



Prendi la tecnologia, e mettila nell'arte.



# Concept

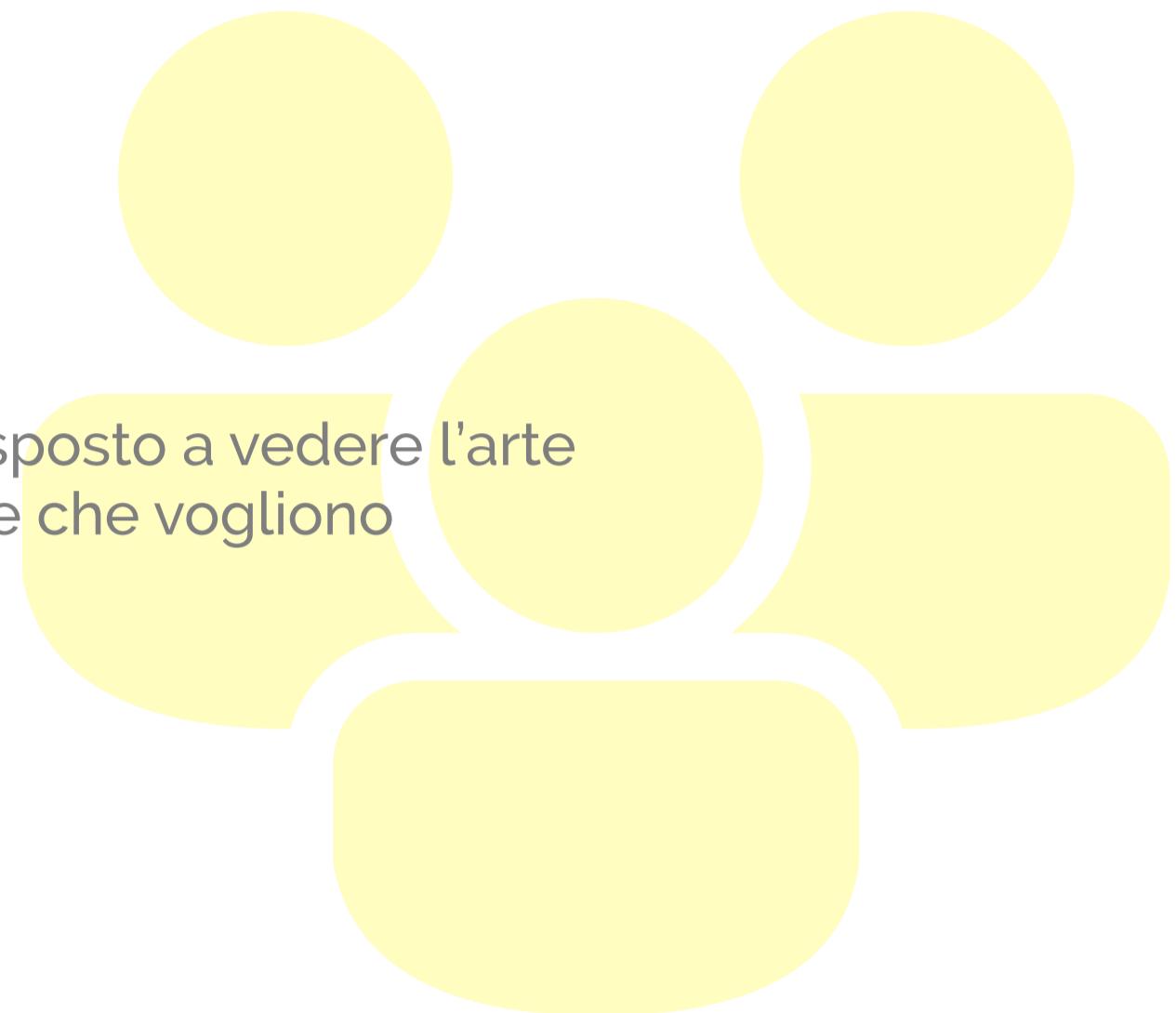


ARTECH nasce dalla volontà di spiegare al pubblico come, unendosi, arte e tecnologia possano dare vita all'innovazione.

Dalla digitalizzazione delle opere d'arte alla possibilità di rendere accessibili mostre ed eventi, l'unione di questi due mondi è in grado di esprimere il meglio di entrambi, arricchendoli a vicenda e sviluppandone nuove potenzialità.

# Target

Il target a cui si rivolge questo blog è un pubblico disposto a vedere l'arte con occhi diversi; quindi dai ragazzi giovani a famiglie che vogliono scoprire nuove forme di arte e i suoi retroscena.



Ludovica studia Scienze Umane in un liceo del centro; è una ragazza alla mano e sempre al passo con le ultime tecnologie, che non vuole abbandonare la sua passione per il mondo umanistico.

Età: 18 | Luogo: Milano | Professione: studentessa

Mario è un papà che cerca sempre nuovi modi per trascorrere i weekend con la sua famiglia, proponendo attività che arricchiscano e stimolino il suo bambino.

Età: 37 | Luogo: Pompei | Professione: impiegato



# Stile

Raleway Regular

Raleway Bold

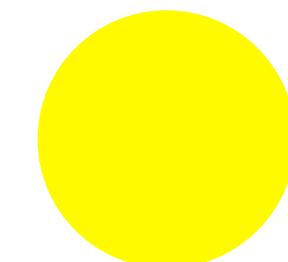
Barlow Condensed

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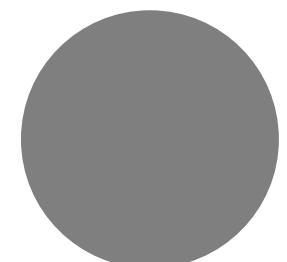
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q A



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# Architettura informativa



The screenshot shows the ARTECH website's homepage. At the top, there is a navigation bar with links to HOME, MAPPA, TEMI, CONTATTI, and CHI SIAMO. Below the navigation is a large yellow graphic element. The main content area features a large image of a tablet displaying the website's content. The website itself has a white background with a large logo at the top center. The logo consists of two hands reaching towards each other, forming a shape that looks like a stylized letter 'T'. Below the hands is the word 'ARTECH' in a bold, sans-serif font. A yellow sun-like graphic is positioned behind the hands. Below the logo, the text 'Prendi la tecnologia, e mettila nell'arte.' is displayed. In the center of the page, there is a section titled 'BENVENUTO NEL MONDO DI ARTECH!' with a subtext about the relationship between technology and art. To the right of this text is a yellow button labeled 'Scopri chi siamo →'. Below this, there is a section titled 'ULTIMI ARTICOLI' featuring three recent blog posts with small thumbnail images and titles. At the bottom of the page, there is a footer with social media links, an email address (e-mail: blog.artech@gmail.com), and a copyright notice.

This screenshot shows a specific section of the ARTECH website. At the top, there is a navigation bar with links to HOME, MAPPA, TEMI, CONTATTI, and CHI SIAMO. Below the navigation is a dark grey sidebar with social media links and an email address (e-mail: blog.artech@gmail.com). The main content area features a map of Italy with various yellow dots representing ARTECH installations across the country. Below the map, there is a section titled 'ARTECHNOLOGIA VICINO A TE' with a subtext about the proximity of ARTECH installations. To the right, there is a form for users to leave their opinion, with fields for name, email, subject, and message, and a 'INVIA' button. At the bottom, there is a footer with social media links, an email address (e-mail: blog.artech@gmail.com), and a copyright notice.

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# Grazie per l'attenzione!

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