

FARNESINA  
DIGITAL ART EXPERIENCE

LEIPZIG 2020

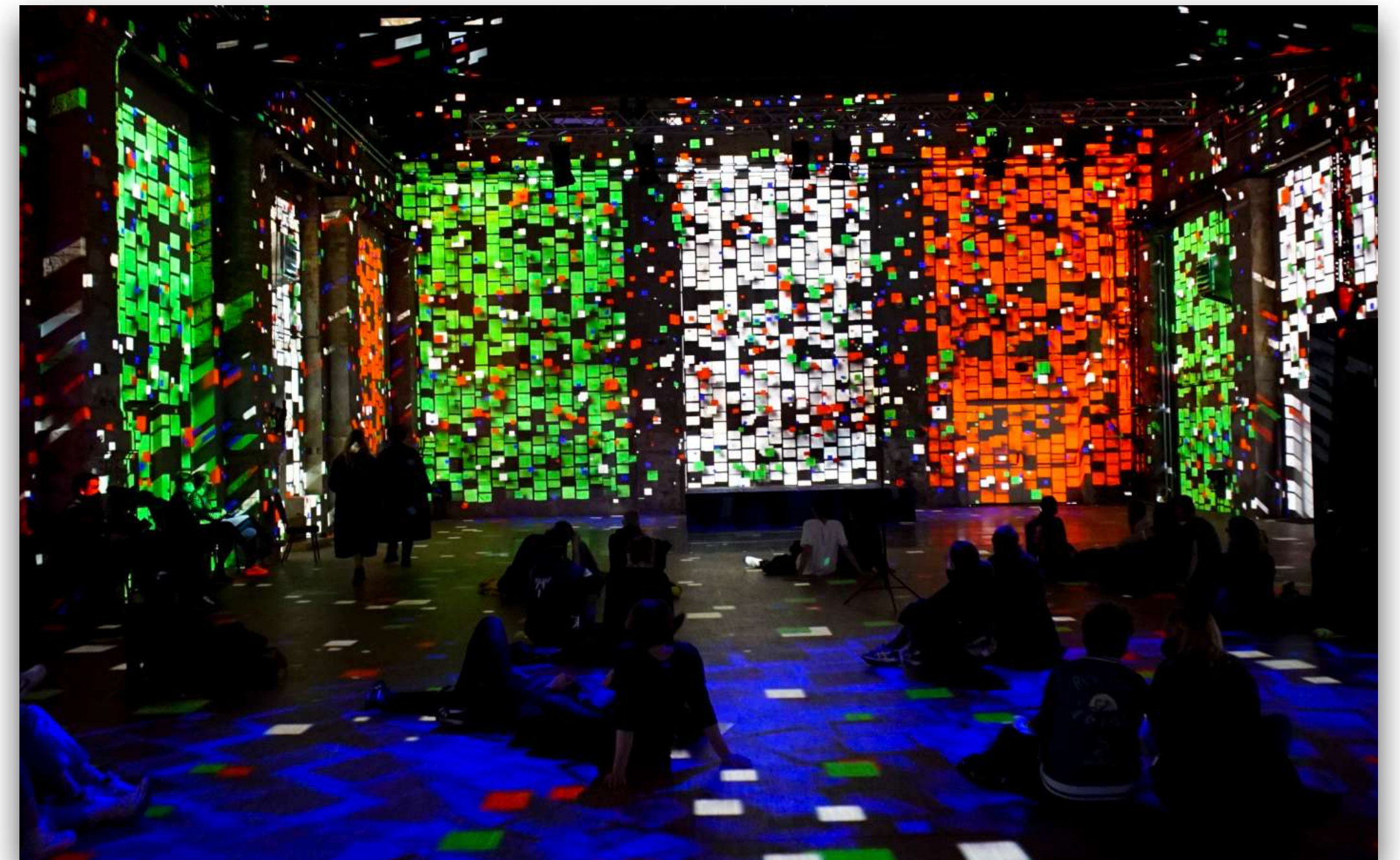


The background is a dark red gradient. On the right side, there are several overlapping yellow-outlined triangles of various sizes and orientations. On the left side, there is a yellow-outlined triangle pointing to the right, partially overlapping the text.

**PROGRAM AND  
FOOTFALL**

The first international stage of the **Farnesina Digital Art Experience** took place at the Kunstkraftwerk in Leipzig, a power station from the early 1900s transformed into the first German museum entirely dedicated to digital arts.

