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Reading 02

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In the article, "Invisible Visualities: Augmented Reality Art and the Contemporary Media Ecology" by Amanda Starling Gould talks about the use of AR technology being used as a form of artistic expression. AR is an abbreviation of augmented reality, which is a complication of traditional notions of the visual arts. This augmented reality is basically similar to a virtual reality involving geolocation or programmed coding that's sense-able to the sphere of the physical world. AR art is a visual art that is considered a mixed reality of the physical world and virtual reality, based on this quote: "'Whereas virtual reality involves cutting yourself off from the real world in order to immerse yourself in a computer generated virtual world, augmented reality involves overlaying a virtual world onto your view of the real world, so that you can experience both at the same time' (Gwilt, 2009: 594)." To be able to use AR, you must use a computer or digital use to create it. The invisible visualities in AR are shown through the appearance of the body and media revealing it's vectors for the expression and experience of art, both being present.

The art of AR's is the immaterial manifestations and the performative orchestrations, the ability to have effective body and mobile media are the main subjects of this art. I think it's a beautiful art to have a virtual installation that emerges from the physical experience but also a digital experience together as a way to express the emotions of the AR artist as part of an invisible visibility. Giving the visual experience to the physical world, such as an AR avatar, music, videos, etc is able to be in this mixed reality. Technology is expanding from just the physical appearance to the virtual reality, and the mixture of both to another spatial dimension. This sort of art is made in a way to see different artworks being made true and the possibilities of expressions coming in response. There are already many museums holding galleries of AR's that depict photographs, avatars, etc as part of contemporary transformations of art. The body and device of media forms an ecology that acts as an interface of virtual objects to be performed, creating the invisible visualites through AR's.