

Jumping Frog Entertainment To Represent Uffizi Immersive Art Exhibit

The Uffizi Virtual Experience exhibition was created in Florence, Italy, by VirtuItaly and Centrica using priceless works of Renaissance Art from the Uffizi Gallery.

WESTLAKE VILLAGE, Calif. - June 28, 2018 - [PRLog](#) -- Jumping Frog Entertainment LLC, founder, Cliff Dew, with headquarters in Los Angeles, CA, is proud to announce its representation of the Uffizi Virtual Experience, an interactive and immersive traveling art exhibit showcasing the priceless Renaissance works, from the Uffizi Gallery, in Florence Italy. Imagine being surrounded by these magnificent paintings in this fully engaging and choreographed 20-minute show that includes inspired original music, and riveting animation allowing the paintings to come to life in a kaleidoscope of imagery that leaves you breathless.

The producers of this extraordinary exhibition, Centrica and VirtuItaly, and it's CEO Marco Cappellini, residing in Florence, Italy, have selected 1150 works by Michelangelo, Leonardo da Vinci, Giotto, Raphael, Botticelli, to name a few. They painstakingly converted these iconic paintings into ultra high GigaPixel resolution in order to manipulate them for an interactive, 'people centric,' experience.

"What was so great for us was that Marco had already done all the hard work in terms of creating this fantastic show. We're usually the ones creating the content, says Cliff Dew and in this case the fact that we did not have to produce any animation or mixed media, made our decision easy. They did a great job! We are honored and privileged that Marco has given our team this amazing opportunity."

Video - https://www.youtube.com/watch?time_continue=3&v=8pG4F...

"Once Cliff and I spoke on the phone and he described his ideas about how best to market, promote and sell our exhibit, I felt comfortable in moving forward with his plan, explained Marco Cappellini. Cliff is an engaging guy and his enthusiasm about our exhibit was, well, frankly contagious! I also got the chance to speak with his entire team and their professional demeanor coupled with their global contacts convinced us that we've got the right representation."

For the "Interactive" part of the exhibit, the visitor browses the works by artist's name, by title, by history, and by theme. Gesture recognition allows you to walk towards the image and the image magically zooms in, moving your hand you pick another masterpiece and so on.

Slide Show - <http://jumpingfrogentertainment.com/Uffizi/>

"It was an arduous long four months of working side by side with Marco to create the videos, and marketing materials that we would need to help us promote the exhibit, Cliff continued, but well worth the time and effort."

Marco concurred..." As cliff and I discussed over and over again, we built this experience around making our exhibit, 'people-centric,' because that's what audiences want today, actually that's what they now expect from events."

"Yes, you are exactly right Marco, Cliff agreed. And when it's done right, you create loyal fans who love it and share it."

Media Contact

The Uffizi Virtual Experience

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