

Awarded by the District and the Chamber of Commerce of Milan and Monza Brianza as one among the "Creative and innovative firms of 2008" [www.alphamuse.it](http://www.alphamuse.it)



The new dimension of the emotion

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## Alphabeti, the new dimension of the emotion

*Innovative editorial and technological formats for the art and cultural tourism sectors*

The Milan-based company **Alphabeti srl**, is a firm specialised in services for advanced multi-media **communication in the arts and cultural tourism sectors**.

Alphabeti has invented the innovative format **I'MVR® (Interactive Multimedia Virtual Reality)** which allows users to explore interesting artistic environments interacting with the art objects to discover their multimedia information.

The first project realised with this format is the CD-Rom about the **Galleria dell'Accademia** in Florence, produced in collaboration with **Lan Pro Sistemi** for the **Polo Museale Fiorentino**, a very prestigious museum where **Michelangelo's David** and other extraordinary works of art are displayed.

The firm received an award by the District of Milan, the Chamber of Commerce of Milan and of Monza Brianza. Moreover, Alphabeti has been recognised among the "Creative and innovative firms of 2008" for the project "Alphamuse: web 2.0's galleries" – [www.alphamuse.it](http://www.alphamuse.it).

The virtual tour of the District of Cosenza, "**Discovering art and culture. The new dimension of the itinerary**", sponsored by the **BBC Mediocrati** ([www.mediocratitour.it](http://www.mediocratitour.it)), received in 2009 **the first prize "Bank and Territory" by the National Association of Innovative Finance** (in the category "Economy and Territorial Support").

Alphabeti has realised an editorial and technological project - "Virtual and Secret Ambrosiana" - to revive the Ambrosiana Library, established in 1609 by Cardinal Federico Borromeo, and celebrate its **400th anniversary**. Today, the project represents the second part of the work "**Leonardo's Secrets**", made in collaboration with publishers De Agostini and Il Sole 24 Ore.

"**TuristArth - Tourism, Art and New Technologies**" ([www.turistarth.com](http://www.turistarth.com)) is the event, managed by Alphabeti and organised by Trait d'Union, that every year presents innovations in the cultural tourism and new technologies sectors. The event is sponsored by the Forum of NetEconomy (Chamber of Commerce and District of Milan), and this year took place in the splendid settings of the Ambrosiana Library (on 25th June 2010).

Currently, Alphabeti is developing the unique European project **WFOR - Web European Forest Righteous** ([www.wfor.eu](http://www.wfor.eu)) in collaboration with GARIWO (Garden of the Righteous Worldwide – registered charity).