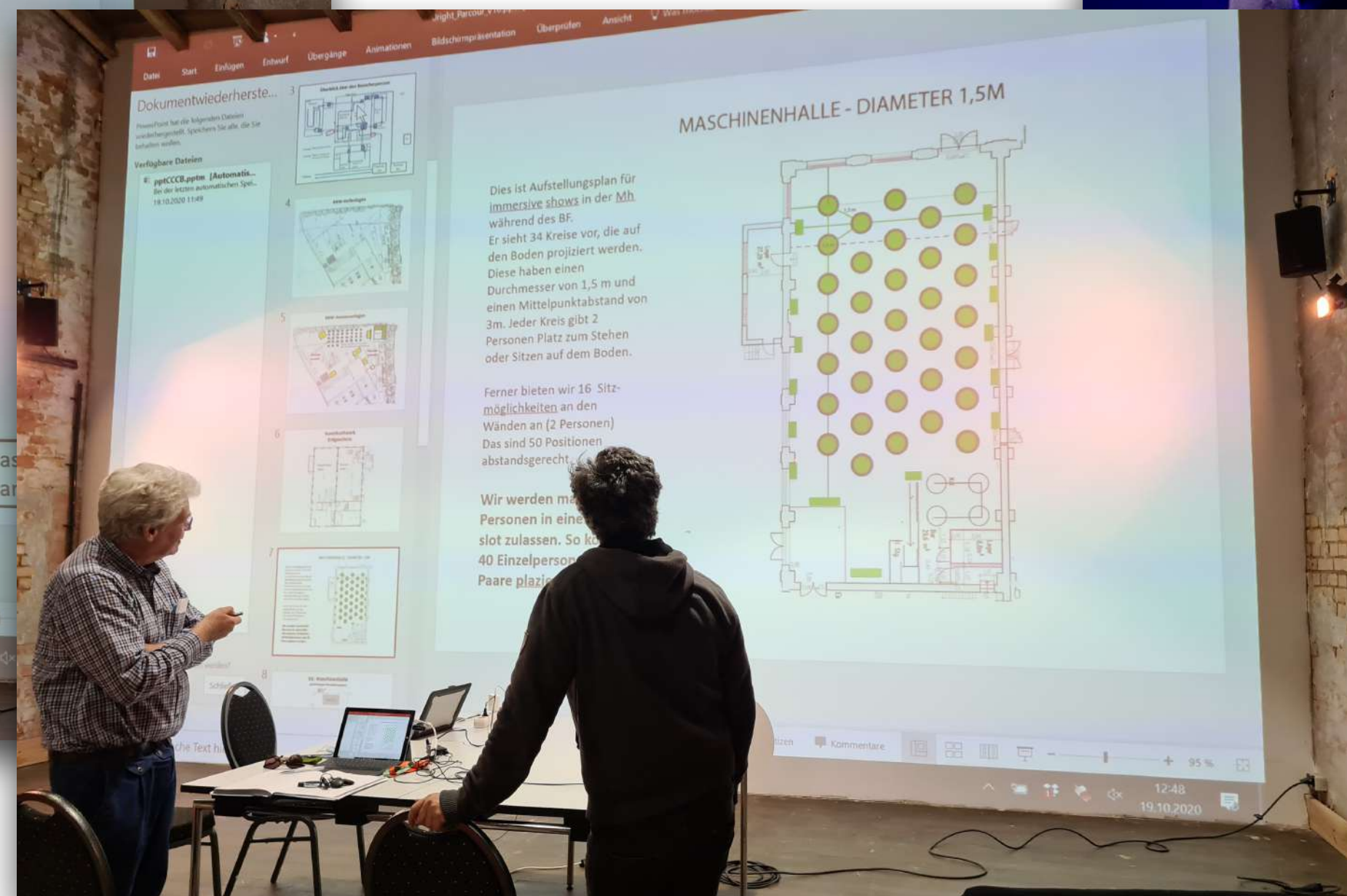
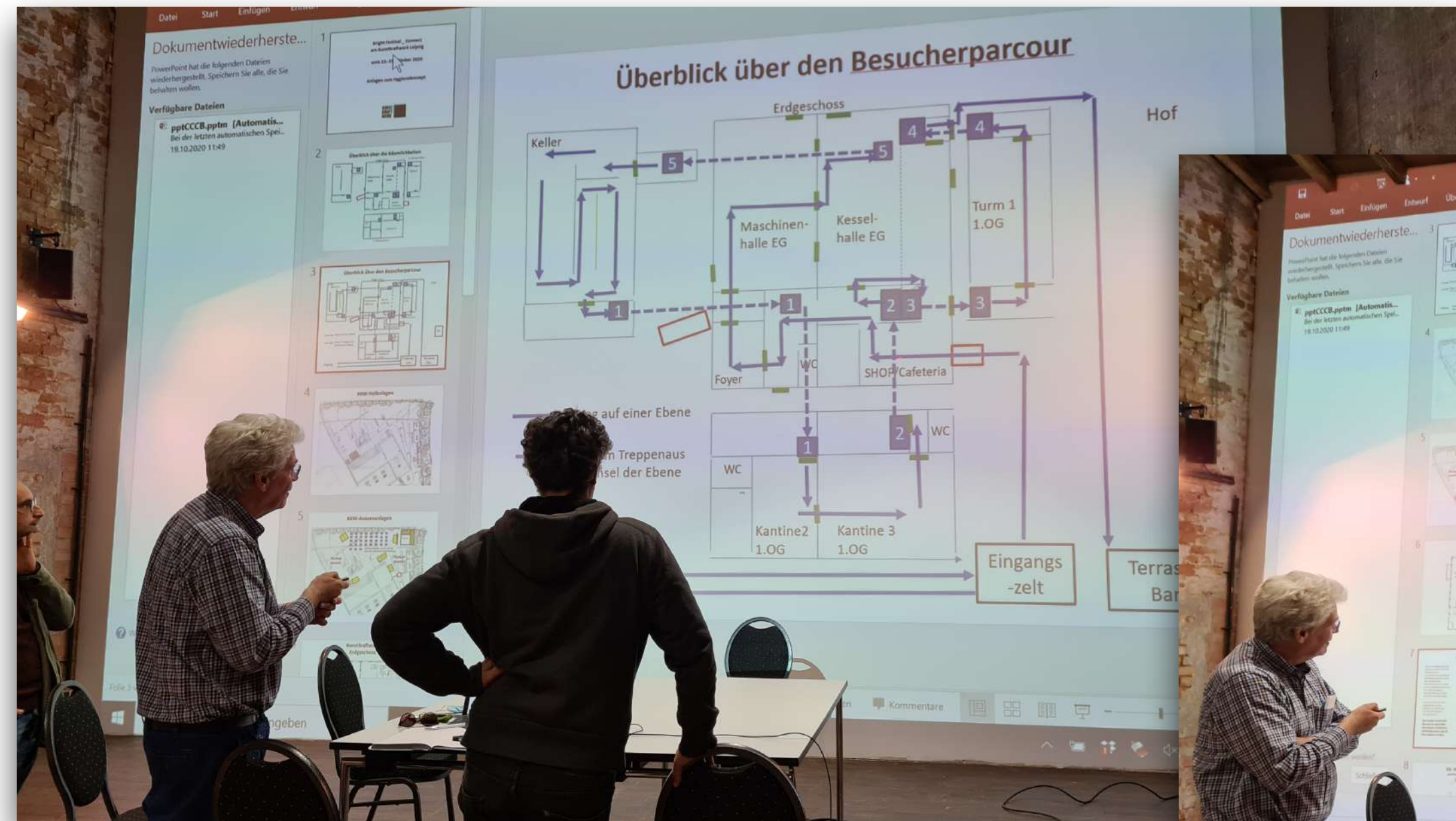
Inaugurated on **October 23rd, 2020** the exhibition presented to the public the first great immersive art experience ever created by a collective of Italian digital artists and will be open until **May 9th, 2021** (Europe Day).



