

# **Cultart** applied arts

Skopje 27 - 31 March 2023







# **cultart** applied arts

#### **ASSIGNMENT**

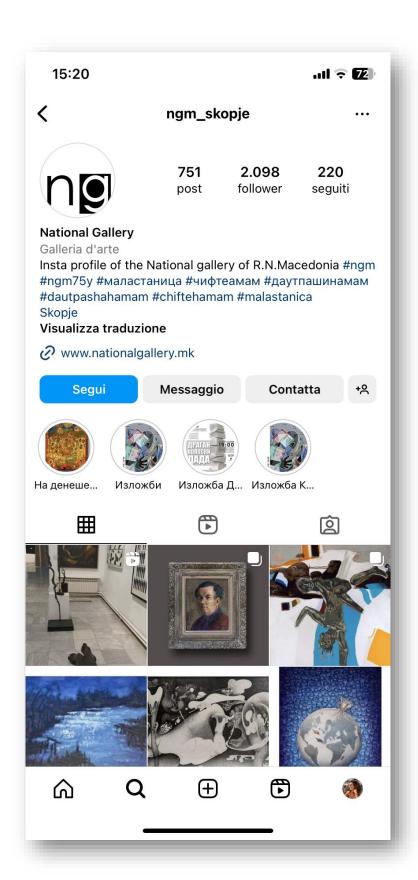
Group IV - Design Thinking, Presentation Practice and Digital Creativity
Level of freedom (decision-making, projects funding; understanding what the barriers are to progress

Practical assignment: Possibilities for cultural networking between institutions (Macedonian Center for Photography, Public Room, National Gallery) s and how they can be overcome).

