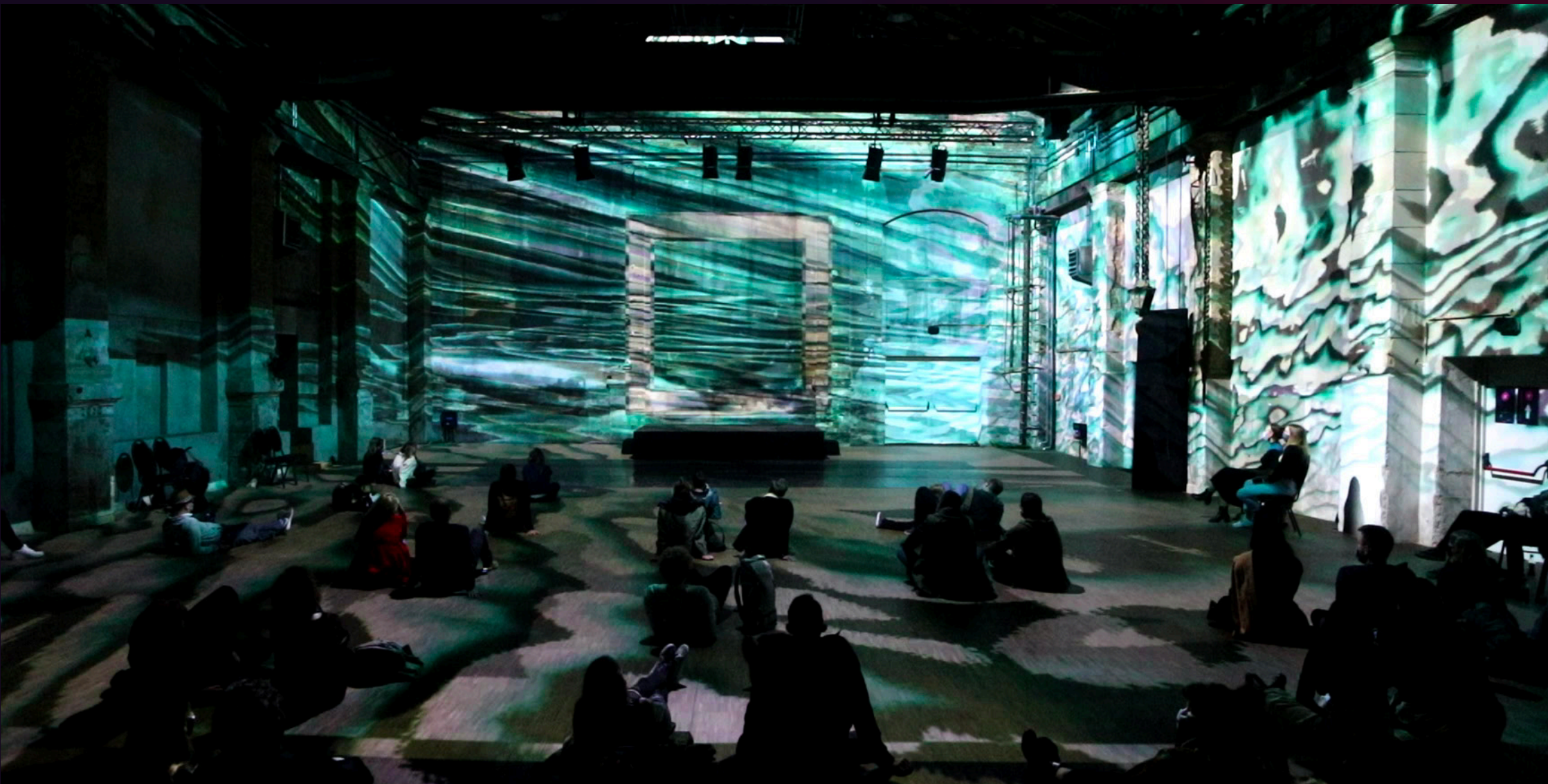
# ANTITHESIS

Light and darkness, movement and stillness, anomalies and inalterability. A stripped-down lexicon in contrast to errant dialogues. A struggle between chaos and order, between alterations and pure and absolute elements.

