



LIEU.CITY

FOR MUSEUMS

WHAT IS LIEU.CITY

The first virtual reality social network for online art events.

Lieu.city is the only program available on the market that allows you to create VR exhibitions in a totally autonomous way

Lieu.city is also social. It allows each user through their personal profile to interact with other users



LIEU.CITY FOR VISITORS

The exhibition you've always dreamed of visiting at your fingertips

The user can browse the exhibits in engaging three dimensions (with VR glasses, PC, smartphone and smartTV) with any browser

- **DIRECT SHARING ON SOCIAL NETWORKS**

the user has the possibility to directly share their feedback on the virtual museum experience on their social networks and interact with other visitors in real time

- **EVENT ARCHIVE**

the user can collect in his personal archive the exhibitions he loved most to retrace them whenever he wants

- **SOCIAL PLATFORM**

Lieu.city allows users to interact with each other by creating their own personal profile.

- **COMMUNITY**

Each user can create their own wish list, participate in events, chat with operators and share experiences

LIEU.CITY FOR EXHIBITORS

Designed for your exhibition

- **STANDALONE CONFIGURATION**

Lieu.city dynamically generates the rooms of the exhibition and hangs the works according to the indications of the museum curator

- **INCREASE IN THE NUMBER OF VISITORS**

Thanks to Lieu.city the number of visitors to your exhibition will increase exponentially; without limits of capacity, space or interactions. Lieu.city already has an active art community.

- **EXHIBITION QUALITY**

IHD image quality is perfect and allows your visitors to feel immersed in the virtual visit

- **MULTIPLEX AND MULTI-INSURER MANAGEMENT**

the curator allows you to assign the curatorship of the rooms to other operators

- **DIRECT VISIBILITY**

you can link each work to your website, to your social networks or to in-depth multimedia content



HOW DO YOU EXHIBIT WITH LIEU CITY?

LIEU.CITY is a platform that allows the creation of complex exhibition environments in augmented reality. It is possible to organize fairs (including multi-pavilions), museum exhibitions, galleries. LIEU.CITY is easy to set up and use, mobile friendly and social engaging.

The entire process has been specially tailored for operators in the sector. You can configure it independently, the HD image quality is perfect. You can also link each work to your website, to your social networks or to in-depth multimedia content.

Your collectors can browse wherever they are with any device (computer, smartphone, tablet, smart TV, oculus ...)

LIEU.CITY is so powerful that it can generate huge art spaces with hundreds of rooms and thousands of works. Each stand can be designed and set up directly by the gallery curator.

The first step is to draw a 2D map of the space, creating walls and walls as you do with Legos when playing.

The second step is to associate the walls with curators (or even to a single curator), the third step is to upload the images of the works (as you do for a website), choose the virtual frame and assign them to the walls.

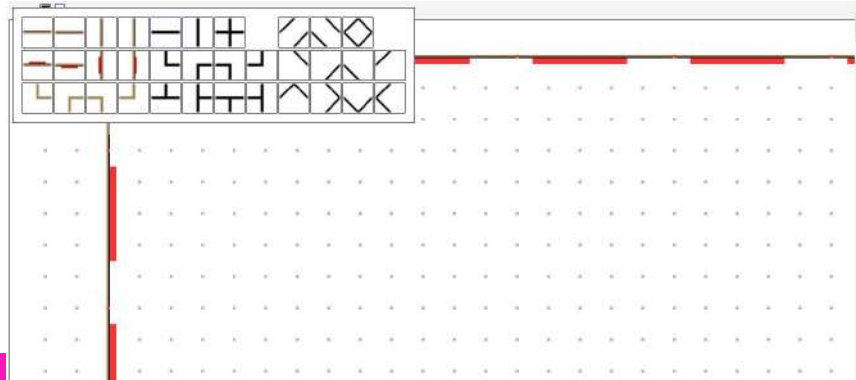
- **FOR MUSEUMS:** Museums can request the modeling of their museum in order to faithfully reflect their reality. This has a cost, but for museums that invest in communication and intend to develop multi-year programming, the cost can be absorbed by LIEU.CITY.
- **GUIDED TOURS:** the system allows you to carry out guided tours with many people connected at the same time, both by invitation, both free and for a fee.

THE FIRST
PLATFORM TO
EXHIBIT ART
ONLINE.