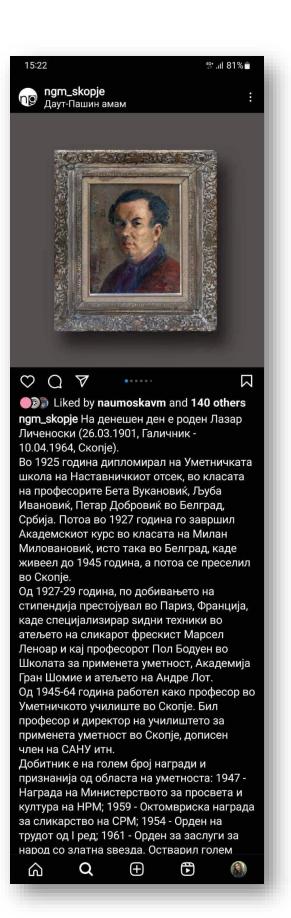




# National Gallery - Skopje



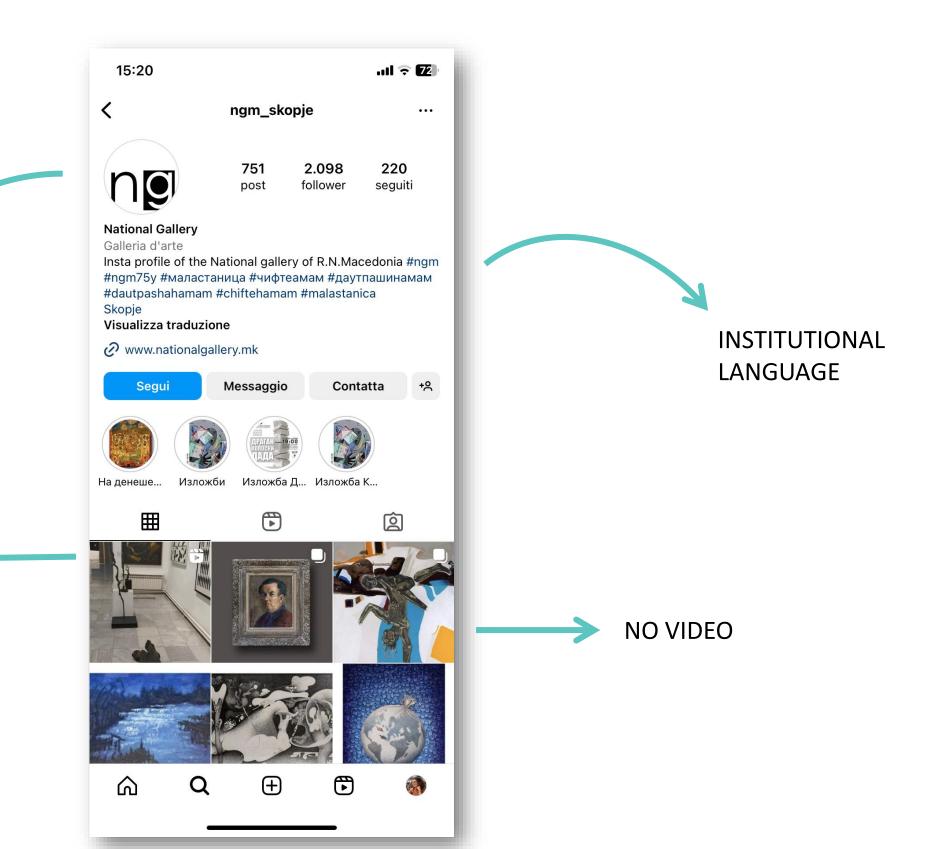




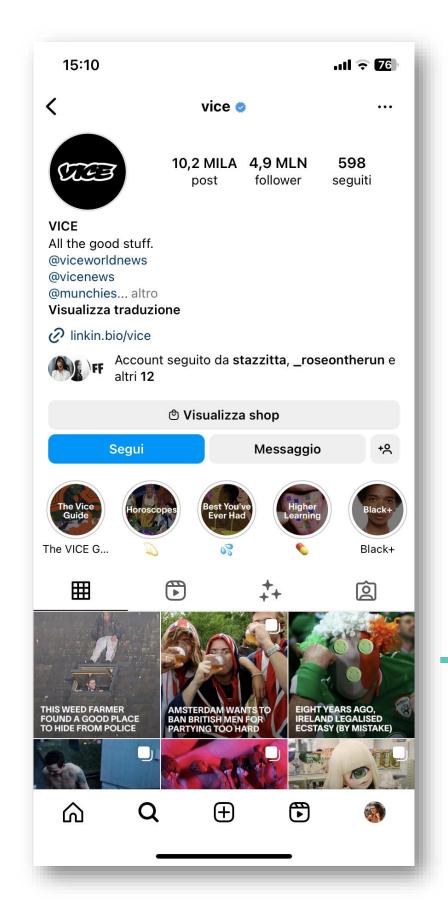
### VISUAL GRAPHIC DESIGN

**NO STORIES** 

NO THEME



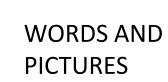
#### References - Vice



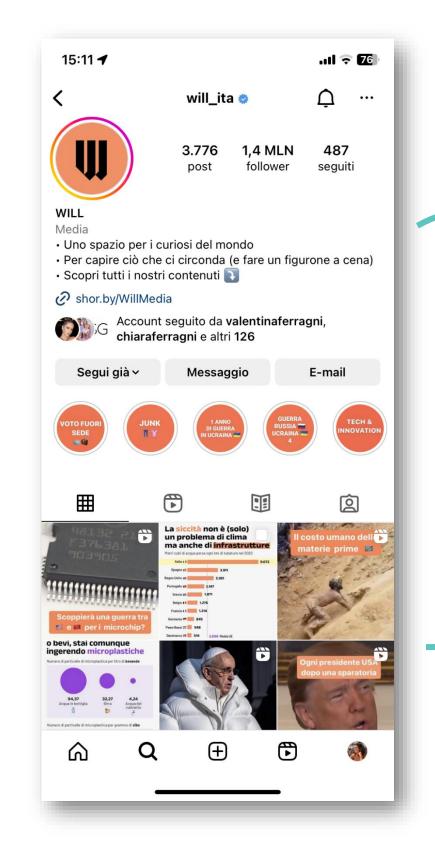