The city of **Leipzig** and the **Kunstkraftwerk** proved to be ideal locations for this first stage of the project.

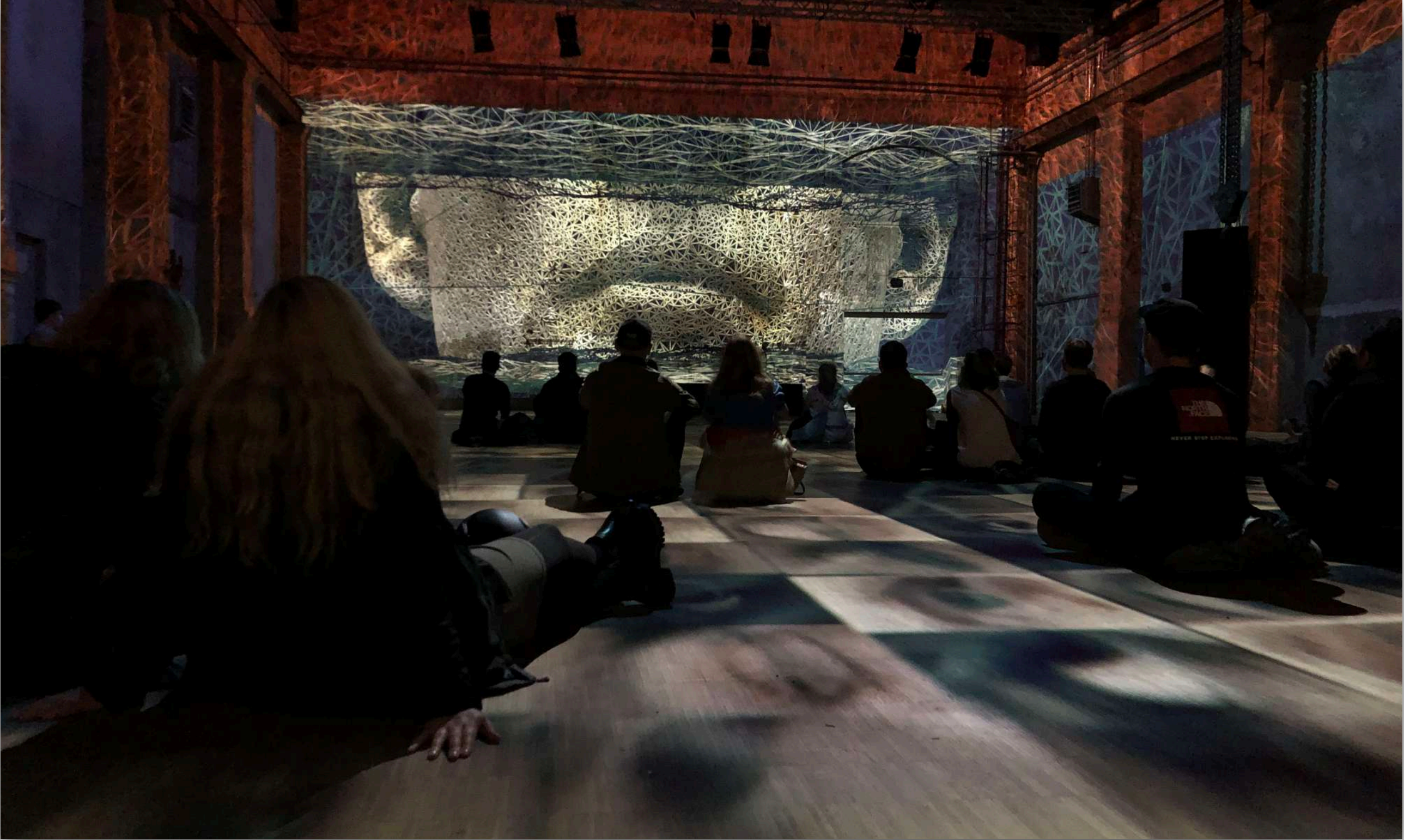
The size of the rooms and a **very detailed safety plan** allowed the participants to watch the show created by the fourteen artistic studios, respecting the distance and all safety regulations.

The artists involved have created works of the **highest level**, expressing their creativity through new digital technologies and immersive art techniques.

