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Art 75

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Invisible Visualities Reading Response

Invisible Visualities: Augmented Reality Art and the Contemporary Media Ecology by Amanda Starling Gould discusses the overall impact of Augmented Reality (AR) in the art world and how it has evolved in contemporary art. I thought it was really interesting reading about other artist's works about Augmented Reality. One artist that stuck out to me was an AR artist and a researcher named Helen Papagiannis. I thought it was super cool that she could use technology and her creative mind to make the viewers see something different through a device than what they were actually seeing with the naked eye. I feel like since she is making art using technology, her work will likely become more successful since we are moving into a time period where technology is becoming very popular.

After reading this article on Augmented Reality it really got me thinking about how we can see all of this in the real world. A perfect example that I thought of was something that happened in the 2010s era and that was the release of a new app, Pokemon Go. This app is a perfect example of AR because it allowed people to use their cameras to see and catch fictional Pokemon with their phones. I will admit that the app developers did an amazing job because it actually looked like the pokemon was right in front of them. This just shows how technology and Augmented Reality has really improved over the years and I can not wait to see what the future holds for this growing industry in the art world.