**Mecenate Phygital Week: The Revolutionary Meeting Between Art and Artificial Intelligence**

Art and technology are set to merge in a unique and innovative event: the *Mecenate Phygital Week*. From October 10th to 13th, 2024, Milan will host an immersive and groundbreaking experience that explores the future of creativity through the interaction of art, artificial intelligence, and blockchain. The event will take place at the heart of Milan's creative district, *Via Mecenate 76B*, offering artists, technologists, and enthusiasts the chance to discover how emerging technologies are redefining the boundaries of artistic production.

Organized by **MAC76b25**, **Modular Labs Srl**, and **Bitveil**, Mecenate Phygital Week will offer four days of workshops, live performances, talks, and networking, involving internationally renowned artists and technologists. The term "phygital" lies at the core of this event, perfectly embodying the fusion between the physical and digital, a synergy aimed at showcasing the future of art and culture.

### **Innovation and Creativity: The New Frontiers of Art**

Mecenate Phygital Week promises to be an unparalleled event, where artificial intelligence and blockchain emerge as essential tools for the evolution of the art scene. Thanks to prestigious partners such as **Gea Vision**, **NFTcc**, **Futura AI Academy**, **Musi-co**, **Soundive.ai**, **Mindkestra**, **NOVATRACK AI**, and others, attendees will immerse themselves in new forms of creative expression, explore the potential of generative art, and discover how tokenization is revolutionizing the art market.

One pioneering example of this fusion between art and technology is the **NOVATRACK AI** project, developed by **Lorenzo Brusci/Musi-Co** and **Federico Podavini**, which demonstrates how artificial intelligence can be used to create music in real-time. NOVATRACK AI is a system that measures and certifies the originality of each artistic performance through blockchain, creating transparent metrics that attest to the creative impact of AI.

### **A Network of International Collaborations**

The success of Mecenate Phygital Week is made possible thanks to a network of international collaborations that believe in the innovative potential of this event. A special thanks goes to all the partner companies that have contributed to making this extraordinary event possible: **Fermion Protocol**, **Cyber Konquest**, **M3F**, **MuseFrame**, **Gea Vision**, **NFTcc**, **Futura AI Academy**, **Musi-co**, **Soundive.ai**, **Mindkestra**, **NOVATRACK AI**, **Holy Club**, and the **Main Sponsor Revolution Masterclass**, which has actively supported the realization of the event.

### **Event Schedule: Four Days of Art and Technology**

During the four days of Mecenate Phygital Week, the public can participate in a rich program of events, including workshops, live performances, and networking parties. Among the most anticipated are workshops on generative art and sound design with artificial intelligence, led by internationally renowned artists and technologists.

Here is the detailed schedule:

#### **Thursday, October 10th**

* **15:00 - 16:00** – *Workshop AI Art – Simone Risi* (AI Product Design) powered by **Gea Vision**An exploration of the possibilities of artificial intelligence in product design, focusing on innovations in the visual and industrial sectors.
* **16:00 - 17:00** – *Workshop AI Art – V. Ruins* (Agent AI) powered by **NFTcc**Discover how AI is revolutionizing generative art and NFT creation, redefining artistic marketing.
* **17:00 - 18:00** – *Break with Fermion Protocol*An opportunity to learn how blockchain is protecting and certifying physical and digital artworks.
* **18:00 - 20:00** – *AI Experience: "SEANCE – WHAT IS A GHOST, IF NOT A MEMORY"* with V. Ruins powered by **NFTcc**An interactive experience that fuses art and artificial intelligence to explore memory and identity.

#### **Friday, October 11th**

* **15:00 - 16:00** – *Workshop AI Art – Ilaria Merola* powered by **Futura AI Academy**A deeper dive into AI-based art creation techniques.
* **16:00 - 17:00** – *Workshop AI Sound Design and Videoclips – powered by Musi-co/Soundive.ai*\*  
  Learn how to automate the sound design of video clips using AI.
* **17:00 - 18:00** – *Break with Fermion Protocol*Another opportunity to explore the role of tokenization in digital art.
* **18:00 - 20:00** – *Musical AI Biofeedback Experience* powered by **Mindkestra**A performance where music is generated in real-time based on the bio-physiological signals of the participants.
* **21:00 - 24:00** – *Networking Party with DJ b2b AI* powered by **NOVATRACK AI**An evening where human artists and AI collaborate to create innovative music.

#### **Saturday, October 12th**

* **15:00 - 16:00** – *Workshop AI Art – Ilaria Merola* powered by **Futura AI Academy**
* **16:00 - 17:00** – *Workshop AI Sound Design and Videoclips – powered by Musi-co/Soundive.ai*\*
* **17:00 - 18:00** – *Break with Fermion Protocol*
* **18:00 - 20:00** – *Musical AI Biofeedback Experience* powered by **Mindkestra**
* **21:00 - 24:00** – *Networking Party with DJ b2b AI* powered by **NOVATRACK AI**

#### **Sunday, October 13th: Holy Sunday**

* **15:00 - 17:00** – *Talk Holy Club*A meeting that explores spirituality in art and technology.
* **18:00 - 20:00** – *Holy Club Experience*A final experience that unites art, spirituality, and technology through interaction with the agent AI of THEM "The Creator".

### **Event Details**

📅 **Dates**: Thursday, October 10th to Sunday, October 13th, 2024  
📍 **Location**: Via Mecenate 76B, Milan  
🎟 **Free Entry**💻 **For more information**: [www.mecenateartcorner.com](http://www.mecenateartcorner.com)