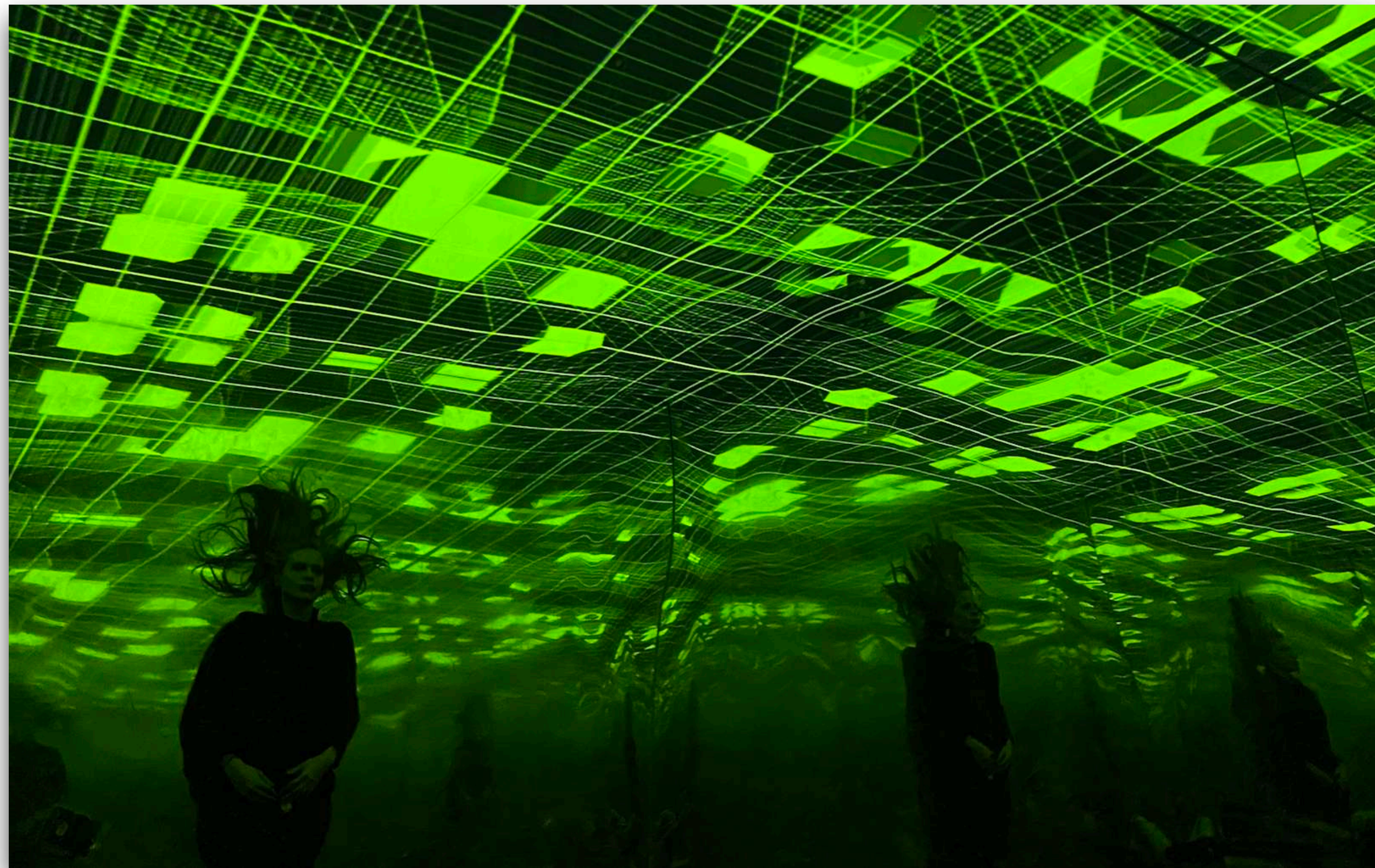


Despite the difficult time we are experiencing, the exhibition aroused great interest from the German public and welcomed **over 1800 visitors** in three days.

A success achieved thanks to the support of the **Italian Cultural Institute of Berlin** and the Kunstkraftwerk, which together made this great collaboration between Italy and Germany possible, to promote and exchange culture and creativity.



In conjunction with the immersive Italian art experience, visitors will also be able to visit two **site-specific installations** in the coming months, designed ad hoc by the Italian digital art studio The Fake Factory and located in the area dedicated to Farnesina Digital Art Experience.