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## MONOGRID

The study animated the Palazzo della Farnesina with an intention of emphasizing the illusory abilities of this art, to contrast the rigid and linear design on the building's facade with a digital reinterpretation made of volumetric games, dynamic effects and perspective distortions.



MONOGRID - ANTITHESIS

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# RUSH HOUR

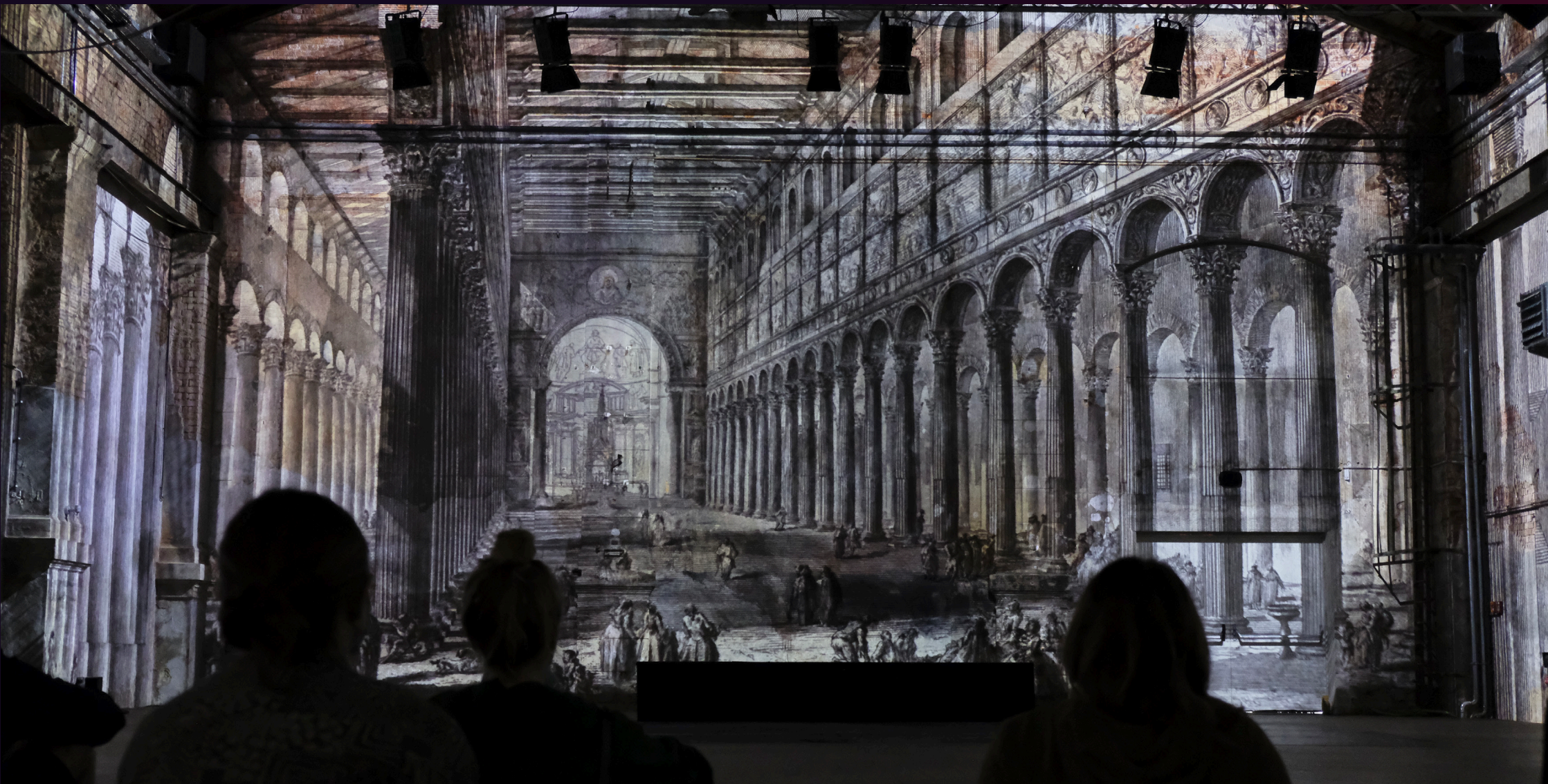
A visual narrative inspired by Piranesi, an Italian architectural theorist, according to whom spatial proportions interpenetrate time, giving rise to a higher-order meaning. Piranesi constructs a reality, vision or intimate structure, in which time is conceivable neither as progress nor as repetition, but rather as a constellation, as an ever-expanding elastic network. The awareness of the passing of time, distressing and liberating at the same time, determines the construction of the architectural space.

