

QAGI/EGOCREANET will co-organize the following Conference  
with the Endorsement of the Province of Florence

## FUTURE HORIZON OF QUANTUM ART AND AUGMENTED REALITY

*Firenze, December 14<sup>th</sup>, 2012*

*Venue c/o sala Pistelli - Province of Florence*

*via Cavour 1, Firenze - [www.palazzo-medici.it](http://www.palazzo-medici.it)*

The objective of the conference is to strengthen and enhance the commitment of QAGI in promoting the ECO-ECONOMY and to launch world wide the project:

### **Quantum Art and AUGMENTED REALITY**

*in acronym: **Q.AR.te** = Quantum A/R for territorial marketing*

Q.AR.te project-idea will be a start-up, oriented to join both innovative project linking research in art innovation and companies to the use of "Augmented Reality" to strengthen the partnership between Science and Art Communities in Internet and in improving the world wide artistic promotion of ECO-ECONOMY.

The Committee Members of the "Future Horizons of Quantum Art and Augmented Reality" conference will invite a select group of artists/scientists to respond to both the topics and to present a paper and/or to show artist performances.

*The Project "Q.AR.te" Territorial or Tematics Start Up Program is designed by QAGI/EGOCREANET for living a cultural contribution to EUROPE 2020.*

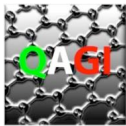
The mission of "Q.AR.te" will be focused on societal challenges through facilitating strategic international cooperation, in various territorial-cultural locations, to advance in global society innovation. Actions of the Quantum Art Movement (QAGI) will respond to:

- a) to overcoming the economic crisis, to invest in future creativity and innovation growth in art, science and technology in order to improve the world wide knowledge society
- b) strengthening the Quantum Art culture dissemination through Augmented Reality, and to addressing peoples' concerns about changing their livelihoods, to better quality of life and environment in order to enhance a global ECO-ECONOMY strategy.
- c) networking activities of "Q.AR.te" project will be centered in developing "Quantum Art & AR" entangled performances focused on science & Society Thematic for sharing social change, creativity and innovation all over the world.

### **Committees:**

- Paolo Manzelli  
[egocreanet2012@gmail.com](mailto:egocreanet2012@gmail.com)  
mobile: +39.335.6760004
- Roberto Denti  
[roder53@gmail.com](mailto:roder53@gmail.com)
- Daniela Biganzoli  
[daniela.biganzoli@gmail.com](mailto:daniela.biganzoli@gmail.com)
- Giuliana Guazzaroni  
[giuliana.guazzaroni@gmail.com](mailto:giuliana.guazzaroni@gmail.com)
- Luca Mattesini, I2T3 Onlus  
[luca.mattesini@i2t3.unifi.it](mailto:luca.mattesini@i2t3.unifi.it)





# FUTURE HORIZON OF QUANTUM ART AND AUGMENTED REALITY

December 14, 2012 – Florence

morning: 9.00÷13.00  
afternoon: 15.00÷18.00

## The program of the Conference

**OPENING: Prof. Marco Bellandi**, vice chancellor Knowledge Transfer of Florence University

### LECTURERS:

**Roberto Denti, Chen Xu, Li Jin:** *"Il ruolo Internazionale dell'Arte Quantistica"* - "The International role of Quantum Art.

**Li Jin:** *"Catturare l'energia dell'anima, per far brillare la verità nell'arte"* - "Capturing the energy of soul, to make the truth in art shine"

**Trettnak Wolfgang:** *"Arte quantistica ed oggetti luminescenti"* - "Lumen, luminis" performance.

**Massimo Pregnotato:** *"L'espressione poetica quantistica"* - "The quantum poetic expression"

**Alberto D'Atanasio:** *"Il simbolo come porta della conoscenza"* - "The symbol as a door of knowledge"

**Fabio Bottaini:** *"Ecto Musica"* - "Ecto Music"

**Daniela Biganzoli:** *"Quantum Art come scintilla del cambiamento"* - "Quantum Art as a spark for change"

**Piero Antonio Bernabei:** *"Vecchi e nuovi orizzonti"* - "Old and new horizons" performance

**Giuliana Guazzaroni:** *"Conoscere la realtà aumentata in un contesto innovativo, economico e sociale nuovo"* – "Getting to know augmented reality in a new and innovative economic and social context"

**Alessandro Seri:** *"La cultura come volano dell'economia di un territorio"* – "Culture as a driver of the economy of a territory"

**Marcello De Luca:** *"Design, arte quantistica e realtà aumentata"* - "Design, quantum art and augmented reality"

**Pier Luigi Albini:** *"Esplorazioni per un'estetica nuova"* - "Exploring a new aesthetic"

**Paolo Manzelli:** *"Q.AR.te - Nuovi orizzonti dell'Arte Quantistica e della sua disseminazione in realtà aumentata"* - "Q.AR.t – Quantum Art new horizons and its dissemination in augmented reality"

The Conference will be held in the prestigious antique hall "Luca Pistelli" located in Palazzo Medici Riccardi (via Cavour 1, Florence), headquarters of the Province of Florence.

Languages of the conference: **English and Italian**





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## FREE ENTRANCE

### PARTNERS:

- Adam Accademia Delle Arti Macerata  
[www.adamaccademia.it](http://www.adamaccademia.it)
- ARTE e SCIENZA  
[www.steppa.net/html/scienza\\_arte/scienza\\_arte.htm](http://www.steppa.net/html/scienza_arte/scienza_arte.htm)
- Wolfgang Trettnak  
[www.trettnak.com/index.php?setlang=en](http://www.trettnak.com/index.php?setlang=en)
- MDN Mediterranea Design Network  
[www.designmdn.com](http://www.designmdn.com)
- TG-Dragon Sculpture & Painting Gallery, Suzhou  
[baike.baidu.com/view/3347112.htm](http://baike.baidu.com/view/3347112.htm)

### MEDIA PARTNERS:

