

Look at the viewer is placed in the center of the room, touching the pedestal. That placement is intriguing. That is after all where the art is happening." "Ultimately, new technology can reveal desires that already exist on a deep level in society. This desire to escape completely into another dimension has existed for a long time.

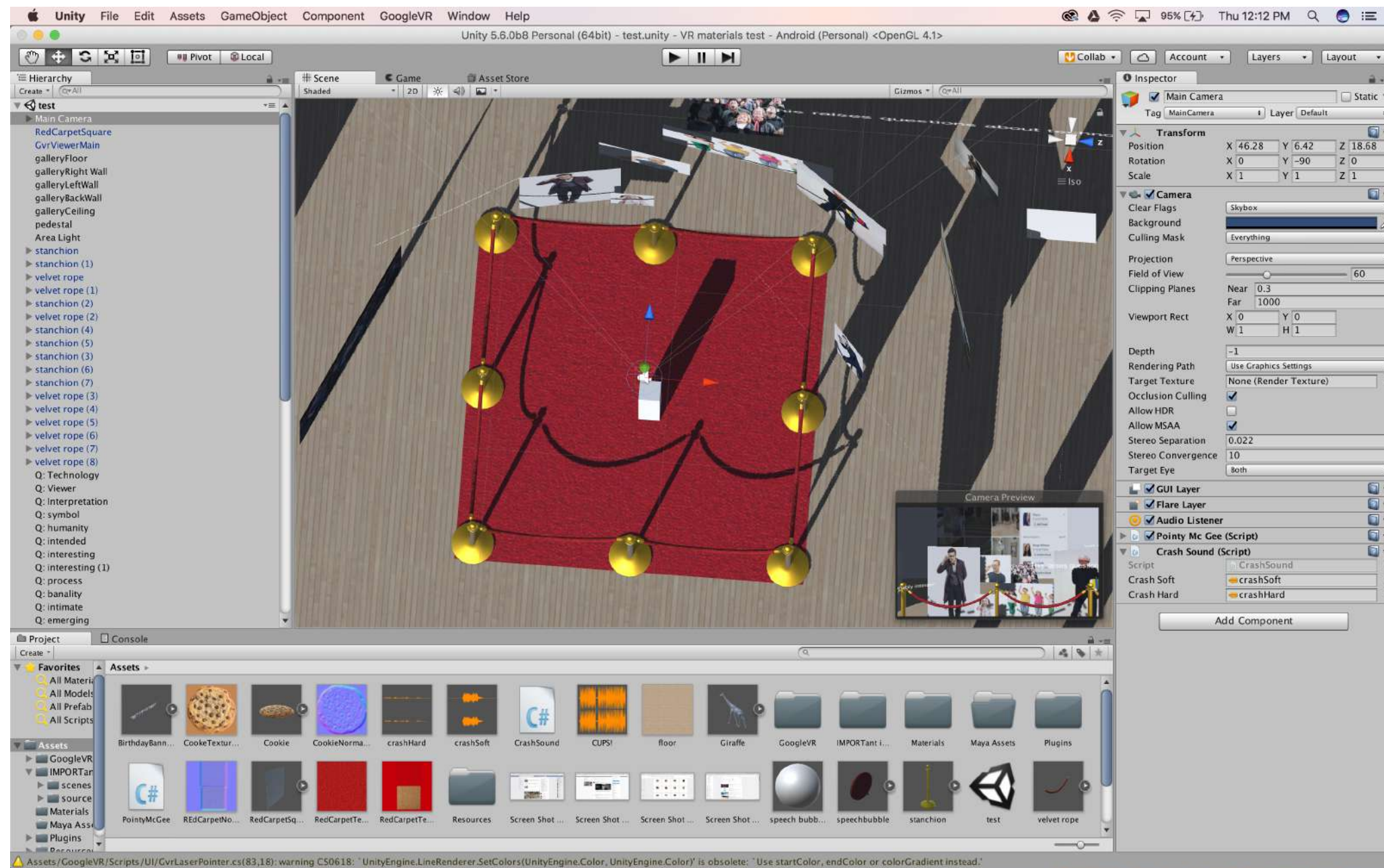
"It's interesting how they have chosen to juxtapose the viewer with the viewees...ere
What do you think about that?"

"We are human, and nothing is more interesting to us than humanity."

15 MINUTES

ol should be discovered in a work of mine, it was not my intention. It is a result I did not seek. It is something that may be found afterwards, and which can be interpreted acco
"An interpretive piece of art does not necessarily have to be attractive; it just has to be true as visualized by the artist." "This raises questions about technology, the

"You have to basically define the medium as you go. It's almost like you're trying to create the paintbrush while trying to create a painting."
That your own interpretation of a work of art is flagrantly subjective seems to be regarded as an arrogant attitude. But the truer view is that the interpretative artist can only make his own comment upon the
"In brief, egotism in its modern interpretation, is the antithesis, not of altruism, but of idealism."



The VR experience was inspired by the story of a friend who unexpectedly fell into her 15 minutes of fame, thanks to a viral YouTube video. The internet and other emergent technology platforms, such as VR, are upending the entertainment industry. Consumption and creation becoming heavily intertwined.



15 Minutes creates a VR experience juxtaposing the viewer with the viewee. When the viewer puts on the Google Cardboard headset they become the art: prominently displayed on a white pedestal, separated by an expanse of red carpet and a wall of stanchions.



15 Minutes raises questions about internet culture, fame, technology, virtual reality, and art. It asks, "What would you do with your fifteen minutes? Your reaction may not be what you imagine it will be."



The crowd stares intently at the art on the pedestal, discussing the deeper meaning, the artist's intentions.