The immersive mirror room by The Fake Factory



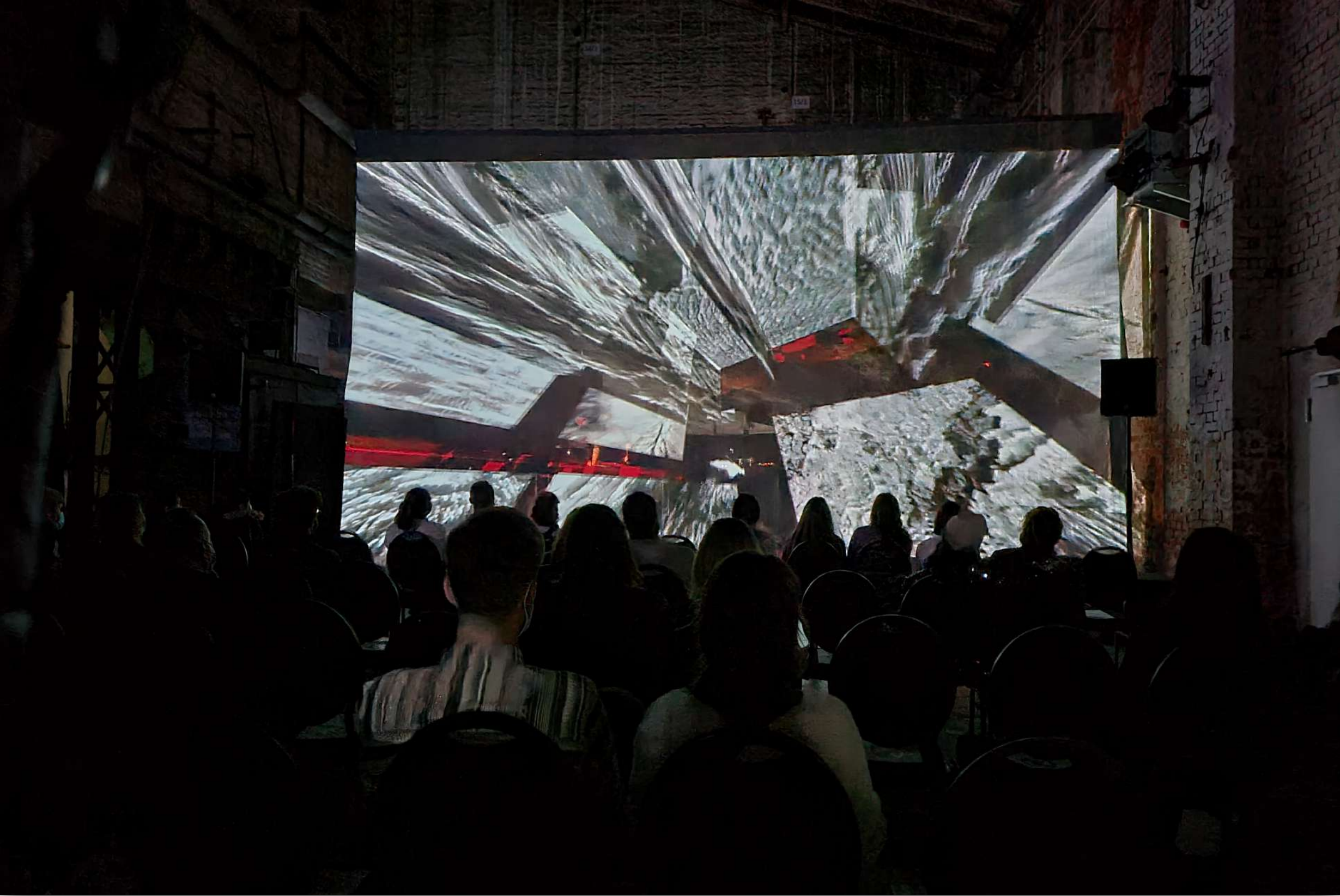
Memory and Desire by The Fake Factory

During the inaugural event of the exhibition two Italian art studios, **Kanaka** and **FLxER**, performed by previewing an unprecedented project of electronic music and generative visual art.

The performance has been documented and will remain on display in the museum room dedicated to the Farnesina Digital Art Experience for the entire duration of the exhibition, alongside the micro-mapping dedicated to the Palazzo della Farnesina.



