

Script

Introduction

Our team has the vision of developping

An interactive mural trail where the audience is connected through art to time and place. Providing an interactive experience when the murals come alive. With a library of art at your fingertips discover the story of our local artists engaging with their environment. Discover our AR art gallery.

The scenario

As I walk through the street of Maroochydore, I receive a notification that an AR mural is in the near fascinity. I pull out my phone and look through viewer at the mural on the wall. Will full amazement the mural on my screen is coming alive. An Augmented Reality animation of the artwork is playing on my screen. On the screen I can read about the artwork, who made it, the title and the year it was painted. I can like the image, film the AR animation and share this with my friends on Facebook and Instagram. It automatically tags the location and the link to the app. I can can click on the year and see the artworks that were painted on this wall in previous years. Or I can see the top 5 entry murals that were part of the selection process.

Peopl will Enjoy the art work and see it digitaly come to life

Make Art more accessable and ad a sense of curiosity and discovery for the viewer

Through the interactivity of AR there will be a more intense connectivity with art and with place

This AR gallery will be a continual draw card for tourism as every year new artwork will appear on the walls and get added to the AR mural gallery

Same process with expressions of interest to maintain high standard of submissions.

5 artists shortlisted, the best work gets painted onto the wall and the other 4 will be in the AR Library for the people to see on location

Peoples choice award by rating the works, also a way of tracking how many people view the works (might be prize for peoples choice award)

The delivery will be through a AR mural trail

A map and information about the project will be available in the Horizon magazine

The details for the app will in this editorial

To attract funding and support we would like cover the theme, the ocean for the submissions

Our aim is to seek contact with the pangaseed foundation that organise Sea walls, which is a public art program. They bring the oceans to the streets through artivism and Underwaterworld, a mural festival to raise awarnes for our fragile oceans, wildlife and reefs.

theme, the ocean for the submissions

<https://www.underwaterworld.com.au/>

<https://www.pangeaseed.foundation/sea-walls/>