



Progressive Ladybug 2 | Photo source Olafur Eliasson, Courtesy of the artist and Acute Art

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## AR ART EXHIBITION HELD ABOVE LONDON LANDSCAPES

 COMPUTING & TECH

### Artists have produced works in augmented reality that are appearing above 24 different areas of London in the Acute Art app

**Spotted:** VR and AR production company Acute Art and the publication Dazed Media have collaborated with several artists in a new public Augmented Reality exhibition, to be held amongst London landscapes. The “Unreal City”, which is viewable on the Acute Art app, was envisioned in response to galleries closing or moving to outside or virtual space, due to the COVID-19 pandemic.

The London-based exhibition focuses on 24 key areas between Waterloo Bridge and the Southbank and is a sort of cross over of traditional exhibition, app and walking tour. It aims to “democratise” art by making it available to anyone with a smartphone. Jacob De Geer, CEO of Acute Art **explains:** “In these complicated times our aspiration has gained new relevance and urgency. We are happy that all the artists are joining us in the project. Institutions are closed but art should not be cancelled.”

Through the Acute Art app, viewers can view the in-built map and then point their phones at the lifebuoys scattered along the riverside. The AR works will then appear within the landscape, including works by the likes of Olafur Eliasson, Cao Fei, Alicja Kwade, Koo Jeong A, Marco Brambilla, Tomás Saraceno, KAWS, Bjarne Melgaard and Darren Bader.

The collection launched on 8th December and has been referred to as “London’s biggest public festival of AR art.”

Written By: Holly Hamilton

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## **Takeaway:**

The AR display represents two topical trends: the first, lockdowns and gallery closures which have moved many artists and galleries either outside or online, and a growing desire to see the world of AR reflected in different areas of our lives. If the art world, like so many other industries, is to keep up with the demands of these difficult times, it is necessary that it too embraces technology and innovation — something that historically it has always been able to do, if it is, as is said, as a reflection of life itself.