Amanda Johnston

ART 75

Professor Khatibi

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Reading 2 Response:

Invisible Visualities: Augmented Reality Art and the Contemporary Media Ecology

AR art is ethereal, an extension of space and viewer. It is an art form directly connected to viewer and device; it cannot exist without it. It is more physical than a painting which can easily be moved from location to location in that it can be directly connected to a GPS coordinate. It defies laws of gravity and laws of traditional art disciplines. It breathes life.

Creating pop up book renditions of formerly 2D artwork, it is freedom. It is full of possibilities, exciting and cutting edge. It is another language of visual art, it translates instantly sculptures and paintings into an extension of reality only the chosen few who so choose are allowed access to. It is demanding and wonderful, forcing you to augment your body to augment your reality. Thinking about how technological advances will change the face and experience of AR in the future is beyond exciting. It is also nondiscriminatory in that it could be married to any tangible art object. I cannot wait to continue working with AR as a translated addition to all of my traditional artworks.