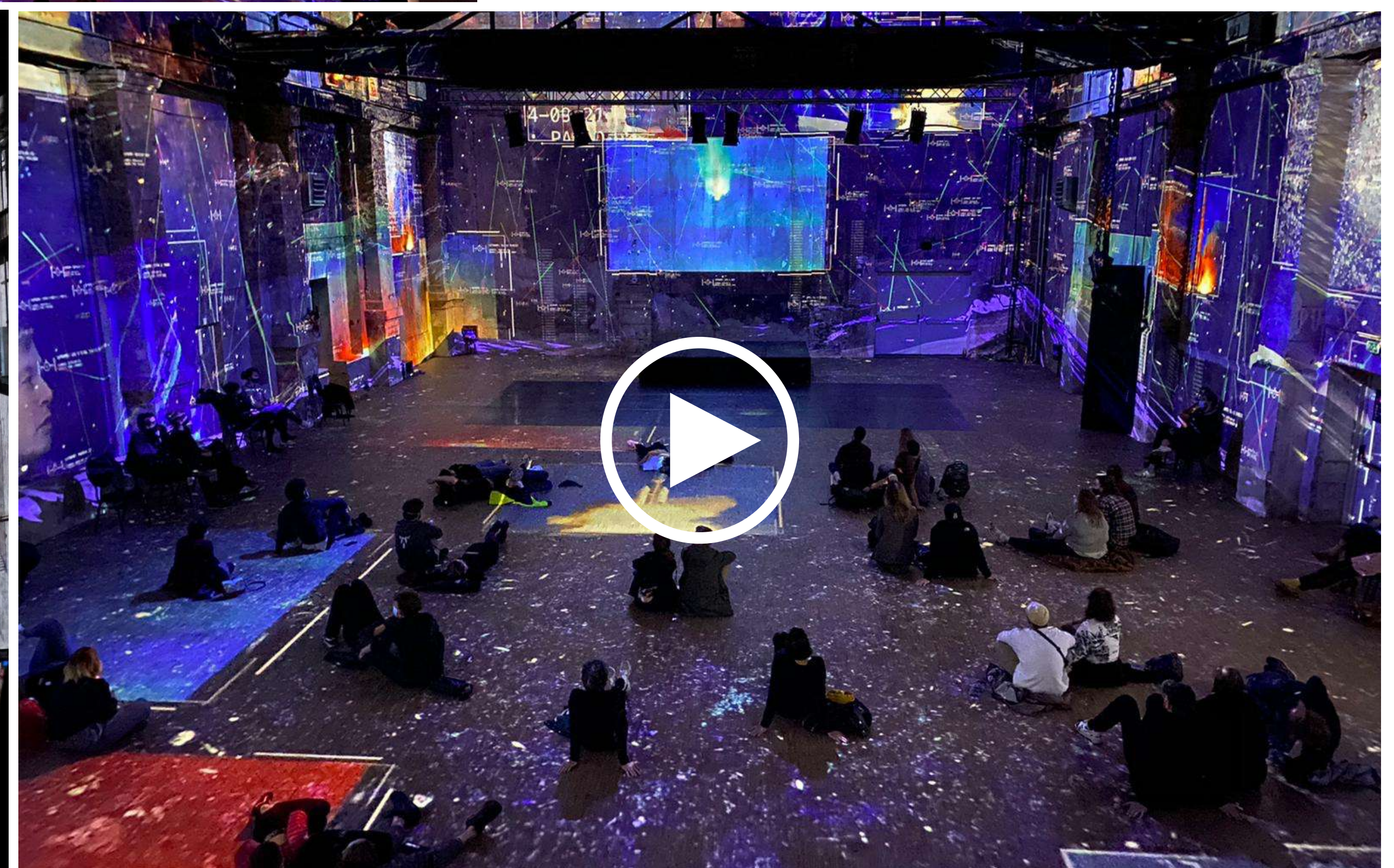
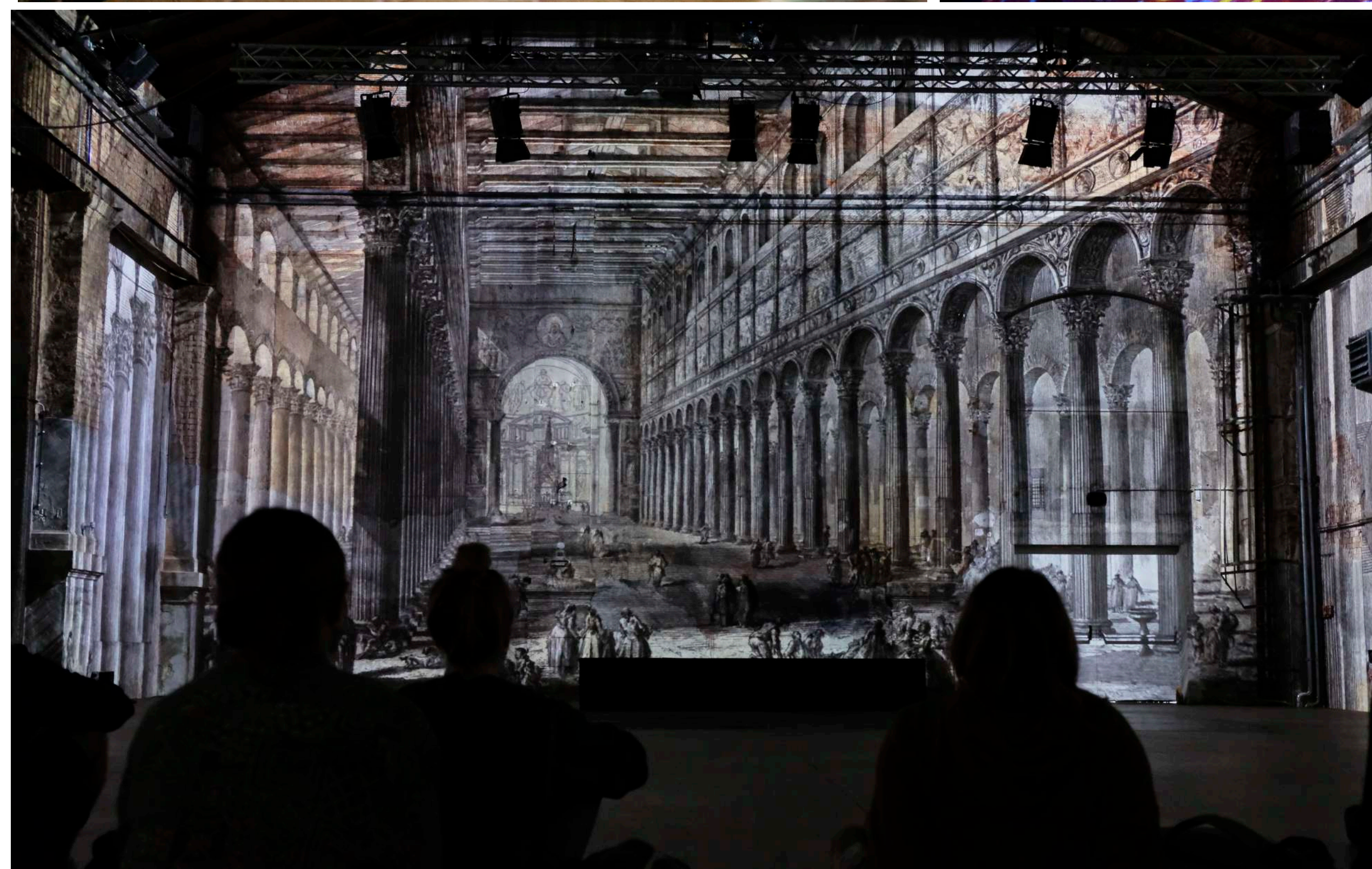
FLExER