VISUAL IDENTITY PROJECT





## References – Will\_ita



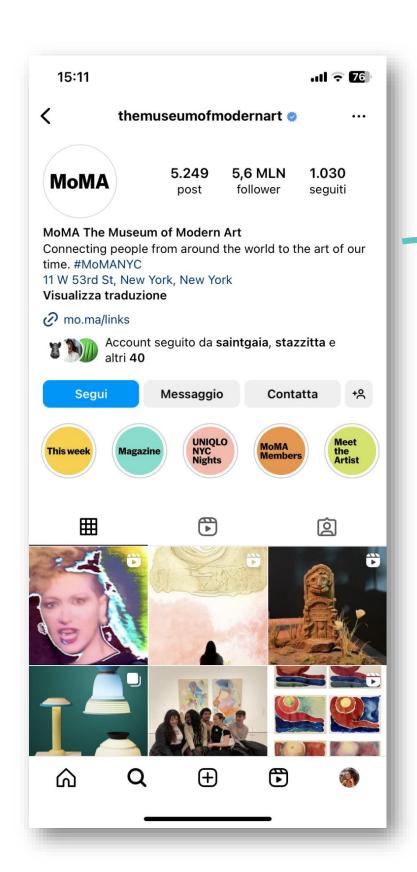


**USER-FRIENDLY** 



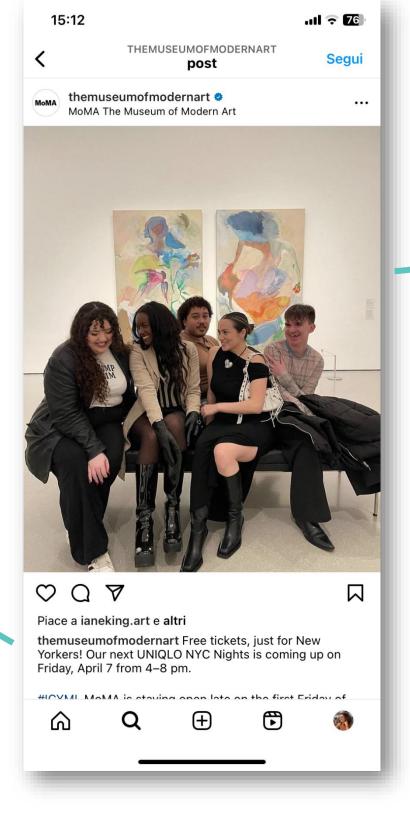


#### References - MoMa



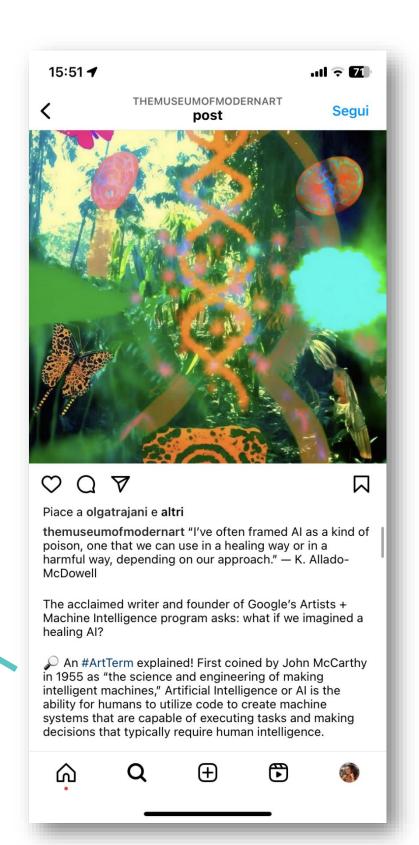


PROMOTION

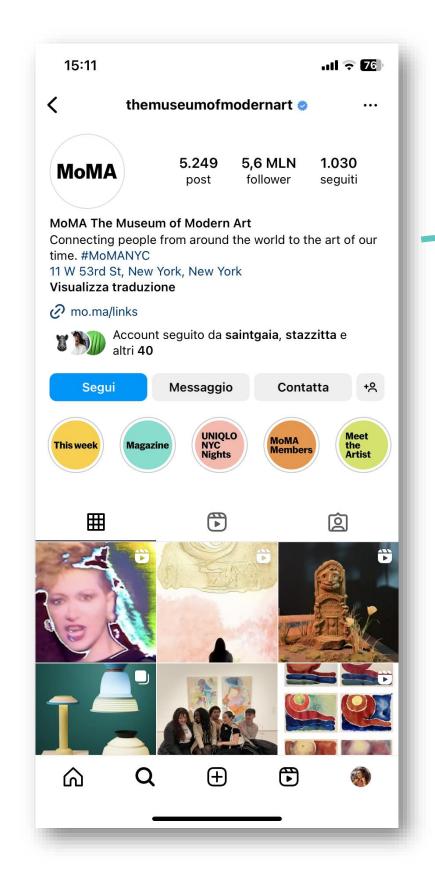


VISITORS PHOTOS

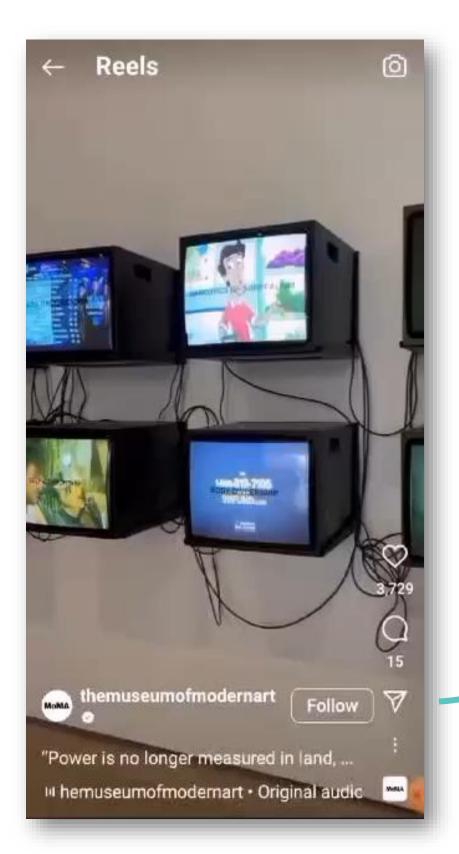