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## MOU FACTORY

Mou Factory was founded in 2006 to create avant-garde visual experiences, evolving over the years both in terms of skills and in terms of visual languages to be used to create new products.

Thanks to the tension in the study and experimentation of new technologies, Mou Lab is born: the creative division of Mou Factory, a network of knowledge and professions, in which the curiosity towards the evolution of every aspect of visual communication finds its space to be further explored



MOU FACTORY – RUSH HOUR

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# BACK TO THE ROOTS

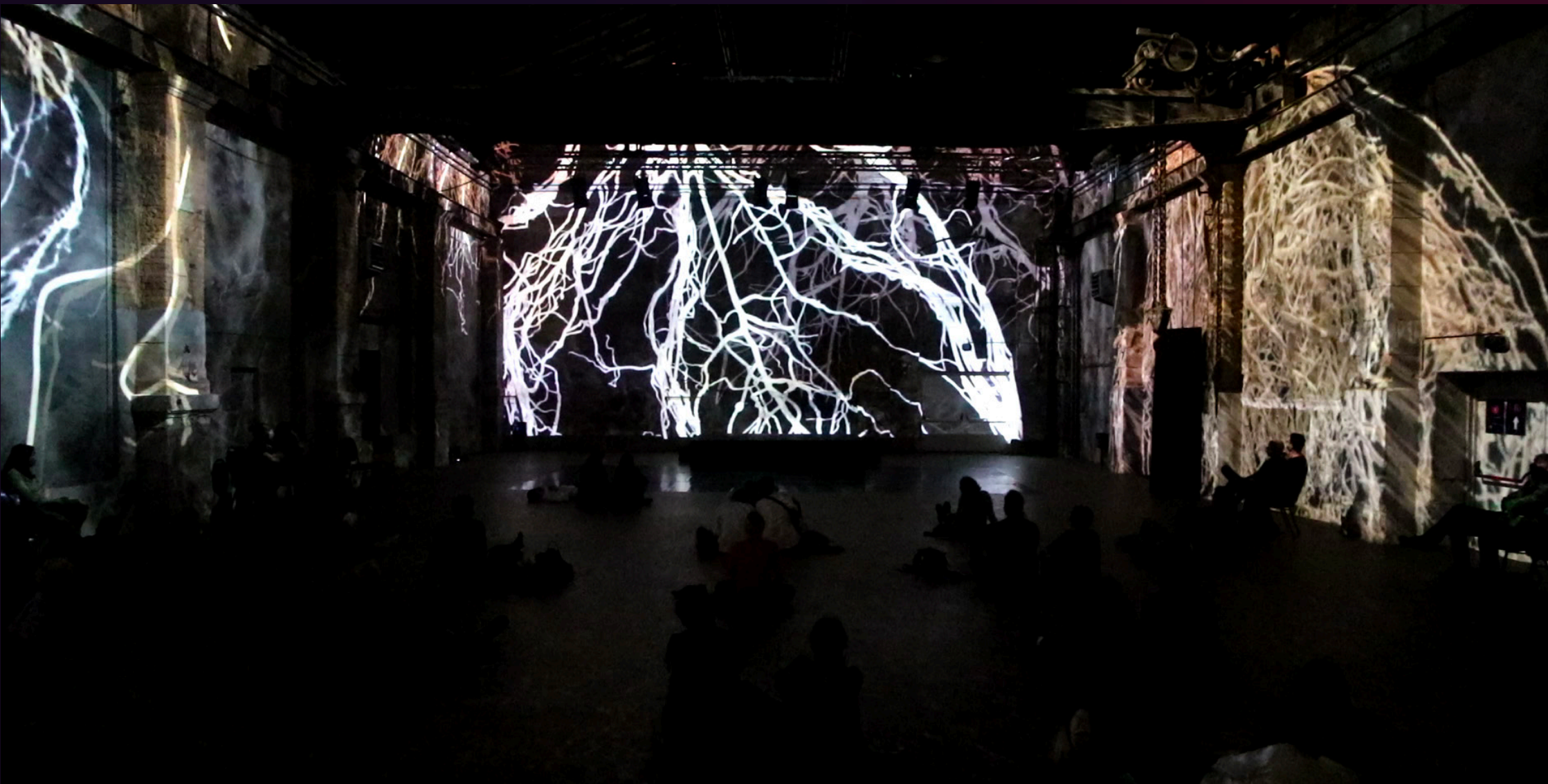
Back to the Roots investigates the cooperative dynamics of the plant world, showing what it usually remains invisible to the human eye. An experiential and reflective journey that broadens the knowledge and perception of plants, bringing to the surface the deep and indissoluble connection between man and nature.

