



# Success stories from the European Digital Innovation Hubs (EDIH) Network

Digitally transforming businesses just like yours!

## Renaissance meets AI

EDIH involved

Customer

TUSCANY X.0

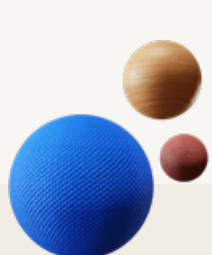
Tuscany X.0



ArtCentrica

Italy

- > <https://www.artcentrica.com/>
- > SME in the cultural and creative economy sectors



## Challenges



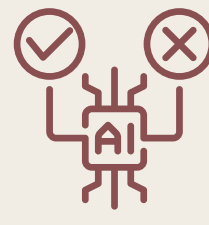
Engage students and provide interactive, interdisciplinary learning experiences through innovative tools

## Services



Test-before-invest solutions

## Technologies



Artificial intelligence & decision support

Under the guidance of the EDIH Network, ArtCentrica successfully:



Implemented a **unique educational tool** that leverages human and artificial intelligence to transform artworks into interactive multimedia narratives.

## Benefits

### Innovative integration with AI

By combining AI with human creativity, the solution AI ArtCentrica Stories allows for the creation of dynamic, interactive narratives that **improve the learning experience**.

### Enhanced user engagement

With the new tool, teachers can create **personalised, interdisciplinary lessons** that capture students' interest and keep them engaged.

### Advanced technological features

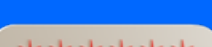
The use of AI to analyse and enhance narratives through dynamic points of attention **adds a layer of sophistication** that competitors may lack.

### Collaborative R&D with academic experts

The tool was developed in collaboration with Prof. Mauro Barni and his team from the University of Siena, ensuring a high level of expertise and **enhancing credibility and reliability** of the product.

### Market differentiation

With its focus on AI, high performance computing and cybersecurity, ArtCentrica positions itself at the **forefront of educational technology innovation**.



**80%**

time savings for teachers

**Winner**

of the Allstars 2024 Digital Innovation in Art Award

AI ArtCentrica Stories **enhances art education** and supports the development of critical thinking, creativity and interdisciplinary learning.

The tool can drive demand for more advanced educational technologies, **fostering growth and innovation** within the edtech industry.

It also **promotes a deeper appreciation and understanding of art**, making cultural education more accessible and engaging for a wider audience.



Discover how the EDIH Network can accelerate your business's digital and sustainable transformation.

Visit the [website](#) & become our next **success story!**