

Press Release
October 10, 2021

An app as a free ticket to a gallery. Signal Festival launches artworks in augmented reality.

Signal Festival and Brainz Immersive studio have developed a new application, which works with augmented reality. Using their smartphones, people can walk through interactive virtual installations by artist Jan Kaláb, visual artist Jan Hladil, author of futuristic visual concepts nicknamed AOKU and visual designer Longiy. The visitors will enjoy all six installations in augmented reality in an imaginary gallery the most in daylight. The app is the first permanent project of Signal Festival and is now available at [Apple Store](#) and [Google Play](#).

Augmented reality is a new creative medium which is used abroad by the Tate Gallery, Apple or the renowned Danish-Icelandic artist Olafur Eliasson, for example. **Signal is the first in the Czech Republic to present art in augmented reality.**

The development of the app cost approximately two million crowns. Not only technological experimenting but also testing new principles of interaction and seeking the limits of visual storytelling were part of the process. The app will also offer a complete programme and a festival map of all installations as in the previous years. In 2019, about 40, 000 users downloaded the app. However, the organisers expect an increase in downloading this year.

The visit to the virtual artworks is simple. Download the new app Signal Festival and set out to Karlín. You can discover artworks in augmented reality on different locations - Karlín Square, Negrelli's viaduct, the headquarters of Kooperativa, River City Karlín, Corso Court and Lyčkovo Square. You only need your smartphone. "During the pandemic, we started developing an app which would open an outside gallery of virtual art to people. We wanted to progress, try out new modern digital technologies on the historical backdrop of the city and also, to prepare for anything, even the difficult pandemic situation, further limitations and restrictions. We were developing the app in collaboration with the creative studio Brainz Immersive for almost a year. The outcome is six expositions in augmented reality. And we want to extend that in the next years", says **Martin Pošta**, the director of Signal Festival.

Each of the six installations is different. The virtual artwork [Horizon Forbidden West](#) accompanies the release of one of the most awaited games of PlayStation 4 and PlayStation5 next year. The next installation was created by visual artist **Jan Hladil** in collaboration with composer **Michal Šupák**. The audio-visual artwork [FIGURA VARIUS](#) deals with an abstract spatial and geometrical composition generated in real time using a unique software tool for creating professional visual content. **Jan Kaláb** emerged more than twenty years ago as one of the first Czech writers in the streets of Prague. He expressed himself through graffiti and then through 3D graffiti statues located in the capital and other cities. Now he's returning to the public space. His work [Mechanical Galaxy](#) explores the possibilities of street art in extended reality, which is not limited by property protection nor gravity. **Longiy** is a visual designer. His artworks and style dress in bright colours, which sometimes clash with a hard line or a black and white plane. He's currently collaborating mainly with the Brainz Immersive studio on projects in virtual and augmented reality. The app will show his artwork called [The Visitors](#) located at Karlín Square (Karlínské náměstí). **Daniel Kupr** alias **AOKU** creates futuristic visual concepts inspired by Japanese anime, cartoons from the 90's, rave subculture, graffiti typography and sci-fi aesthetics. Visitors to the virtual exhibition will find his installations on two locations near [River City Karlín](#) and [Corso Court](#).

The project Signal AR connects art, experiment and innovative technologies; the elements appreciated by Signal Festival as well as the studio Brainz Immersive. We have already collaborated on several projects. We all share the interest in moving boundaries, trying new things and approaches which no one has tried before. Augmented reality is a playful interactive medium which, given the current context, encourages us all to experiment", says **Robin Pultera**, the founder of Brainz Immersive.

The virtual exhibition in Karlín functions only in daylight. It is available daily from 8:00 to 7:00 pm. To see the installations in augmented reality, you need to download a new app of Signal Festival, now available at [Apple Store and GooglePlay](#).

About Signal Festival:

Signal is a festival of digital and creative culture. It brings together contemporary visual art, urban space and modern technologies. It has become the most visited cultural event in the Czech Republic. The programme is created by renowned international and Czech artists from the field of light design, visual and digital art, artificial intelligence and conceptual art. The festival likes to educate itself and its visitors. It connects the historical backdrop of beloved Prague with the latest technologies and contemporary social issues. Signal Festival is one of the largest producers of contemporary art in the country. It supports the youngest Czech artists and has been behind the creation of more than eighty original installations created uniquely for the festival. It provides accompanying programmes for children, professionals and students. It cooperates with a number of international festivals and cultural institutions.

The 9th Signal Festival will take place from October 14 to 17, 2021.

Every day from 7 :00 pm to 12:00 pm

For more information visit www.signalfestival.com.

Application:www.signalfestival.com/download

Facebook: www.facebook.com/SignalFestival

Instagram: www.instagram.com/signalfestival/

Acknowledgements:

Signal Festival of digital and creative culture is made possible with the kind support of the City of Prague, Ministry of Culture of the Czech Republic, Ministry for Regional Development of the Czech Republic, Prague 1, Prague 7, Prague 8.

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