

APPLE IS HOPING TO TAKE AR FORWARD BY USING IT TO CREATE ART INSTALLATIONS

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IMAGE: APPLE

THE NEW WAVE OF ART IS WHAT YOU MAKE OF IT, AS LONG AS IT'S RENDERED ON YOUR PHONE SCREEN.

The introduction of AR is one that's still waiting to really get off the ground. No-one we know is going out of their way to try on sneakers through their phone camera or take photos with animojis in the background, despite what the mobile phone companies might advertise. It's a new technology, but we're already starting to get an idea of just how augmented reality is going to have to progress if it's to remain viable as actual VR gets more and more advanced

Apple seem to think they have the answer though, launching a new program aimed at bringing unique art **into people's iPhones** courtesy of AR. The idea, they say, is to make art that wouldn't otherwise be possible logistically, well, possible. Take, for instance, putting a massive sculpture or installation atop a skyscraper, or superimposing artworks over certain landmarks or natural features. Those interested will be able to take in the virtual installations via augmented reality art walks or by visiting their local Apple Store.



"The three new sessions include an interactive walk featuring works by some of the world's premier contemporary artists, an in-store session that teaches the basics of creating AR using Swift Playgrounds and an AR art installation viewable in every Apple Store worldwide," writes a press release from Apple.

"To create the sessions Apple invited the New Museum, a leading destination for contemporary art in New York, to select seven artists — Nick Cave, Nathalie Djurberg and Hans Berg, Cao Fei, John Giorno, Carsten Höller and Pipilotti Rist — to participate in an experiential project that is free to the public."

What they've come up with is pretty cool. Cave has created an entire virtual installation for Apple's NYC store, while a virtual sculpture based on his song 'Soundsuits' sits atop New York's skyscrapers. Pipilotti Rist's "International Liquid Finger Prayer," which invites participants to chase a shimmering form through global cities, is also a highlight, as is John Giorno's "Now at the Dawn of My Life," which features homespun wisdom set against the backdrop of your city.

Sessions are taking place at Apple locations in multiple cities around the world, but there doesn't seem to be any information on Australian sessions. **Keep an eye on Apple's website for more.** In the meantime, check out **5 virtual reality video games that'll also give you a damn good workout.**