

The “Cinematics” | A Cinematic Experience with Hoffman, Barney & Foscari Films Smart Glasses

INDEPENDENT CINEMA LIKE YOU'VE NEVER SEEN IT BEFORE Cinema and technological progress have never been so close as they are right now. And it is precisely in this space - cultural, industrial, research and development - and at the same time a place of new identities and cultural models to be discovered, interpreted, created from scratch or preserved—a harbinger of creative, technological, and industrial ideas that are more advanced and unprecedented than ever before at every level, that Hoffman, Barney & Foscari Films Division presents its line (simply and intuitively called HBF Wearables) created in collaboration with the Hoffman, Barney & Foscari Artworks Internal Division and distinguished by the first product Designed in London by The Hoffman, Barney & Foscari Creative Factory: an object that converges entertainment, cinematic art, lifestyle, aesthetics, and creativity. The Hoffman, Barney & Foscari Films Smart Glasses. Designed primarily - but not exclusively - for cinema and its enjoyment, the “Cinematics” (made in different colours and available with or without abstract designs made by HBF Artworks) combine tech appeal and style. These glasses are equipped with mini projectors that generate extra-large panels, allowing you to stand in front of a panel or “screen” (whose perceived size can range from 135 to 200 inches) to view films. A top-of-the-range audio system, designed and manufactured in collaboration with some of the leading industrial manufacturers of audio reproduction equipment, provides speakers integrated into the glasses (more precisely in the frame), whose levels and quality can be customised via an app and managed from a smartphone (when compatible) or directly and more conveniently from the standard HBF Station. The weight and design of the “Cinematics” are practically identical to those of traditional glasses. The coloured line, with or without abstract designs (as an alternative to the traditional anthracite or black model), points to an extremely interesting Pop direction in terms of global distribution. The same can be said for the possible retail price, which is expected to be in line with the average prices of smart glasses currently on the market. The Cinematics envisage horizontal collaborations with Cinématèque and Archives and Platforms, independent production companies. The HBF Films app, downloadable from Google, will offer direct access to films, both “Craft” and AI, made by Hoffman, Barney & Foscari, a pioneering model for offering unreleased or published films from other independent production companies not currently scheduled by platforms or cinemas.