

# REINASSANCE EXPERIENCE: FLORENCE AND UFFIZI

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## *ABSTRACT*

This paper presents “Renaissance Experience: Florence and Uffizi”, the evolution of “Uffizi Virtual Experience - da Giotto a Caravaggio”, the immersive and interactive digital exhibition created in Italy, which has brought to Milan the masterpieces of the Florence Uffizi Gallery with high-resolution digitized images during 2016.

“Renaissance Experience: Florence and Uffizi” has been produced by VirtuItaly, a Centrica innovative startup spin off company, which conveys a new approach to edutainment, where cultural recreation is achieved through an immersive educational and entertaining experience.

“Renaissance Experience: Florence and Uffizi” has been opened January 20<sup>th</sup> 2018 in Leipzig, at Kunstkraftwerk, a post industrial location that since 2016 is devoted to immersive art. It will be possible to experience this exhibition in Leipzig till August 2018.

The paper describes this new digital exhibition, technologies involved and dwells upon the technological, sociological and cultural aspects of this new way of presenting and promoting cultural heritage in our society.