



ART MEDIA STUDIO

FLORENCE
ITALY



Art Media Studio's work has helped to revolutionise the world of cultural layout and display from museum art and edutainment to fashion and retail thanks a decidedly "pop" creative process that balances leading-edge technology with a deep knowledge of art history.

Two creative architects and video artists, Vincenzo Capalbo and Marilena Bertozzi, are the driving forces behind Art Media Studio, an enterprise operating from premises situated in the historic heart of Florence that has spread its wings far and wide to capture a broad audience and attract the attention of international critics.



A GREAT HISTORY

From the early 90s, Art Media Studio creates content and develops multimedia language with an immersive set of pioneering video projects with a high level of creativity.





ART DIRECTORS

We do the Artistic and Creative Direction of international events, immersive multimedia projects focused on the conception, design, production, preparation, promotion and management of permanent and traveling exhibitions of great value charm and cultural originality.

Events and Shows with a combination of art, culture, science and history.

Our works are powerful communication, information, entertainment and educational tools transforming the museum and artistic experience into a dynamic, participatory, emotional and highly suggestive experience of enjoyment.

An awareness of the physical nature of space together with a care and a capacity for managing that space, or even for modifying it with images, are the pearls that make Art Media Studio's productions unique.



WHAT WE DO



ENTERTAINMENT

Our scope and objective is to design and create multimedia shows; museum exhibitions, permanent and temporary art exhibitions, art installations and international events.

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INTERNATIONAL BRAND

The concept of each exhibition is developed after an accurate analysis of the potential value and reputation of the brand into the international market.



EDUCATIONAL

Before any production starts a committee of experts - especially created depending on the focus of the exhibition - gives rise to a long preliminary work of research and in-depth analysis. Historians, art critics, professors of communication techniques, as well as museum curators, contribute to the project development and support the director in the narrative selections.







This ongoing story has proven capable of freeing up the multimedia immersive scenography language of the 1990s with extremely creative pioneering video projects: works that have been gainfully adopted by leading museums in Italy and throughout the world, ranging from the **Uffizi Gallery** and the **Galleria dell'Accademia** in Florence to the **Expressions Whirinaki Arts & Entertainment Centre** di Wellington, the **Galleria Nazionale di Arte Moderna e Contemporanea** in Rome, the **Landesmuseum** in Hannover and the **OCT Creative Exhibition Center** in Shenzhen, **Lotte Department** in Dongtan Soth Korea, **Economic and Technological** development zone in Beijing China along with a host of other major museums.

MUSEUMS

The work of Vincenzo Capalbo and Marilena Bertozzi, thanks also to cooperation with art critics, they created ~~ics, they created~~ and make their way into permanent collections, revolutionising the traditional approach to the museum layout.





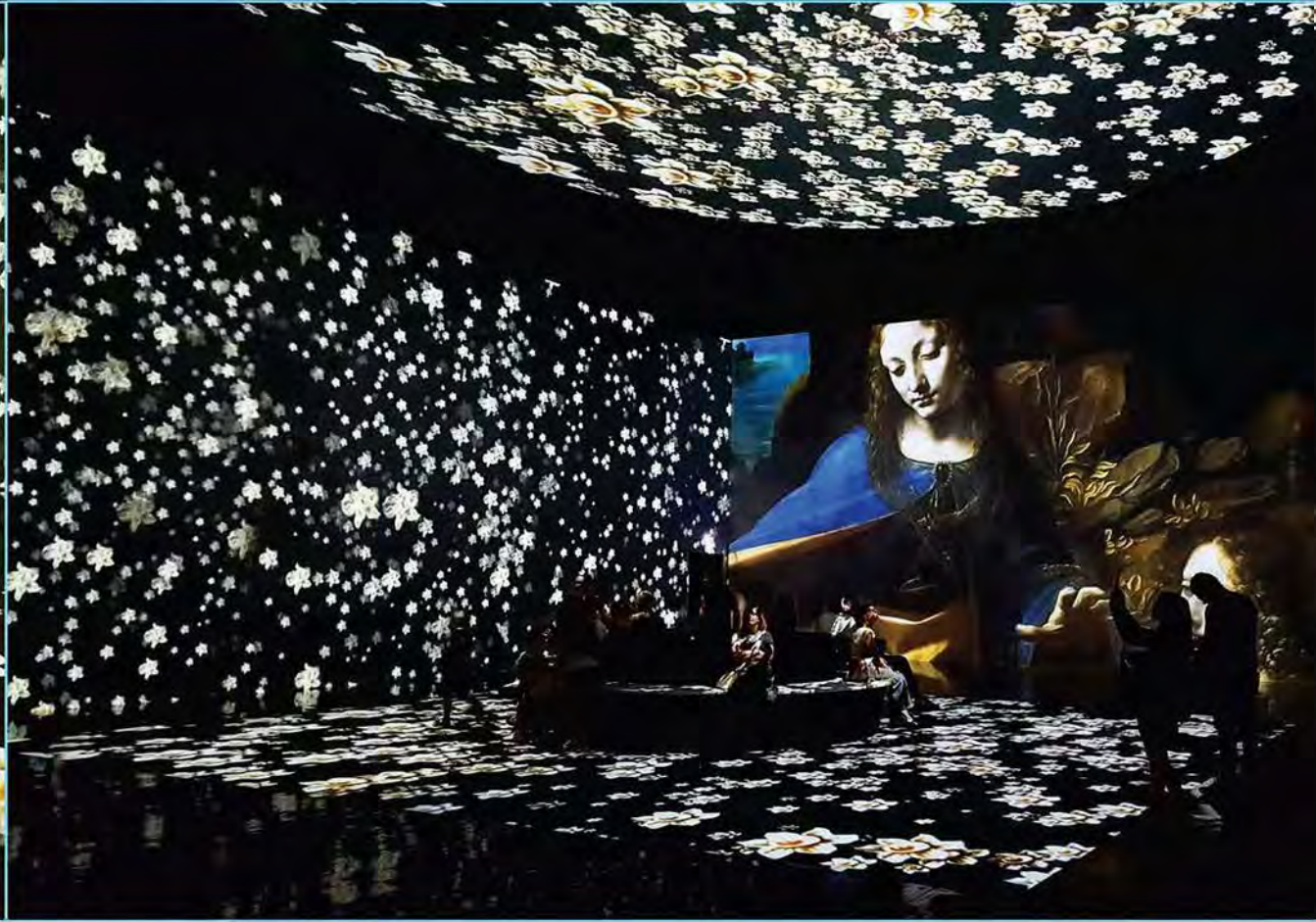
Museums, façades of historic palazzi, urban piazzas, industrial areas, luxury brands, fashion brand and monobrand boutiques are a few of the vehicles which Art Media Studio utilize as their canvas in their drive to develop full immersion video installations.

