DAW Singapore Highlights 2013 – Orchard Road, Clarke Quay Area, Funan Digitalife Mall, River District & Marina Bay Sands

The Windows Zoos & Views project is the result of a creative collaboration between Singapore Polytechnic and DAW International. The goal of the project is to transform the commercial business district of Orchard Road, the historical area around the River District, and hot spots around the Marina Bay Sands area into a city-wide virtual exhibition space by placing select augmented reality artworks from both acclaimed artists and up coming locals created under the guidance of augmented reality artist John Craig Freeman. This premier exhibition invites the general public to explore the borders between the real and the virtual using their mobile phones as a looking glass.

The Windows Zoos & Views project includes:

Windows Zoos & Views Exhibition

The project uses common mobile devices such as a smart phone to create an exhibition of augmented reality art at the most trendy spaces along Orchard Road and at some of the most breath taking historical landmarks in Singapore’s River District. Made as geo-tagged 3d animations common to augmented reality systems widely used in electronic games, the artworks created for the Window Zoos & Views exhibition turn the screen of a mobile device into a window that looks out into a virtual sculpture garden only possible in the 21st Century. With renowned artists such as John Craig Freeman, Will Pappenheimer, Tamiko Thiel, Lily & Honglei, Lalie S. Pascual, Mark Skwarek, John Cleater and others, the exhibition expands our notion of what constitutes an exhibition space and how art can be exhibited and enjoyed in public space. The placement of the artworks is available for download from the festival website. The exhibition will be also accompanied by the guided tour upon request.

Window Zoos & Views Workshop

Augmented reality is an emerging tool in game design and offers many exciting possibilities as well for visual artists and social activists to realize their ideas and present them in any scale or location in the world. Under direction of the one of the world’s most renowned AR artists, John Craig Freeman will develop a series of premier augmented reality artworks for diverse locations in Singapore with a select group of creative industry students from the Singapore Polytechnic.