Sound design: Moth Club

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## OLO CREATIVE FARM

OLO creative farm was founded in January 2005 by Mattia Amadori, Andrea Corti, and Max de Ponti. From video-installations to music videos, from visuals to concerts, from video art to interactive light installations, OLO creative farm covers every area of visual communication. Interactivity and immersive experiences also play a central role in the experimentation of the studio, always searching for new ways to bring technology closer to humankind.



OLO CREATIVE FARM – BACK TO THE ROOTS



# APPARTENENZE 20.20

The concept of belonging is based on the combination and fusion between gender and people, a topic that have always crossed the common space of our planet. This worldwide network of flows originates from a single place and unifies different ethnic groups, becoming indistinguishable, showing only single fragments that become part of a single concept, that of belonging.

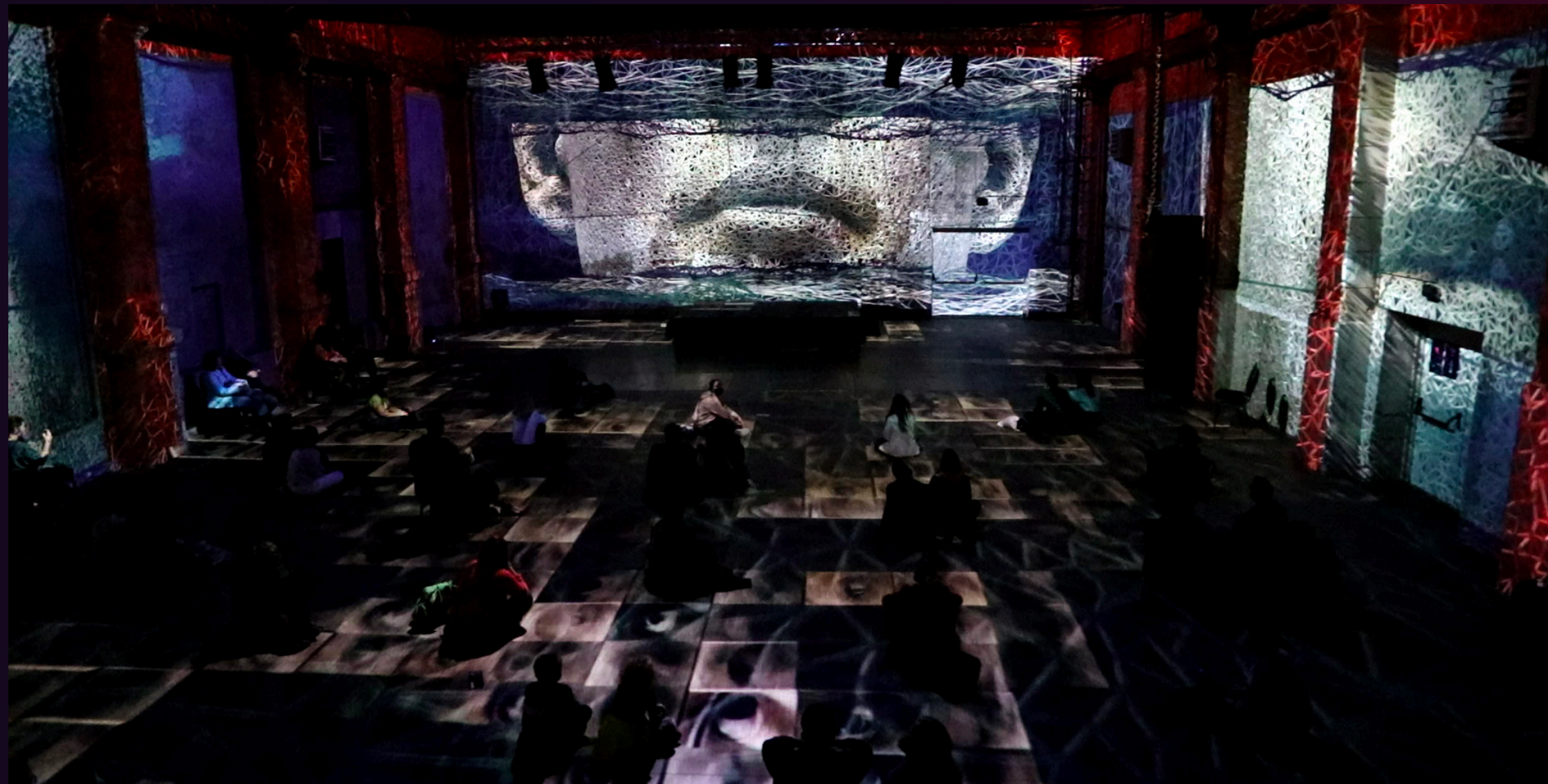