**FUN FACTS** 



### References – MoMa







**USER-FRIENDLY** 

#### REACH LARGER AUDIANCE



**DIGITAL CREATORS COLLABORATION** 





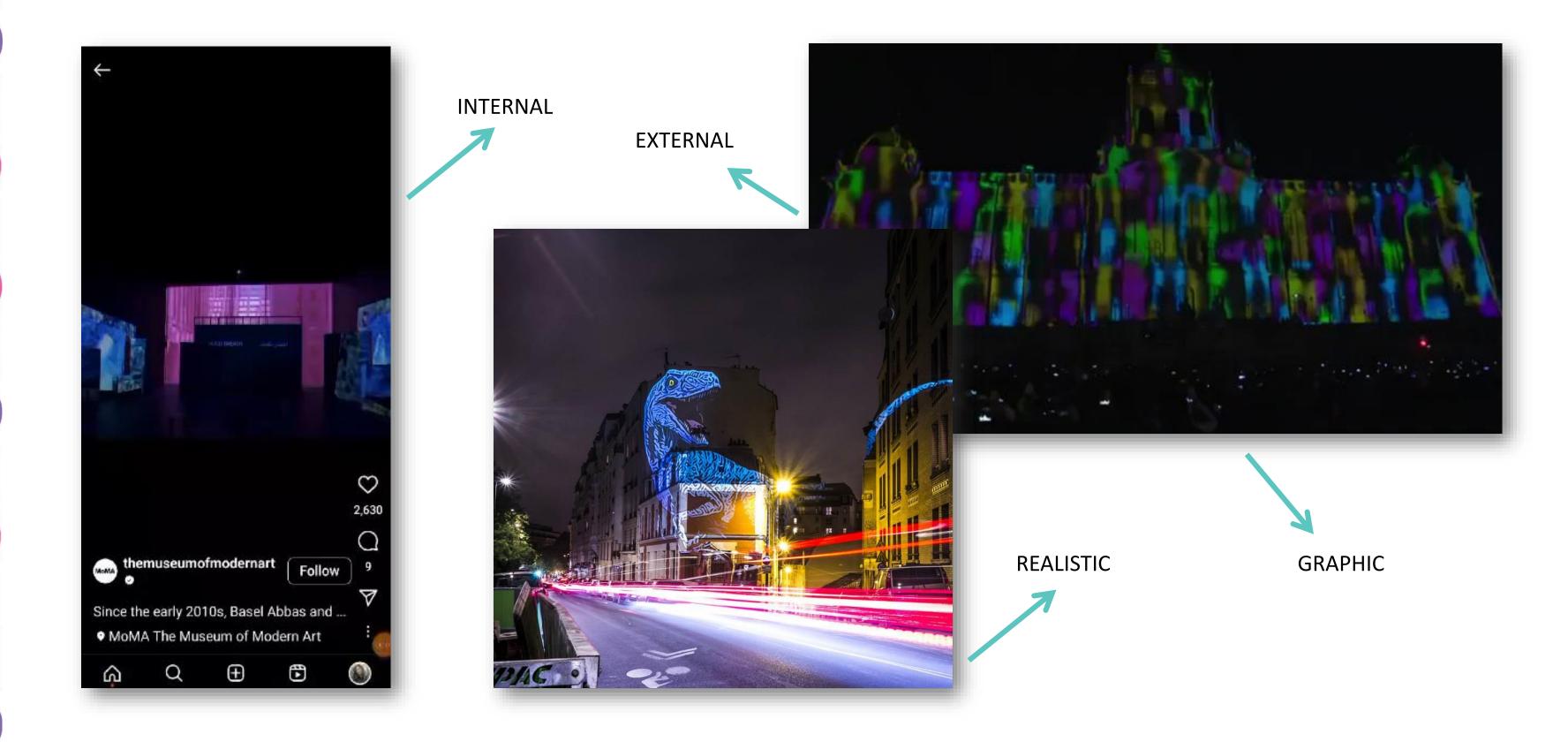
uffizigalleries • Segui

uffizigalleries oleri ed oggi ... I canoni estetici cambiano nel corso dei secoli.

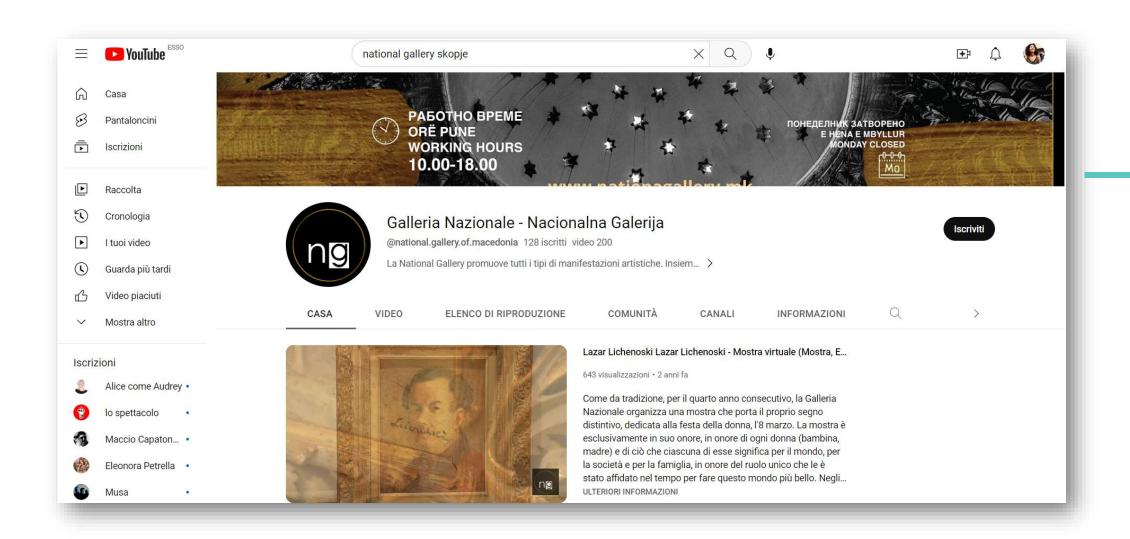
L'ideale femminile della donna con i capelli biondi e la pelle diafana è un tipico ideale in voga nel Rinascimento. Magistralmente espresso alla fine del '400 da #SandroBotticelli nella Nascita di #Venere attraverso il volto probabilmente identificato con quello della bellissima Simonetta Vespucci, sua contemporanea.

