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Augmented reality meets art on The Rocks



Pictured: (from left) Animator and visual artist Sohan Ariel Hayes, pvi collective co-founders Steve Bull and Kelli McCluskey, HIT Lab Senior Research Scientist Dr Raphael Grasset. **Image courtesy of Hit Lab NZ**

Perth tactical media arts group **pvi collective** recently returned from a residency in Christchurch New Zealand with world-leading computer research laboratory HITLab NZ, where they researched and developed ideas for a new series of art works using augmented reality (AR) on iphones. One project *transumer* will now be presented at the 17th Biennale of Sydney.

Co-founded by Kelli McCluskey and Steve Bull, pvi are known for staging playfully subversive interventions in cityscapes and incorporating members of the public into their works.

transumer will be hosted by the Museum of Contemporary Art and will invite participants to undertake a mass intervention live in The Rocks district of Sydney. *transumer* will encourage audiences to clandestinely take over their city in preparation for an anti-consumerist uprising. Armed with a customized iphone programmed with cutting edge AR software, participants are invited to roam The Rocks, plot the end of their metropolis and create invisible tags revealing strategies for a modern day insurrection.

During the residency McCluskey and Bull worked with HITLab NZ's Senior Research Scientist Dr Raphael Grasset, and Perth-based animator Sohan Ariel Hayes who is now developing interface designs and video content for the *transumer* iphone application. The residency was funded through the Western Australia Theatre Development Initiative, with the intention of up-skilling the collective on working with mobile locative media.

“What drew us to HITLab was that they have an international reputation for working with augmented reality (AR) for mobile phones. Their facilities are also really conducive to collaborative approaches to making” said Ms McCluskey.

AR is an emerging field of computer research which provides a means to mix virtual imaging into the video stream of a mobile phone’s camera in realtime. HITLab is known for its cutting edge technology in developing AR applications for mobile phones.

“Engaging and collaborating with the pvi collective has been a thrilling experience for us,” said Dr Grasset. “Their radically different vision and approach to the augmented reality technology has pushed us to reinterpret its fundamental concept, our working methods and to create innovative, pragmatic and ad-hoc software solutions.”

pvi will travel to Sydney later this month to undertake a residency in The Rocks to install the work.

transumer will run for three months at the 17th Biennale of Sydney, an international festival of contemporary art starting May 12.

transumer is produced by Performing Lines WA.

For more information visit www.performinglineswa.org.au



transumer was developed in collaboration with Sohan Ariel Hayes and HIT Lab NZ and produced by Performing Lines WA. This project was assisted by the Australia Council for the Arts, Gordon Darling Foundation, the State Government of Western Australia through the Department of Culture and Arts, and the West Australian Theatre Development Initiative.



Western Australian
Theatre Development
Initiative



About pvi collective

www.pvicollective.com

Established 1998, pvi collective's members include visual artists, video artists, researchers, musicians, performance artists and geeks. Artworks incorporate elements of performance, visual art and intervention and seek out radical, darkly humorous solutions for living in an unstable twenty first century.

The group has toured extensively throughout Australia with critically acclaimed tactical media performance arts: australia and internationally to Taiwan, Singapore and Germany with site-specific works panopticon and reform. pvi's latest body of work the future belongs to crowds series investigates the relevance of people power in contemporary society.

About Performing Lines WA

www.performinglineswa.org.au

Performing Lines WA produces the work of pvi collective and other selected West Australian independent dance and theatre artists through the Managing and Producing Services (MAPS) initiative of the Australia Council and the Department of Culture and the Arts. Performing Lines WA supports the production and touring of new West Australian work nationally and internationally, and provides a range of services from financial management to marketing and audience development.

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