



Paolo Manzelli

44. Scienza e Arte

New Horizon Quantum of Art (QA) & Augmented Reality (AR)*

Abstract

EGOCREANET since 2004 has developed strategies of cultural innovation combining art and science. The Quantum Art movement called (QAGI), born within an idea of Roberto Denti after the creative reflection in Egocreanet on the role of art in contemporary technological and scientific age. As the quantum Science deals with probabilistic relationships, just as the “uncertainty principle” (1927) recognized the impossibility of knowing both the objects and their movement in simultaneity. The Quantum Art by quantum science assumes a value of creativity associated with the relocation relational representation of space-time in which knowledge of both science of art develop in the contemporary world. The themes relational over which the Action Artistic Movement “ QAGI “, that today have an international dimension.

The quantum art works as an expression of emotional and motivated relational knowledge instead swallowing the concepts of the old mechanistic knowledge. Therefore starting from the 2012 Florence Conference, the QAGI launch an alliance with the technology of the Augmented Reality.

Abbreviated as AR, ”Augmented Reality” is a type of virtual reality that mix fantasy and imagination giving as a result an augmented reality system for developing new forms of communication. So that the combination of quantum art and the virtual scenarios produced through AR generated a new kind of modern cultural communication that will be the driver of additional information on " Art - science and Technology " in order to augment the new imagining and sensory scene of cultural interrelationships between art and innovative industry of a large spectrum of production.

As a consequence I think that the mix between “QA and AR”, is able to focus on new ways and methods of marketing of business communications through the use of mobile devices that are common in utilization for the world wide people. The mix between “QA and AR” can develop a multiplicity of application for improving a novel territorial marketing approaches based of the methodology AR application to QA , that now Egocreanet will develop in an international project titled "Q.AR.te".

The project "Q.AR.te" e.g "Quantum Art and Augmented reality oriented to improving territorial innovation" will be founded to the strategy of MIXING TECHNOLOGY with CONTEMPORARY ART and will be able to amend the innovative marketing of network systems between Enterprise and contemporarily Culture Artistic innovation.

So that the traditional advertising of products today still favored by the non-interactive systems (mass-media and TV) will assume the new form of an innovative cultural joint venture with Quantum Art and the enterprises, mediated through AR technology of Communication.

The proposed Q.AR.te, project will be introduced and discussed at the 2012 Florentine Conference for developing new R&D approach of territorial marketing and for improving at an international level the innovative production of Industry. In that occasion will be underlined that the new contemporary criteria of linking Art and Science has a deep root very similar to that which has been made in the old Italian Renaissance, in which the art had assumed the role of anticipatory driver of economic development in that antique era.

Today the international artistic movement QAGI aims to mimic and flourish the new Renaissance as a new model of development of communication network based on the link with multi-actorial networking enterprises in the era of the development of ECO-ECONOMY.

***Abstract of the Talk of Paolo Manzelli to Egocreatet / Qagi / and Partners of AR, Conference on :**

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2012/9/15 Paolo Manzelli <egocreatet2012@gmail.com>

See also: [L'arte quantistica](#)
[QAGI/EGOCRANET Group](#)