

Andrea Carpentieri

Multimedia artist and creative technologist · Lecturer

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PROFILE

Multimedia artist and creative technologist with over twenty years of experience in architectural projection mapping, laser mapping, interactive and immersive installations, and virtual and augmented reality. Designs real-time content and systems for museums, public bodies, festivals and large-scale events, following each project from concept to on-site commissioning. Teaches immersive technologies and artificial intelligence at ITS Academy IOTA Sviluppo and on the Master's in Digital and Immersive Technologies at Treccani Accademia.

SKILLS

Projection and laser mapping: design, 3D content, warping and blending, on-site set-up and technical configuration

Interactive and immersive installations: TouchDesigner (generative patches, players for immersive rooms), interactive torches and sensors, holographic installations

Virtual and augmented reality: Unity 3D and C#, virtual tours, gamification, apps and web apps for museums

3D, motion and VFX: Blender, Cinema 4D, After Effects, DaVinci Resolve and Fusion, Mocha Pro, Trapcode, RealFlow

Survey and digital fabrication: structured-light 3D scanning, photogrammetry, point clouds, 3D printing

Graphics, video and audio: Photoshop, Illustrator, InDesign, Premiere, Final Cut, Audition, Logic Pro

EXPERIENCE

Projection and laser mapping for large-scale events

Proietta S.r.l. · Italy and the Netherlands · 2022 – 2026

- ATP Finals, Turin (2023, 2024): content for 3D projection mapping and laser adaptation for the Torre Maratona.
- Luci d'Artista, Museo dell'Automobile, Turin (2024): design and configuration of the LED installation.
- Christmas 2025: projection mapping on a water screen in Verbania; projection and laser mapping in Taormina.
- Roma on Fire (2024), "Torre parlante" in Cerignola (2024), Castello di Monopoli (2024), Christmas in Potenza (2022), Roermond and Roosendaal outlets (2023).

Museums, interactive installations and virtual tours

for TuoMuseo, Siccardi Immersive Creations, Mobile Idea, Comune di Dossena, Imago · Italy and Malta · 2021 – 2026

- Immersive room in Assisi (2026): generative patch in TouchDesigner, player on the projection server, support and commissioning.
- Dossena mines (2025-2026): virtual tour and multimedia trail with an interactive torch installation.
- Holographic avatar of Frederick II for Lucera Capital of Culture 2025; VR virtual tour on four stations (2026).
- Museo di San Matteo, Pisa (2026): web app. "Lights and Shadows" with Fabio Viola, Spazju Kreattiv, Malta (2024).
- "PLAY. Videogame, arte e oltre", Reggia di Venaria (2022): interactive projection mapping for the exhibition opening, conceived and produced (concept, content, technical design).
- Basilica of Bisceglie (2021-2024): 3D model from scanning, augmented reality app, audio guide, eight short films.

Projection mapping for public bodies and festivals

Municipalities of Novoli and Presicce-Acquarica, Contempo, Bass Culture and others · Apulia · 2021 – 2026

- Focara di Novoli bonfire festival (2021, 2026); Focaredtha de Sant'Andrea bonfire in Presicce-Acquarica (2022, 2023, 2025).
- "Nuvola", interactive work projected onto the vault of the Castello Aragonese in Conversano (2025); "LUME" event at Palazzo Martini, Oria (2025); "Luci e suoni d'artista" in Ruvo di Puglia (2023).

Co-founder, president and multimedia designer

Insynchlab Società Cooperativa · Lecce · 2014 – 2022

- President and legal representative for seven years; direction of projection mapping, multimedia museum and virtual reality projects.
- Projection mapping: Ferrari SF90 for the Ferrari Family Day in Maranello (2019), 360° dome of Gallipoli Castle (2021), Santa Maria della Pieve in Arezzo (2017), Eat Prato (2019).
- Museums: MUVIT in Francavilla Fontana (2015), Museo di Alezio and Wine Museum of Manduria (2017), MUDI in Taranto (2015).
- Virtual and augmented reality: CHER VR game for cultural heritage (2019-2020), “Libreria” app in Maglie (2019), virtual tour of Torre del Cerrano (2018).

Earlier experience

1999 – 2014

- Technician at the New Technologies for Art Laboratory, Brera Academy of Fine Arts (2010-2012); consultant for video art and digital applications, Apulia Film Commission (2012-2014).
- Projection mapping: Milan Cathedral (2013), King Nikola’s Palace in Cetinje, Montenegro (2012), Palio di Siena (2011), Fallas in Valencia (2014), Milan Fuorisalone for Fantoni (2012-2014).
- Creator of the Digital Pride digital arts festival (2013); web design and online communication (1999-2011).

TEACHING

Lecturer in immersive technologies, artificial intelligence and graphic design

ITS Academy IOTA Sviluppo (formerly Fondazione ITS IOTA Sviluppo Puglia) · Lecce, Bari, Fasano, Manduria, Trani, Conversano · 2020 – present

- About 1,000 hours across more than thirty assignments: virtual and augmented reality, AI and enabling technologies, immersive attractions and events, projection mapping, virtual tours and gamification, Unity 3D, 3D graphics, graphic design and video.

Lecturer, Master’s in “Digital and Immersive Technologies”

Treccani Accademia · Rome · 2024 – present

Other teaching and workshops

2010 – 2023

- Projection mapping and 3D workshops for the “Liberi di sognare” legality projects (about 200 hours, 2022); video game development course (72 hours, 2023); video editing courses (2020-2021); 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).

EDUCATION

Summer school in 3D acquisition and modelling for Cultural Heritage · Consorzio Caspur, Otranto · 2012

Two-year specialisation in Graphic Design and Multimedia (second-level degree) · LABA – Libera Accademia di Belle Arti, Brescia · 2010

Bachelor’s degree in Communication Sciences · University of Lecce · 2006

Master in Marketing, Corporate and Public Communication · Studio Valletta, Bari · 2005

PUBLICATIONS

“Portus Lupiae. 3D modeling and digital storytelling for reconstructing a long maritime history”, Virtual Archaeology Review, 2016 (with I. Ferrari, A. Quarta, M. Sammarco, A. Di Tondo).

LANGUAGES

Italian: native speaker. English: C1 (comprehension and writing), B1 (spoken production).