These three dimensional experiences, a synaesthesia, are designed to awaken and activate the full spectrum of the audience's cognitive, sensorial and emotional faculties.

ART AND TECHNOLOGY

From museum art to edutainment, to fashion, to retail, thanks to a decidedly creative process that calibrates technological avant-gardes with an authentic knowledge of the history of art.







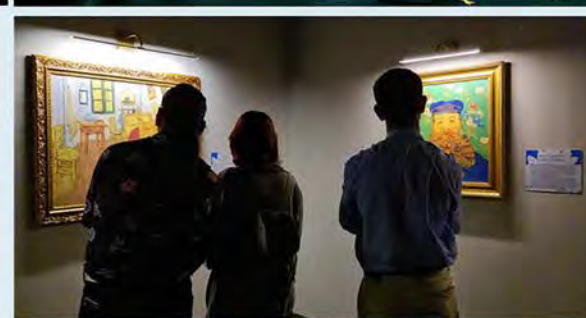
IMMERSIVE EXHIBITIONS

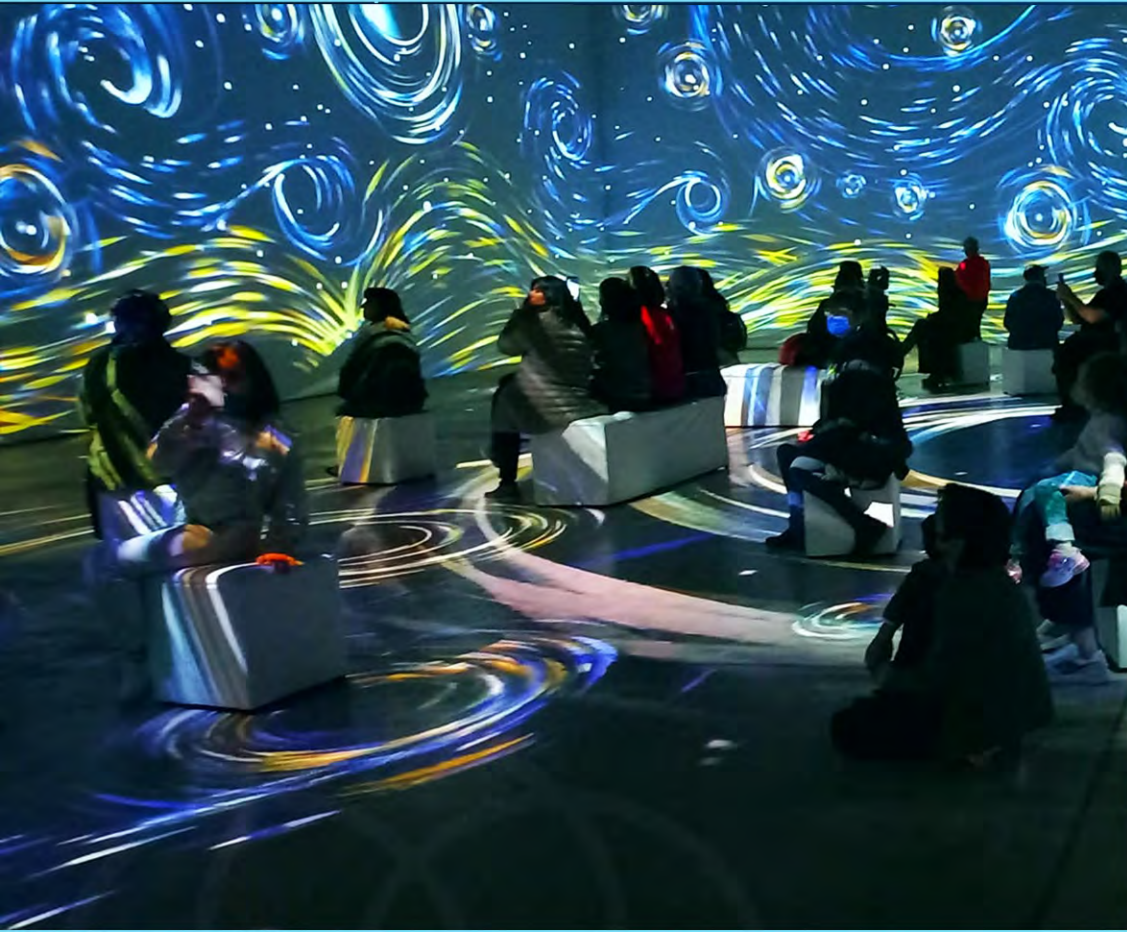




