

## Biography of Andrea Carpentieri



<https://andreacarpentieri.art/>

Andrea Carpentieri is a digital artist and multimedia designer born in Lecce, Italy, in 1979. With a career spanning over a decade, Andrea has successfully blended his technological curiosity with a strong visual creativity, exploring fields such as 3D modeling, projection mapping, augmented reality (AR), and virtual reality (VR).

After earning a degree in Graphic Design and Multimedia from the Libera Accademia delle Belle Arti in Brescia, Andrea honed his skills at the Brera Academy of Fine Arts in Milan. There, as a laboratory technician for new technologies in art, he designed interactive installations and trained students in the major video editing software, filming techniques, 3D projection mapping, and motion graphics.

Andrea's career is marked by significant collaborations and innovative projects. He has worked as a project manager and multimedia designer on various prominent projects, including the 3D reconstruction of the Basilica of Bisceglie and the development of interactive AR applications. Additionally, he taught at the ITS Technical Institute for the Hospitality and Extended Tourism Industry, sharing his knowledge in rapid prototyping, digital resource development, and gamification techniques.

Andrea has participated in culturally impactful projects, such as projection mapping at the Gallipoli Castle, producing 3D content for Ferrari, and creating interactive videomapping on the San Cataldo Lighthouse. He also contributed to the development of a virtual reality video game prototype for the Innonetwork project and collaborated with the cultural association FACTORY Compagnia Transadriatica for the creation of digital scenography for performances.

As president of Insynchlab Società Cooperativa, Andrea coordinated digital art and multimedia projects. His collaboration with tuoMuseo and Proietta.com further expanded his expertise, enabling him to create videomapping and interactive multimedia products.

Andrea Carpentieri's artistic vision is driven by the belief that technology can transform cultural experiences. His immersive installations and multimedia projects aim to make cultural heritage accessible and interactive, educating and inspiring audiences.

Andrea's works have been exhibited in numerous digital art and music festivals, such as the Kernel Festival and the Ultraworld Music Festival. These experiences have allowed him to collaborate with talented artists and technologists, further enriching his creative vision.