**DAW Seoul 2014**
**Virtuale Seoul**

Virtuale stands for virtual biennale and is a festival for public space using new digital tools not only to view the artworks and to interact with them, but also to design the experience of participation itself. The program content for Virtuale focuses on occupying public space using mobile communication technologies. The Virtuale explores the types of audiences found in public space, as well as inventing "playful" new strategies to bring the public into the exhibit as "real" visitors being offered a unique experience. The project encompasses Artworks using Augmented Reality, Urban or Location Based Gaming, and Digital Heritage applications. It is interdisciplinary, bridging areas such as art and technology, digital heritage and tourism, as well as digital culture and art mediation.

**Dates:** 12th October - 7th December 2014
**Venues:** Seoul Station and Gyeongbokgung Palace

**The Virtuale Seoul includes:**

**Exhibition "Occupy Seoul Station"**

**Platonic Solids** by John Craig Freeman, Lalie Pasquale and Caroline Bernard recreate the Mysterium Cosmographicum using images and videos of the city of Zurich. It explores notions of change, movement and the ephemeral, and suggests new representational models of Platonic solids that not only blur of the borders between the past and the present, the virtual and the real, but also aim to pave the road to new dialogs, conversations and possibilities.

On a square in front of the Culture Station 284 Seoul, several virtual statues of **Freedom Fighters** with iconic radio heads can be seen. As soon as you touch them on your mobile device a radio show starts to play. It's either a live broadcast from a free radio station or it's a produced show with a message, which expresses concepts freedom of speech. Created by Michael Spahr, the statues depict characters from human history who fought for freedom.

The project **Danse Macabre** by The Curious Minded draws on the illustrations found in the "Heidelberger Totentanz", a book containing a series of prints. Sixteen images were taken from the collection to which 16 music fragments are linked to them. Each of the music fragments lasts from 1 to 5 seconds in length and can consist of a chord, a melody, a sustained tone or tones, or any combination of such. Each of the music fragments is played by the instrument depicted in the image. The collection of short music works (Danse Macabre) are made available by placing them into virtual space using Augmented Reality. Here, semi each of the images depicting a death are spread out in public space using GPS coordinates to place then. Using a mobile phone and a downloadable application, the viewer can search for the images seen through a mobile device when at the location where they have been placed.

**Exhibition "Occupy Gyeongbokgung Palace"**

The **Dream Machines** by The Curious Minded + Guests are based on the history of the machine itself. The original dream machine is said to be invited by an English visionary who built a high tower so that he could come closer to the sun`s light unfiltered by shadows. Once at the top of the tower, he would wave his hand with fingers spread out fingers and wave his hand in front of his eyes, letting the light hit the his closed eyelids. Burroughs together invented a mechanical apparatus that created the effect of non-drug induced "trip" state, allowing those seating around the machine to simultaneously enter a hypnagogic state. The Dream Machines on display in the Gyeongbokgung Palace are virtual versions whose goals is to provide an outlet for those seeking vision as well as escape.

The work created by Peter Aerschmann for the Virtuale Switzerland has its roots in how the artists has been experimenting with the visible and the hidden using both still and moving imagery. The images selected are virtual and combine in their presentation in reality in an extreme ironic manner and extend even further the artistic basis of his work in that, it puts the visitor in check being able to distinguish between everyday reality and fiction. **People We Have Met** are the random encounters from everyday life that each of has met but doesn't remember.