Sound Design: Riccardo Santalucia

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## OOOP STUDIO

With this work, the Studio wanted to underline the great historical value of the granite facade defining it an exemplary "form of architectural connection with history".

The narrative traces some of the events that have marked the evolution of humanity, from prehistory to modern civilization, emphasizing the importance of reflecting on the mistakes made in the past, so that these are not forgotten and can't risk to be repeated over time.



OOPSTUDIO – APPARTENZE 20.20

# RESONANCE 7.8

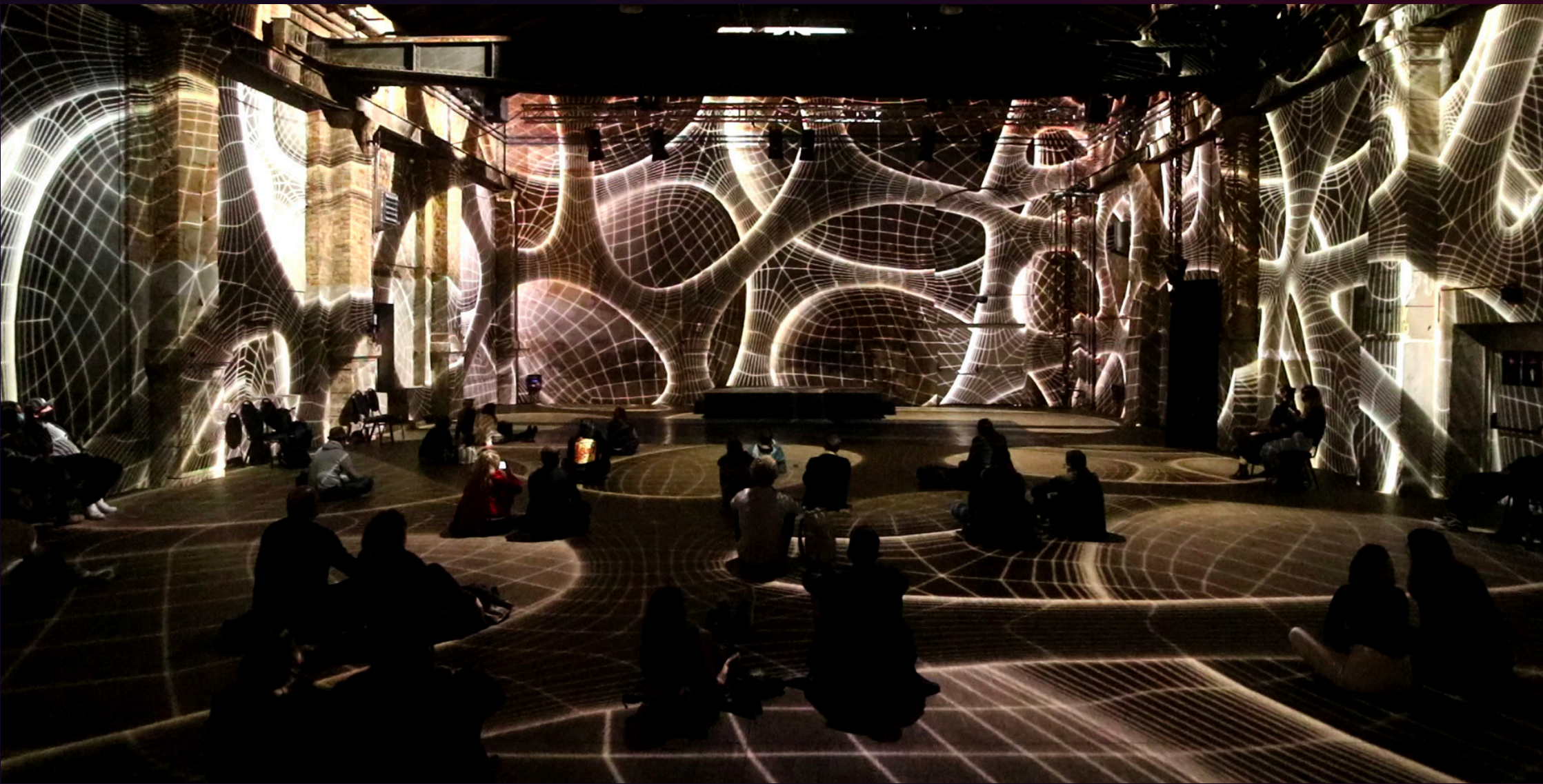
Resonance 7.8 is the immersive installation focused on the close link between the universe, energy, vibration and man. The work is inspired by Schumann's Resonance theory, according to which frequencies of the natural rhythm with which the Earth vibrates are spontaneously related to the brain waves of men, as they align themselves in order to harmoniously evolve.

