

Amsterdam, March 2010

**Regarding: Invitation to participate in Layar-project MediaLAB Amsterdam**

Dear student,

We would like to invite you to take part in an augmented reality project from the MediaLAB Amsterdam. Through this letter, we want to provide you with further information.

**Introduction**

This project started in Februari 2010 at the MediaLAB in Amsterdam. The project team consists of four students in their graduation phase, with backgrounds in New Media (University of Amsterdam), Advertising, Marketing & Communication Management (Hogeschool van Amsterdam) and Interactieve Media (Hogeschool van Amsterdam). Together they work as the interdisciplinary team Your Own Reality (YOR). The Stedelijk Museum is the party that went for a long term collaboration with MediaLAB Amsterdam.

**Project**

The project is all about augmented reality. Augmented reality is a digital enrichment of the real through location-based services. YOR is currently working on the realization of a digital art exhibition on the Museumplein in Amsterdam. With the augmented reality browser Layar, available on Android-smartphones and iPhones, YOR will create a virtual art tour. More information on Layar can be found on their website: <http://www.layar.com>.

**Assignment**

Augmented reality is a form of new media. This gives the opportunity to create a new art form: digital, virtual 3D art on location. We are looking for students who would like to participate and create new art objects for the virtual tour on the Museumplein. How can we make art tangible without it actually being *real*? YOR sees this as a challenge, to combine the possibilities of new media-art with locative media and so overcome the physical restrictions. The three-dimensional objects will be viewed in the software of Layar.

### Conditions

The art student or participant is asked to explore the artistic possibilities of the new platform. When needed, YOR will provide the participants with guidance for creating 3D, so they can fully focus their attention on the concepts and design. Concepts and concept drawings are sufficient to enter, provided that the required specifications are met (see attachment). We would also like to see a motivation sent along with the entry: why have you created this specific concept, drawing or design? The participants will engage in this project and work together with YOR until approximately May 22th 2010. Three professional curators from the Stedelijk Museum of Amsterdam will eventually select the artworks for the exhibition. Specific conditions, specifications and more details on the assignment can be found in the attachment.

### Timeline

The MediaLAB-project has already started. For the design of the art object and the realization of the concept the participants have until May 7. We would like to see our first design before April 24. At the end of week 20 the opening of the actual exhibition will take place on the Museumplein, to which the participating students are of course very much welcome. During the project YOR will maintain close contact with the involved participants.

We hope we have provided you with enough information and look forward to a pleasant collaboration. For more information and the application form, you can visit the website <http://ikophetmuseumplein.nl>.

On behalf of MediaLAB Amsterdam,

Yours sincerely,

Erik van Mastrigt,  
Projectmanager YOR

Attachment: Augmented Reality-project MediaLAB/Stedelijk Museum

## Augmented Reality-project MediaLAB/Stedelijk Museum

The MediaLAB and Your Own Reality (YOR) received the assignment from the Stedelijk Museum to create an innovative tour in which will be experimented with augmented reality. YOR put together a concept for which we are looking for art students who are interested in making a virtual artwork. Select artworks will eventually be used for a special exhibition on the Museumplein in Amsterdam.

### What are we looking for?

What if you can put your artwork anywhere on the streets? What if you are no longer tied to the walls of an art institution? What if you don't even have to take gravity into consideration? What if you can add audio and video to your art? What would your artwork look like? We are looking for art students who know how to create a proper interpretation. YOR wants to exhibit virtual 3D-artworks in the public space that are visible with the mobile application Layar for the iPhone and Android-based smartphones.

### Specifications and features

- Virtual 3D-artwork for augmented reality exhibition on the Museumplein in Amsterdam.
- We will view the artworks through mobile augmented reality browser Layar, available for Android en iPhone.
- When needed, YOR will provide the students with certain guidance for creating 3D with free open source animation software Blender.
- It's also possible to hand in concepts and concept drawings. These concepts and sketches will be realized in 3D by YOR, provided that the required specifications are met.
- If you decide to realize your own 3D, please take these specifications into consideration:
  - maximum of 10.000 faces
  - no transparency
  - use of textures due to color difference and overexposure iPhone (when compared with Android)
  - please notice: the rounder the shapes, the higher the complexity and the higher the amount of faces
  - see <http://stedelijk.medialab.hva.nl/research/layar> for more information on Layar and 3D
- We're looking for 25 to 30 art students/participants.
- Actual exhibition of 15 artworks on the Museumplein.

## Timeline

- Introductory afternoon for those interested.
- A first design needs to be handed in on April 24, in order for YOR to discuss the progress with the curators.
- The deadline for the final concept is May 7. YOR will have close contact with the participants and will make short video-biographies. It's also possible to hand in initial designs for testing purposes on the Museumplein.
- Starting May 7, three curators from the Stedelijk Museum will eventually select 15 artworks.
- Exhibition will take place halfway through May. (Date yet to be confirmed.)

For more information you can visit our website <http://stedelijk.medialab.hva.nl> or apply on <http://ikophetmuseumplein.nl>. If you have any questions, feel free to e-mail us at [stedelijkmedialab@gmail.com](mailto:stedelijkmedialab@gmail.com). We can also be found on Twitter as [@ml sm](https://twitter.com/ml_sm).