BUILD THE MUSEUM

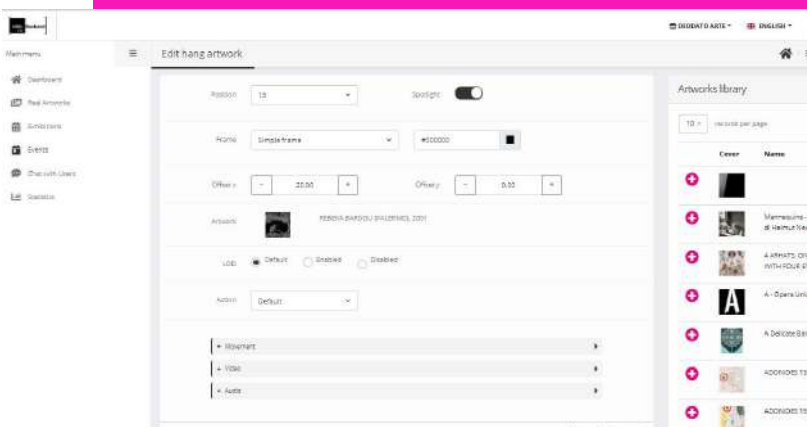
In three simple steps

Let's go into the details of building a museum



1- BUILD YOUR MAP:

The designer of the exhibition prepares a 2D plan in total autonomy



2- UPLOAD THE WORKS

The museum curatorial team arranges the selected works and sets up the related links independently

3- GET THE MUSEUM VIEW

The visitor visits the exhibition and participates in the itinerary actively, alone or in company
All virtually!





NOT ONLY VR BUT MUCH MORE

Lieu.city offers unique and immersive curating and social networking experiences

Lieu.city is a social-based user experience that allows its users to interface with it in different ways

SOME EXAMPLE?

- It allows the user to create their own personal profile
- It allows you to invite friends to exhibitions and interact with them in real time
- It allows direct sharing on the main social networks
- It allows you to create your own wish-list of works
- It allows direct contact with specialized users such as the curators of the exhibition



AVAILABLE FEATURES

- **VIRTUAL SCULPTURE SUPPORT:**

provides for the presence of both sculptures by means of 2D images (which will appear in 3D anyway) and already modeled directly in 3D

- **REGISTRATION PAGE IN WHITE LABEL:**

The client has the possibility to enter the exhibition directly from his site without going through the Lieu.city platform

- **EXALTATION OF OPERATORS PROFILE:**

users can recognize when there is a user with specialized appointments or knowledge (curators, museum directors, etc.)

- **FOLLOWING BETWEEN USERS:**

Social features that generate a comparison between users (like, follow, comments, etc.)

- **INSERT THE PRIVATE EXHIBITIONS IN THE LIST:**

possibility to have access to some exhibitions only through a dedicated private link

FUNCTIONALITY IN PROGRAMMING

BY 2021

- **3D USERS AVATAR IN THE PLATFORM:**

users will have the opportunity to be represented by avatars with customizable clothing and features

- **ALGORITHMIC CREATION FOR MUSEUMS:**

possibility of massive set-up with artificial intelligence curators

- **PAID TICKETS:** the only payment foreseen by the program is linked to the entrance ticket of the online exhibition if requested by the partner museum

- **VIEWING NAVIGATION EXPERIENCES WITHOUT REGISTRATION:** it is possible to navigate within the route even without accessing by registration, but the navigation functions will be limited.

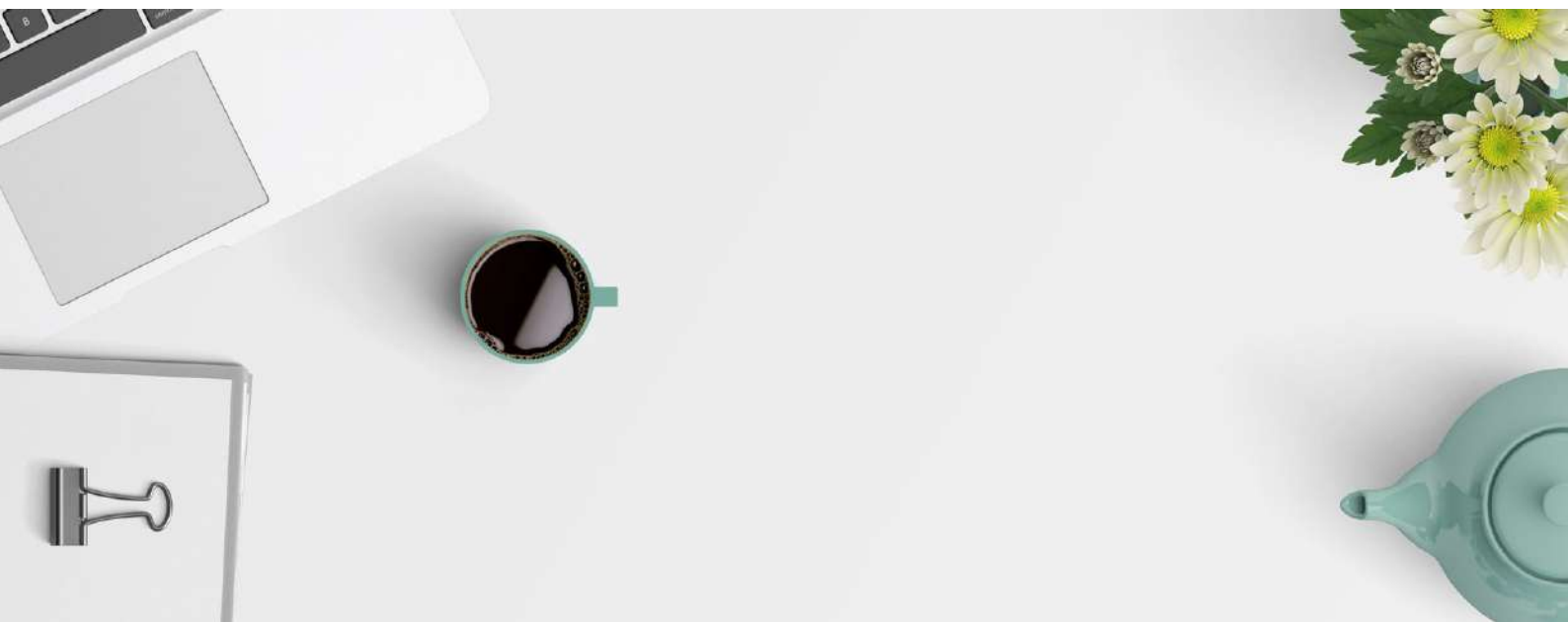
- **SUPPORT FOR TELETRANSPORTING A USER'S AVATAR TO ANOTHER USER:** this action allows a user to carry out a guided tour together with another user

