

Andrea Carpentieri

Multimedia artist and creative technologist

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BIOGRAPHY

Andrea Carpentieri (Lecce, 1979) is a multimedia artist and creative technologist. He designs and produces projection mapping, laser mapping and interactive installations for museums, public institutions, festivals and large-scale events, often as the creative and technical contributor to projects by other artists and studios. Even in commissioned work, he looks for the chance to experiment with something different.

Between 2010 and 2012 he worked at the New Technologies for Art Laboratory of the Brera Academy of Fine Arts in Milan, creating interactive installations and teaching students 3D projection mapping and motion graphics. In those years he founded Insynchlab with Marco Pucci: born as an art collective, it later became a cooperative in Apulia, which he chaired for seven years, producing projection mapping, multimedia museums and virtual and augmented reality projects. He took part in early media art events such as Kernel Festival (2011), with an architectural mapping on Villa Tittoni, and created the Digital Pride digital arts festival in Lecce (2013).

Part of his research concerns surfaces far removed from the classic façade: for the Focara di Novoli and the Focareddha di Presicce, traditional bonfire festivals in Salento, he projects onto the huge stacks of brushwood before they are set alight. With TuoMuseo he conceived and produced the interactive projection mapping for the exhibition “PLAY. Videogame, arte e oltre” at the Reggia di Venaria (2022), handling concept, content and technical design, and he collaborated with Fabio Viola on “Lights and Shadows” at Spazju Kreattiv, Malta (2024), in which visitors use an infrared torch to turn a dark suburb into a luminous landscape. More recently he designed two interactive installations for the multimedia trail inside the Dossena mines (2026) and developed the software and animation for a holographic avatar of Frederick II for Lucera Capital of Culture 2025. He works with Massimiliano Siccardi, for whom he developed in TouchDesigner the generative component and playback system of an immersive room in Assisi (2026).

Since 2022 he has worked with Proietta, which gave him access to its laser equipment from the very beginning and for which he produces 3D and laser content for large-scale events, including the projection mapping for the ATP Finals in Turin (2023-2024).

Alongside his production work he is committed to teaching: he has taught projection mapping, virtual and augmented reality, immersive technologies and artificial intelligence at ITS Academy IOTA Sviluppo since 2020 and on the Master’s in Digital and Immersive Technologies at Treccani

Accademia since 2024. He has led a projection mapping workshop at the Nextstep festival in Milan (2012) and a workshop on artistic communication through new media at the Brera Academy (2010). He is co-author of the study “Portus Lupiae. 3D modeling and digital storytelling for reconstructing a long maritime history”, published in Virtual Archaeology Review. He lives and works in Lecce.

SHORT VERSION

Andrea Carpentieri (Lecce, 1979) is a multimedia artist and creative technologist. He designs and produces projection mapping, laser mapping and interactive installations for museums, public institutions, festivals and large-scale events in Italy and abroad, also experimenting with unconventional surfaces such as the bonfire stacks of Salento’s traditional festivals. He co-founded Insynchlab with Marco Pucci, works with Proietta and Massimiliano Siccardi, and teaches at ITS Academy IOTA Sviluppo and Treccani Accademia.