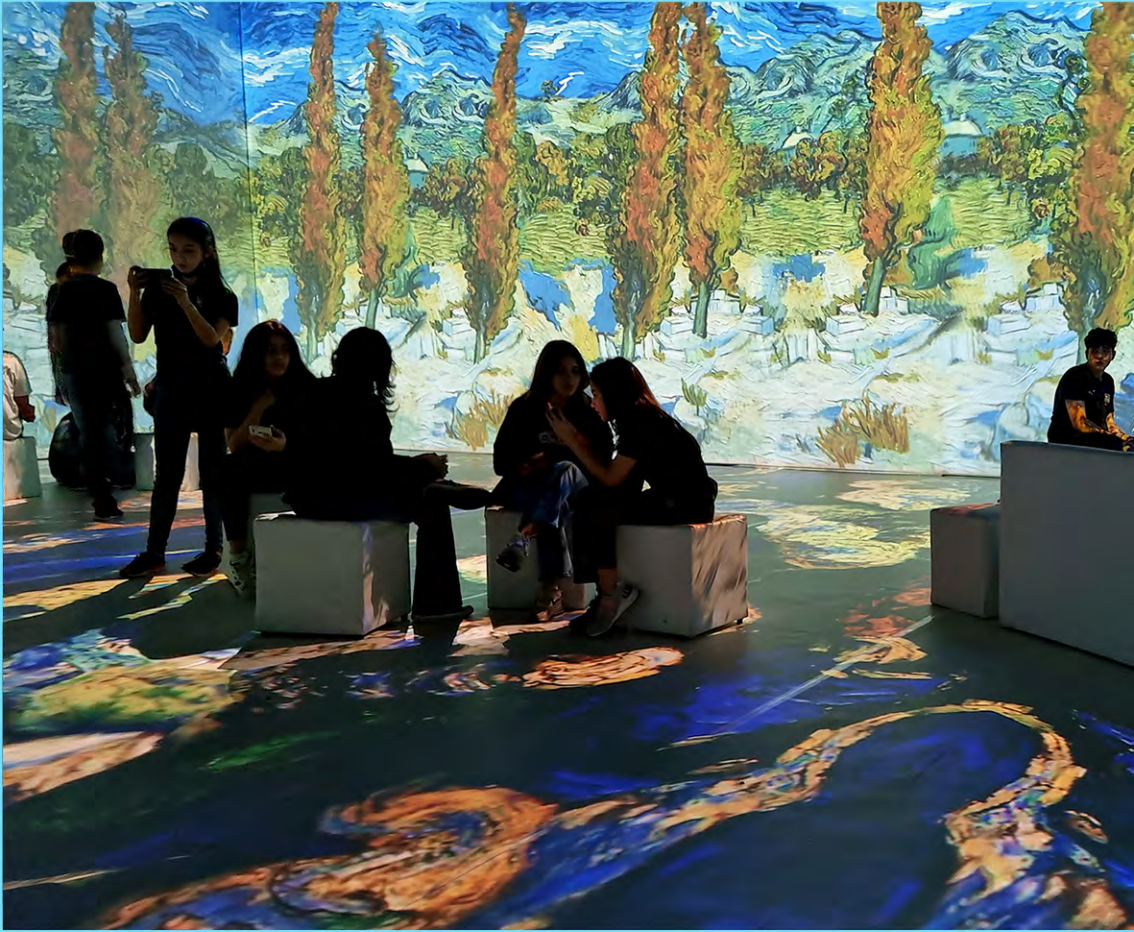
IMMERSIVE EXHIBITIONS

VAN GOGH THE IMMERSIVE DREAM





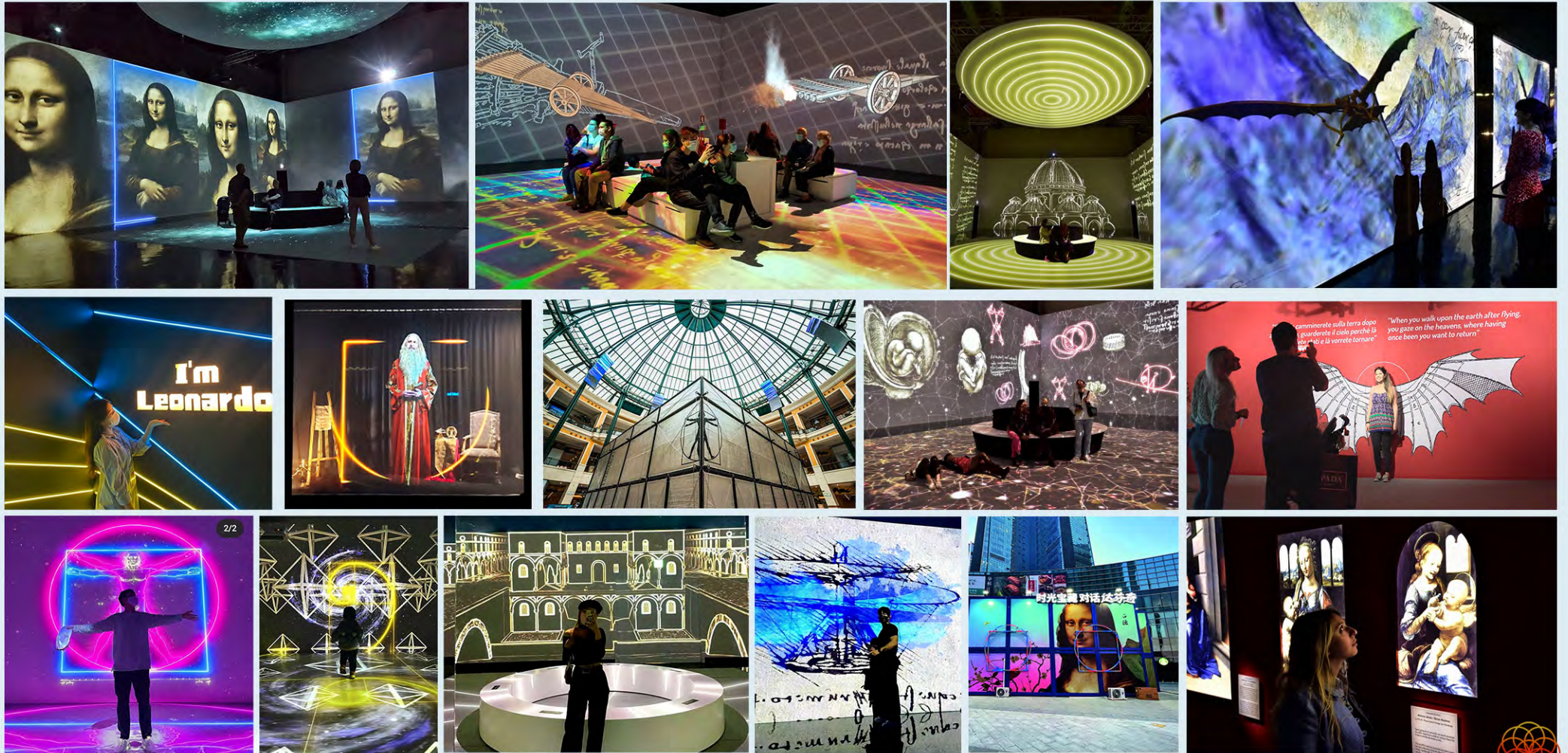






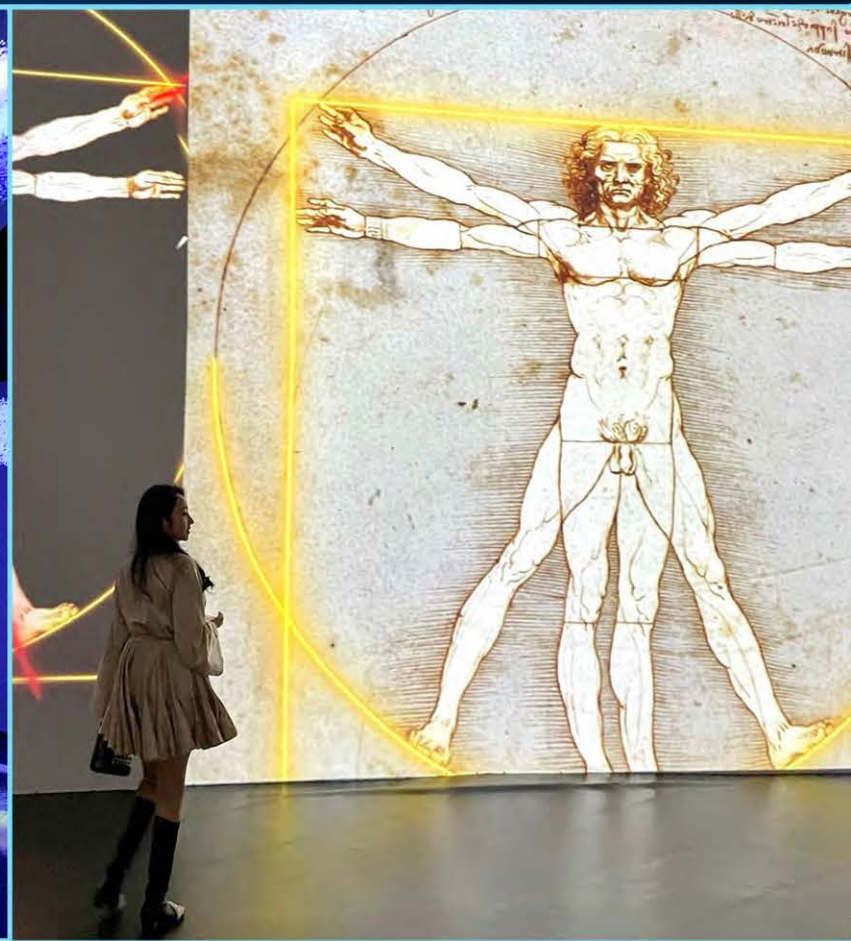
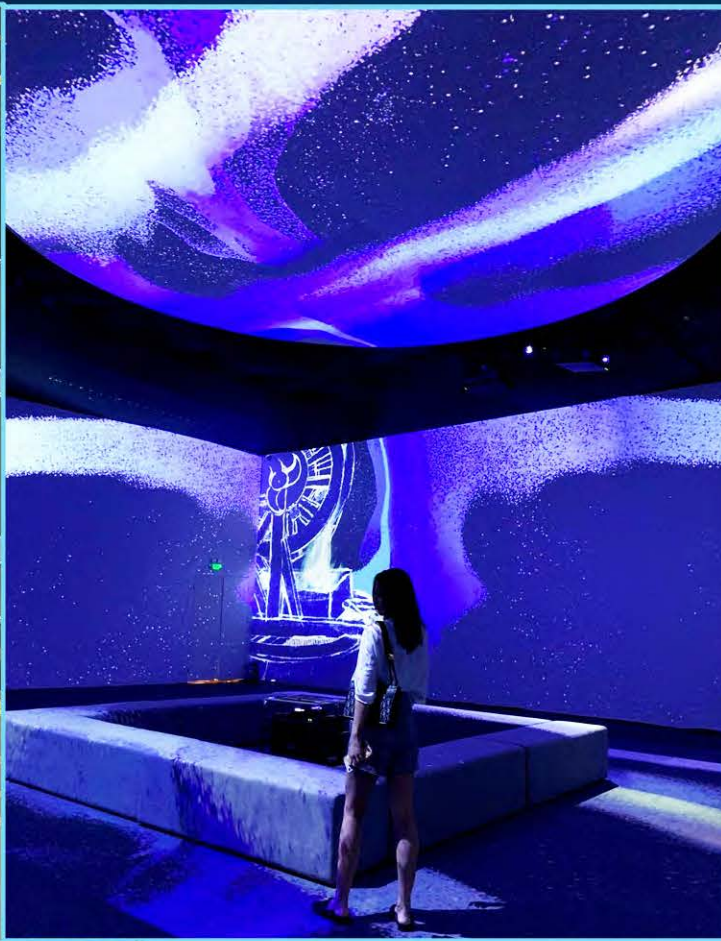
IMMERSIVE EXHIBITIONS

LEONARDO DA VINCI EMOTIONAL EXPERIENCE









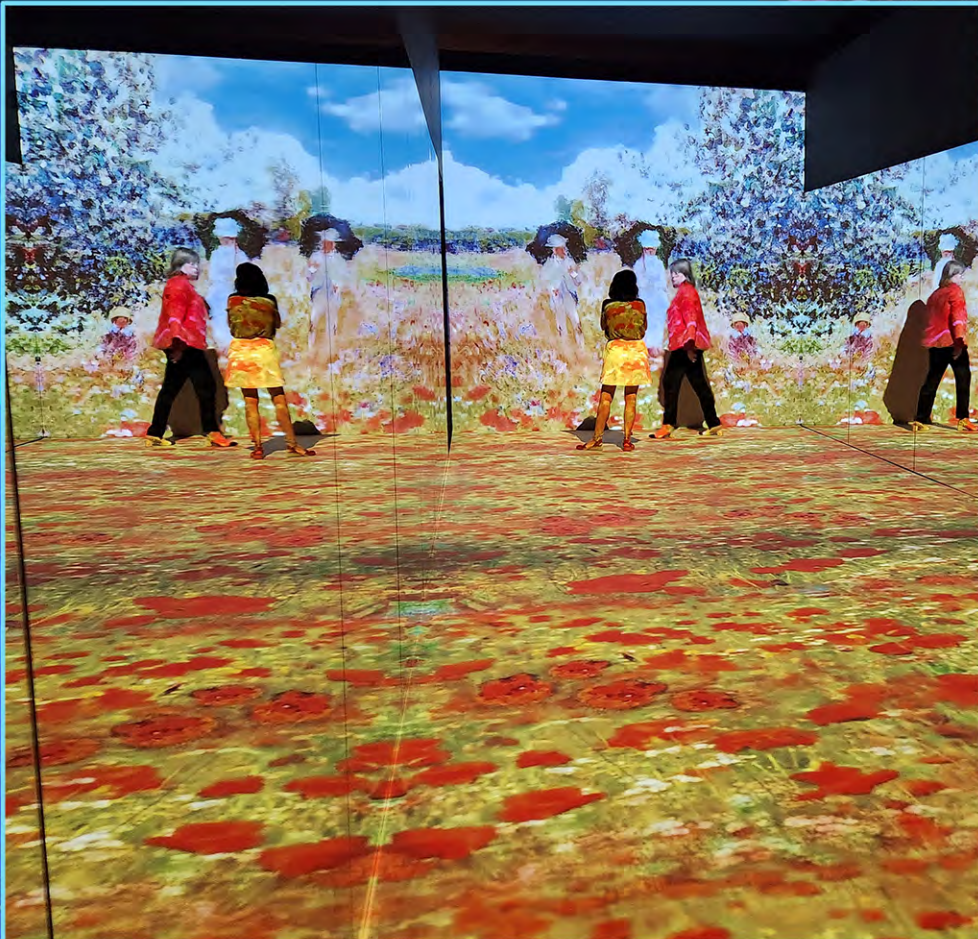


IMMERSIVE EXHIBITIONS

MONET



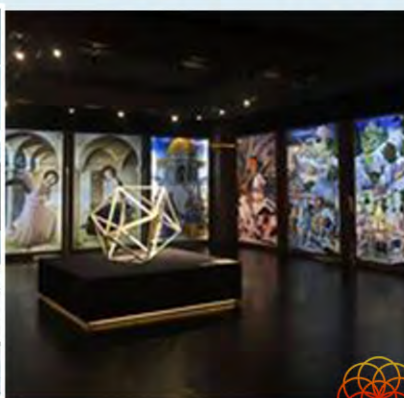
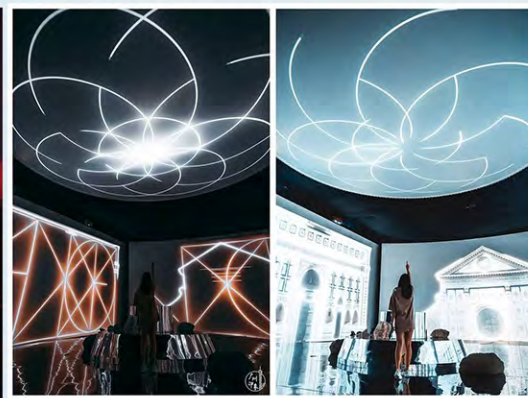
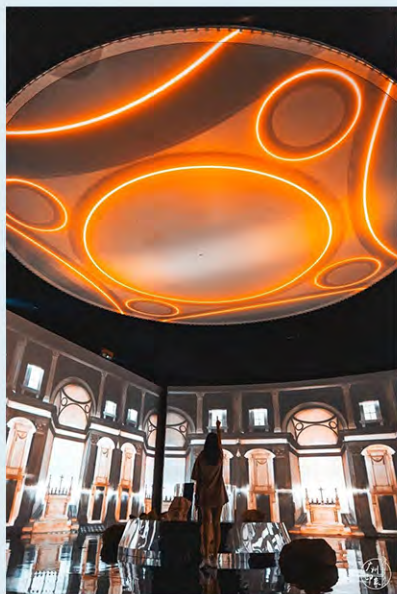




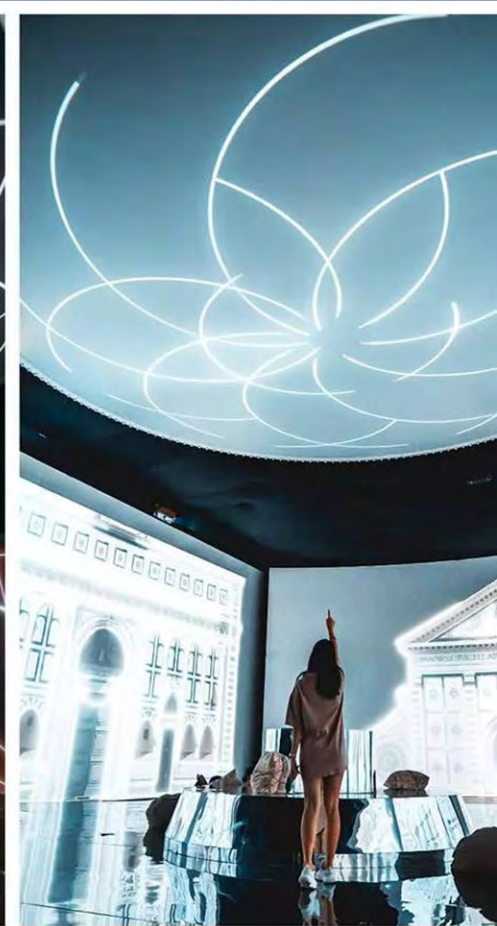


IMMERSIVE EXHIBITIONS

REANAISSANCE









An awareness of the physical nature of space together with a care and a capacity for managing that space, or even for modifying it with images, are the pearls that make Art Media Studio's productions unique – a uniqueness capable of attracting and involving the creativity of contemporary artists of the calibre of **Bill Viola, Robert Morris, Janis Kounellis, Mimmo Paladino, Daniele Lombardi, Luciano Fabro, Thomas Struth** and **Tom Phillips**, with whom Art Media Studio has collaborated in the production of several video works.

This, in the context of a growing number of joint ventures that have allowed Art Media Studio to become part and parcel of the artistic process itself, whether in the hands-on