- **REAL-TIME VOICE SUPPORT:** You can use a headset such as the microphone to actively interact with another user

- **SUPPORT FOR GUIDED TOURS:** if interested in his path, a user can follow another user to hear and see the same things. This possibility is aimed at creating aggregation between users by creating an inclusive experience.

- **SUPPORT FOR CURATORS TO CHANGE THE SETUP IN REAL TIME WITHOUT RELOAD:** to allow curators to work within the exhibition quickly and effectively we will use the Node.js application program.

- **VIDEO SUPPORT REGISTERING A PATH AND SHARING ON SOCIAL MEDIA:** the user can record his visit path and share it with other users, even non-subscribers; as if it were a video testimony of one's visit to the virtual museum to see and share.



ABOUT US

"The exclusive exhibition at the GAM in Rome curated by Shepard Fairey comes to life on Lieu.city and becomes virtual"

Cit. Artribune: Shepard Fairey - 3 Decades of dissent

"The three hundred works of the hundred finalists from all over the world are visible online thanks to a virtual exhibition created in collaboration with Lieu.City, technical partner of the Art Rights Prize. To enhance the setting up of the finalist works and make the visit for the unique audience of its kind "

Cit. Finestre sull'arte

"By the end of the year, LIEU, the latest Hi-Tech project by Deodato Salafia, gallery owner and computer scientist, will be able to automatically shape a virtual environment, simply starting from a gallery's website and offering the user a realistic and fluid use of the works. With the first version of Lieu.city available from September it is possible to reconstruct an entire fair and allow gallery owners to set up their own environments. Visitors, on the other hand, will be able to virtually walk among the stands "

Cit. Viaggi d'arte- Dialoghi virtuali

"His exhibition 3 Decades of dissent (curated by Claudio Crescentini, Federica Pirani and Wunderkammern gallery) is a perfect product of this time, starting with the way of fruition. In the days of closure due to pandemic 360 degrees on Lieu.city, the newly created platform developed by the gallery owner and computer scientist Deodato Salafia "

Cit. Repubblica - Shepard Fairey i colori pop della politica



LIEU.CITY FOR KIDS

Innovative project in VR to tell the little ones about art, inside a specially designed environment, where children discover art, great artists and their masterpieces around the world with the fun character ArteConcasKIDS.

Young visitors, in interactive rooms, can totally immerse yourself in the discovery of the works of art hanging on the walls of the museum that become interactive through videos and games that stimulate learning.

The story of works of art and artists, together with videos by ArteConcasKIDS, takes the form of a cartoon with the aim of stimulating the child's interest, enthusiasm and fun linked to art and culture.

Skills and Contents:

- Gamification
- Edutainment
- Digitization
- Audio guide
- Didactics
- Interaction
- Social oriented

A project in collaboration with
ArteConcas/ArtBackers.Agency



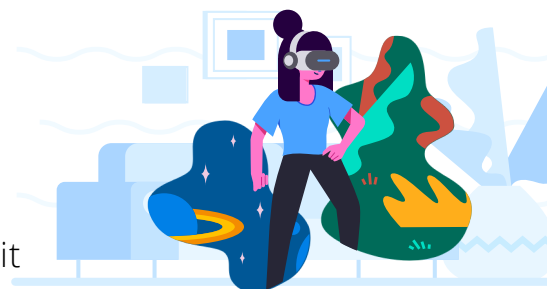
PRICING

LIEU.CITY is based on powerful and advanced technologies, but it is a **social network with no barriers to entry.**

Registration and use are **free for everyone**

LIEU.CITY retains a percentage only:

- **on event ticketing**, if the organizer provides for it
- if **sponsors** are present



CONTACTS



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