Kanaka Studio



Micromonumental mapping - Farnesina 2019



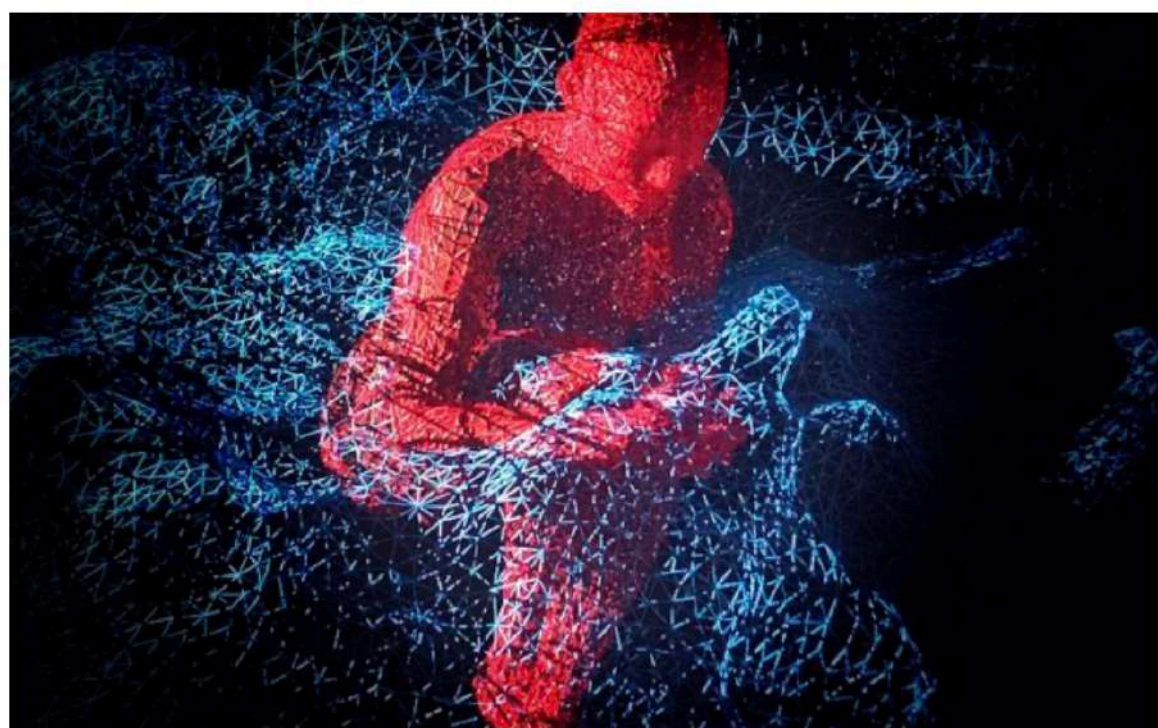




**PRESS & MEDIA**

## L'arte digitale italiana alla conquista di Lipsia

22 Ottobre 2020



*Il prossimo 23 ottobre a Lipsia, in Germania, avrà luogo la prima tappa internazionale del progetto "Farnesina Digital Art Experience": una rassegna itinerante con i migliori studi di arte digitale italiana. Un progetto ricco di installazioni site specific, mostre e live esclusivi.*

30 ottobre 2020 12:43

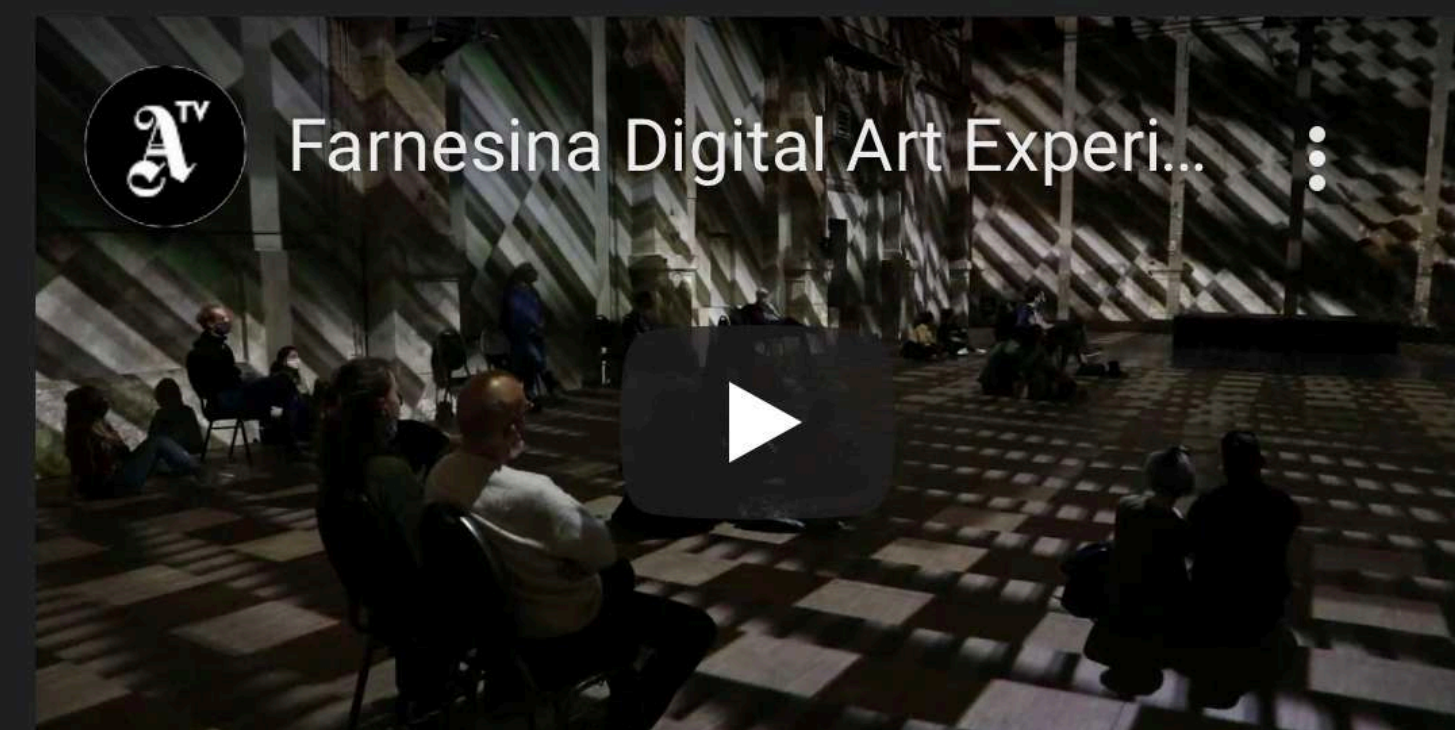
## Farnesina Digital Art Experience, la più grande esperienza d'arte immersiva italiana

