

ALTAROMA

A.I.

**A.I.FAIRFUTURE**

*On 27 January, 2013 courtesy of A.I.FAIRFUTURE, CIRCULA will present the first image of its portfolio – a work of taxidermy by the Zoological Museum of Rome – and will curate the presentation of ten products of high-class Italian craftsmanship*

A.I. artisanal intelligence works for artisans, the aim being to promote their ideas and expertise strategically. At this time, following a period of research and traditional presentation, A.I. has chosen the path of the future, based, prevalently, on the Net. Thanks to the application of the Arduino platform, a phenomenon of Italian creativity applied to technology, ten products of high-class workmanship will be presented in a contemporary way.

Thanks to this system, it is possible to present quality online, compare one's own products with those of other designers and also sell them. At a time when e-commerce represents one of the most powerful options for development: this system allows users to visualize things in a way that rewards quality and, as a result, high-class workmanship, something that was not possible in the past.

The project is staged by Circula, a communications agency specializing in the production of immersive images, Giulio di Mauro, a photographer who practices visual communication as an *artisan* profession and Edoardo Scaramuzza, a programmer and a graphics and multimedia artist.

CIRCULA mainly uses the rotating photography technique, i.e. the principle (inverted) of 360° panoramic photography; turning towards the centre of the space photographed and not towards the horizon and being able to turn around it. The example that best summarizes the early works of the agency is still life: photographing a subject from all angles to compose a unique image that reproduces the subject itself, thus offering the photographer the possibility of rotating it at will. Looking at a photograph and being able to observe the subject from all angles, rotating it with the movement of the hand as if it were physically in front of us, studying its texture or details using a zoom without losing definition, maintaining visibility in areas of shadow or intense light thanks to the High Definition Range method: all these options, if correctly performed and integrated, significantly increase the level of attention that the viewer dedicates to the image in question.

The works chosen (dresses, jewellery, stage costumes and accessories) will be displayed on an interactive screen but also mounted together with drawing by Vincenzo Montini who reproduces them. A creative process that marks the origin of Italian workmanship but, above all, our future.