Una nobildonna di origine genovese, amata da Giuliano de'Medici, fratello minore di Lorenzo il Magnifico e idolatrata da Sandro Botticelli, tanto da diventarne sua Musa ispiratrice.

## VIDEO MAPPING



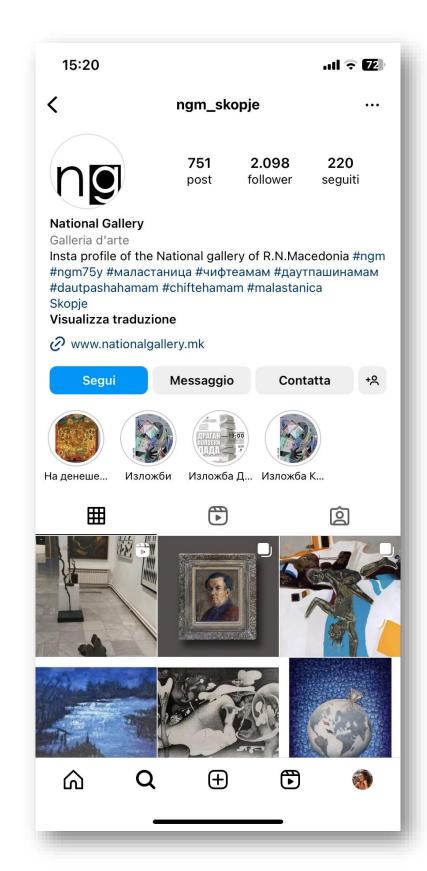
#### DOCU-VIDEO



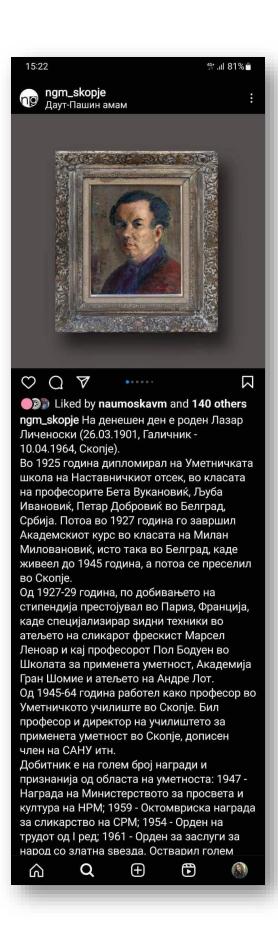
POSTING SCHEDULE

- ARTISTS INTERVIEW
- CURATORS EXPLAINING THE EXHIBITIONS
- PODCASTS WITH CURATORS OR ARTISTS
- DOCUMENTARY ON THE ARTISTS EXPOSED

# National Gallery - Skopje









#### **THANK YOU**