Sound design: Michele Di Leonardo

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## PIXEL SHAPES

Collective composed by Andrea Criscione, Andrea Campo, Giovanni Mezzasalma and Simone Scarpello. Digital artists with different backgrounds but who immediately started to work synergically with each other, promoting experimentation and research applied to art. Indeed, they think art should be thought of as a vehicles of involvement and active participation of the public, and should be designed keeping in mind the valorization and re-appropriation of the territory



PIXEL SHAPES – RESONANCE 7.8

# RGB TRIBUTE TO ITALY

Stefano Fake & The Fake Factory pay their tribute to the Italian national colors, which significantly coincide with the primary elements of digital video (Red-Green-Blue) and white, the result of additive synthesis. The generated immersive environment becomes a tribute to the revolutionary ideas expressed by the Futurists, who already wanted to leave the concept of framework and to expand to new “visions of light” putting the viewer at the center. As Lucio Fontana wrote in the 1948 manifesto of spatialism: "with the resources of modern technology, we will make appear in the sky: artificial forms, rainbows of wonder, luminous writings". Today, through immersive, digital and multimedia art experiences, this avant-garde dream has finally found its concrete realization.

Sound design: Simone Lalli

## THE FAKE FACTORY

Studio specializing in video art, video mapping, immersive experiences. THE FAKE FACTORY has created visuals and curated video installations for public and private institutions in prestigious contexts around the world. Its founder, Stefano Fake, is currently one of the leading Italian exponents of the new digital art form called IMMERSIVE ART EXPERIENCE and has made some of the most successful shows worldwide.



THE FAKE FACTORY -RGB TRIBUTE TO ITALY

# FALLIN' SKY

This work deals with the topic of space pollution, through the elaboration of scientific data provided by INAF, transformed into graphic representations which emphasize the implications which space debris has on our ecosystem. The evolution of debris over the years will be depicted, from their birth to the formation of the dense polluting network which will obscure the stars above our eyes.

Sound design: Carlo Covelli - SuperDopeAudio

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## WOA CREATIVE COMPANY

WÖA Creative Company is a multidisciplinary studio that combines art and technology for the realization of projects and sensory experiences, aiming to generate a sense of wonder in the audience, and eventually a connection, through immersive and interactive forms of art.



WOA CREATIVE COMPANY – FALLIN' SKY



THANKS FOR  
YOUR ATTENTION

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