



Turkey's only illustration and animation agency fam° is launching a new online exhibition in partnership with Asus and ROG! Designed for the anniversary of the illustration gallery famstore°, Ozmoz features the work of 23 artists and opens on June 15.

Ozmoz (Osmosis) is a brand-new interactive exhibition experience that takes you from the world of illustration to the world of gaming. It is an audiovisual labyrinth where 23 illustrations from famstore°'s new collection are turned into 3D rooms. Participants must discover a way out from each room while exploring the colorful worlds that they enter.

This technically and creatively challenging project emerged from thinking about how we can reflect the culture of illustration in a way that challenges our visual perceptions. Never before have our daily lives been so overwhelmed by the omnipotence of images. Yet our meaningful engagement with them has never been so threatened. Ozmoz aims to reverse this by providing a decelerated experience of art, made possible by merging the world of illustrations with that of gaming. Hence, the illustrations in this exhibition are spatialized and transformed into a maze surrounding the participant. Through this transformation, Ozmoz aims to revive/restore the feeling of enchantment we get from a profound engagement with art, using the contemporary tools of our age.

Exhibition link : famstore.co/en/ozmoz

Each illustration displayed in Ozmoz is also available to purchase at www.famstore.co.

Artists: AYŞE KİPER, CANSU BAYRAMBEY, CEM OZAN ÇETİNTAŞ, DİLARA AKBAL, DÜNYA ATAY, ECE AĞIRTIŞ, EGE ACAR, EYLÜL DENİZ ERGUN, GÖKÇE YİĞİT, GÜNSELİ SEPİCİ, HANDE KOÇHAN, KAFELESS, MELİKE ERKAN, MELİKE ŞEN, MELTEM ŞAHİN, MİNA YANCI, NAZLI ÇELEBİ, NURBANU ASENA, OZAN ATALAY, SELİN TAHTAKILIÇ, SELVA KAYA, SÜMEYRA YÜCE, UĞUR ALTUN

You are invited to enter into the world of illustrations!

This project is created with **Zenbook Pro Duo** and **Zephyrus G14**.