*I migliori studi di arte digitale italiana, con la partecipazione di oltre 1800 visitatori, si sono dati appuntamento a Lipsia, in Germania, per la prima tappa internazionale di Farnesina Digital Art Experience, il progetto nato in collaborazione con Bright per valorizzare e promuovere l'arte digitale italiana nel mondo.*

## Farnesina Digital Art Experience. L'arte digitale italiana sbarca in Germania

"Farnesina Digital Art Experience", evento lanciato lo scorso anno dal Ministero degli Affari Esteri e della Cooperazione Internazionale italiano, sbarca a Lipsia. Si tratta della prima tappa internazionale di una mostra pensata per promuovere l'arte digitale italiana nel mondo ...

By Redazione - 31 ottobre 2020



The first international stage of the Farnesina Digital Art Experience was also very successful in the Italian **press**, arousing the interest of some of the most accredited and followed publications in the **art** and **innovation** sectors, and beyond.

**Sky Arte:** <https://arte.sky.it/2020/10/arte-digitale-italiana-lipsia/>

**Corriere della Sera – Living:** <https://living.corriere.it/tendenze/extra/farnesina-digital-art-experience/>

**Artribune:** <https://www.artribune.com/television/2020/10/video-farnesina-digital-art-experience-lipsia/>

**Fanpage.it:** <https://design.fanpage.it/farnesina-digital-art-experience-la-piu-grande-esperienza-darte-immersiva-italiana/>

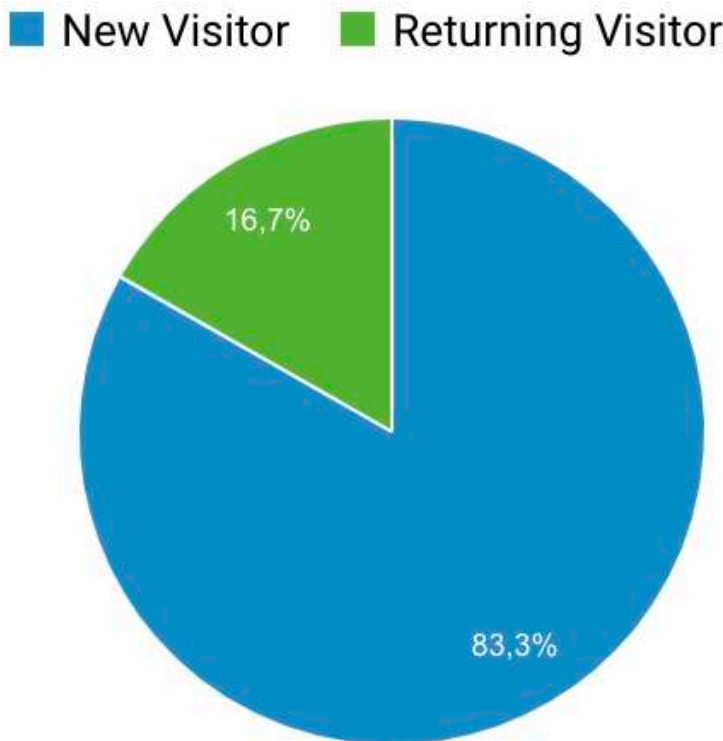
**Collateral:** <https://www.collater.al/farnesina-digital-art-experience-lipsia/>

**Inside Art:** <https://insideart.eu/2020/11/02/arte-digital/>

**Face Magazine:** <http://www.facemagazine.it/larte-digitale-italiana-conquista-lipsia/>

**Art Vibes:** <http://www.art-vibes.com/tech/farnesina-digital-art-experience-bright-festival-connect/>

The communication plan has been implemented using the Bright Festival social network platforms, Facebook and Instagram, linked to the Farnesina Digital Art Experience and Bright Festival Connect websites. Below are some **traffic** and **interactions** insights generated by paid campaigns aimed at the German public living in Leipzig and around (80km range).



**Dati demografici**

- Lingua
- Paese**
- Città

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**Sistema**

- Browser
- Sistema operativo
- Fornitore di servizi

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**Mobile**

- Sistema operativo

Paese	Utenti	% Utenti
1.  Germany	6.023	84,71%
2.  Italy	461	6,48%
3.  United States	319	4,49%
4.  Netherlands	46	0,65%
5.  United Kingdom	31	0,44%
6.  France	30	0,42%
7.  Spain	16	0,23%
8.  Russia	13	0,18%
9.  Canada	10	0,14%



**Thanks for your support**  
by the **Bright Festival team**

**More info:**

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