production of works by some of the world's greatest talents in the sphere of contemporary art, or in the creation of their own unique works.

ORIGINAL WORKS

Art Media Studio's artistic and creative dimension shines through in the original works it has produced for a considerable number of exhibitions in several of Italy's leading museums.





MULTIMEDIA SHOWS VIDEOMAPPING LIGHTS SHOW





ACSEE FESTIVAL VIDEOMAPPING

Datong City, Shanxi Province, China





SALVATORE FERRAGAMO

"Toscany Wildflowers" Events

Capri - Forte dei Marmi





TORRINO DEL QUIRINALE

Lights and videomapping on facade.

Rome





IL FARO

Palazzo Vecchio, Florence





LA PIAZZA INCANTATA

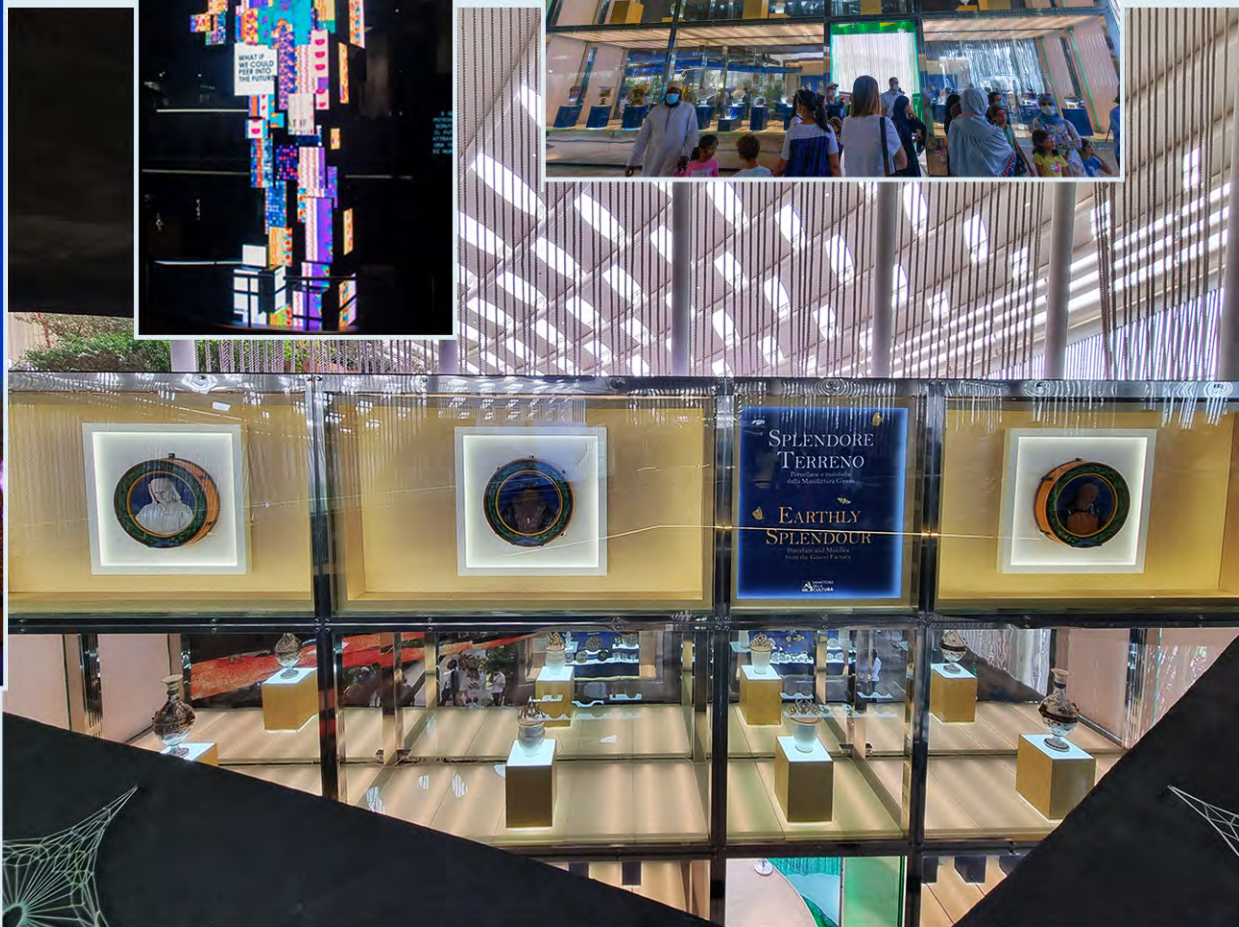
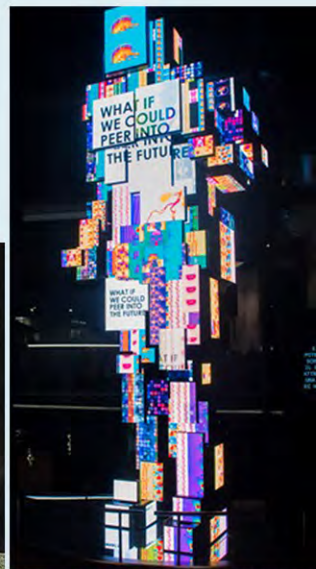
Orchestra Maggio Musicale Fiorentino

