

AUGMENTED ART

EXPERIENCE NEW DIMENSIONS OF ART WITH AR



Digitalization has become a big actor in everyday life. This changes daily routines, but it also changes the way people create and perceive art. Augmented reality (AR) technology allows to explore new dimensions of art by linking classical with digital art. By using AR artists can take visitors on a new journey in time: people can discover the process in which the image was created, the place the artist was inspired by, or an additional, hidden dimension in the artwork itself.

Deutsche Telekom cooperates with young artists and partners with mixed reality ecosystem players to create a new world of art with AR.

KEY FACTS:

- Bridging physical and virtual worlds became an important part of our life, also in art
- AR media will be one of the key 5G services
- With AR technology visitors can explore new dimensions of art
- Visitors can enjoy the artworks from Art Collection Telekom enriched by digital layer
- Deutsche Telekom cooperates with young artists and XR ecosystem players (e.g. Artivive)
- Users can unlock AR content with any smartphone or tablet using the Artivive app



LIFE IS FOR SHARING.

ARTIVIVE



Art has the potential to tell stories and is part of the visual communication of the reality we live in. For Deutsche Telekom it is a chance to provide know how in the field of communication technologies to convey artistic content.

Augmented Art is a good example of how Deutsche Telekom is bridging the physical and virtual worlds by using AR technology in art. AR allows artists to take visitors on a new journey in time: people can discover the process in which the image was created, the place the artist was inspired by, or an additional, hidden dimension in the artwork itself.

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Users can enjoy selected artworks from Art Collection Telekom, which was initiated in 2010. They can experience the digital layer by using the Artivive app. Artivive is an ecosystem partner of Deutsche Telekom. Artivive is the platform where artists build the future of analog and digital art. The vision is to change how art is created and consumed and build the community around augmented reality art. Artivive has about 45.000 artists worldwide who created more than 60.000 artworks.

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