Piazza Santa Croce, Mandela Forum - Florence





PADIGLIONE ITALIA - EXPO 2020 DUBAI
Short Stories - Temporary events
"Earthy Splendour Porcellane Richard Ginori"











COMING SOON

IMPRESSIONISM EXPERIENCE



IMMERSIVE DREAMS



DIEGO VIVE



● TAIPEI - TAIWAN - December 2023
SHANGHAI - 2024

● MIAMI - (January 2024)
BOSTON - (March 2024)

● BUENOS AIRES - (December 2023)
DUBAI - (February 2024)
LATAM TOUR - (2024)





AWARDS

DURING OUR 20 YEARS OF ACTIVITY WE WON SEVERAL INTERNATIONAL AWARDS.

- *Image Award 2001* – IBTS Milan
- *First Prize of the Festival of Architecture in video*– Naples, 2002
- *Best Screenplay Award* – Brixen Art Festival, 2002
- *Special Award Asolo Art Festival* – Videoinstallation “La Fabbrica degli Uffizi” – 2007
- *Finalists at the Art Documentary Festival*, Video Conversations - Rome, 2017
- *Prize OMA*, Art Professions - Florence, 2017
- *Special Award* ARCHEO, International Festival of Archeological Film – 2018
- *First prize "Creative exhibition installations"* al Festival International Multimedia Patrimony “AVICOM F@IMP 2.0” with the multimedia exhibition *"The Fragility of the Sign"*- 2018
- *Tuscan Wildflowers 2021* - International artists for **Salvatore Ferragamo** with the video work *'Window with a view'*
- **International artists** for Art Macao: Macao *International Art Biennale 2023'*, Exhibition *"The Contour of Light:A Re-enconter with Leonardo da Vinci"*



Ferragamo | 1h



Florence-based Art Studio Media offers "Window to Tuscany", breathing life into the Ferragamo #TuscanWildflower Pre-Fall 2021 print. Blooming beyond the limited-edition Forte dei Marmi Studio bag, the flowers come alive, channeling the beauty of

Guests:



藝文推廣 - 永利藝術推廣系列活動
ART PROMOTION - ART PROMOTION EVENT SERIES BY WYNN

與藝術家對話
暢談《光影如炬：再遇達芬奇》
THE CONTOUR OF LIGHT:
A RE-ENCOUNTER WITH LEONARDO DA VINCI
A DIALOG AND SHARING OF ART



2023/07/29 11:00 AM - 12:00 PM
永利皇宮會議廳 WYNN PALACE MEETING ROOM

Art Media Studio, Italy -
Marielena Bertozzi & Vincenzo Capalbo

嘉賓嘉賓嘉賓
孔靈琪 Kong Lingqi
黃光輝 Huang Guanghui
王小龍 Wang Xiaodong

永利 Wynn Art Macao 永利皇宮

Országos Múzeológiai Műhelytársultás és Információs Központ
Museum@Digit Museum@Learning


Festival of Audiovisual International Media Patrimony
FIRST PRIZE
Creative Exhibition Installations



VINCENZO CAPALBO
ART MEDIA STUDIO

Országos Múzeológiai Műhelytársultás és Információs Központ
Museum@Digit Museum@Learning

Festival of Audiovisual International Media Patrimony
FIRST PRIZE
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MARILENA BERTOZZI
ART MEDIA STUDIO



ASSOCIAZIONE
OMIA
OSSERVATORIO DEI MESTIERI D'ARTE



In the world





ART MEDIA STUDIO

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Italy

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