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How Virtual Reality is Changing Art and the Museum Experience



ANDRÁS SZÁNTÓ



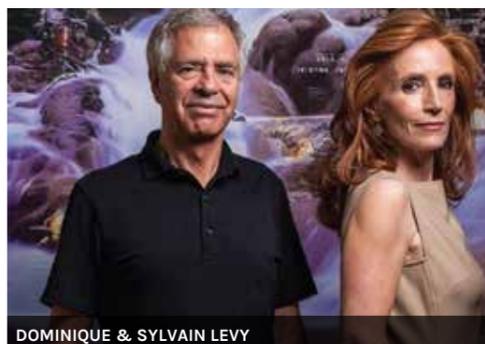
ANITA ZABLUDOWICZ



PAUL MCCARTHY



MASHA & JENS FAURSCOU



DOMINIQUE & SYLVAIN LEVY



JOEL KREMER

Even before the lockdown, artists, museums and galleries were embracing virtual reality (VR) and 360-degree film technology to make art, and also to create digital museum and gallery tours and make collections more accessible.

These moves have been accelerated by the COVID-19 pandemic. Many institutions are attempting to stimulate not just the experience of viewing art, but also the sense of activism and belonging that they can cultivate in their communities through innumerable activities and initiatives. Institutions all over the world are taking creative approaches and experimenting with creating “museums at home”, as well as mobilizing around hashtags such as #MuseumFromHome and #MuseumMomentofZen, both of which strive to engage the public using social media channels.

Nevertheless, the “digital museum” presents challenges. How can artists and institutions create an immersive “museum experience” at home? How can VR create democratic possibilities for artists to reach beyond traditional structures and help people tackle physical isolation? Will COVID-19 usher in a renaissance for VR and help make it mainstream?

Moderator András Szántó is a New York-based cultural consultant, who has advised museums including the Dallas Museum of Art, the Peabody Essex Museum and the Metropolitan Museum of Art among others. He will discuss the latest issues around making, collecting and showing VR art, building immersive environments and making the technology accessible to all with panelists Anita Zabludowicz, Founder, Zabludowicz Collection, Paul McCarthy, Artist, Masha and Jens Faurschou, Co-Founders Khora Contemporary and Dominique and Sylvain Levy, Co-Founders, dslcollection. They will be joined by Joel Kremer, Partner MOYOSA Media and Co-Founder The Kremer Collection who will give a keynote speech about the pros and cons of VR and 360-degree filming and tours. He will discuss the power of VR to empower audiences and contribute to arts education across the globe.

16:00-17:30 UTC

RECREATING THE MUSEUM EXPERIENCE:

How is VR taking Immersive Contemporary Art to a New Level?

MODERATOR: ANDRÁS SZÁNTÓ

PANELISTS: ANITA ZABLUDOWICZ, PAUL MCCARTHY, MASHA & JENS FAURSCOU, DOMINIQUE & SYLVAIN LEVY

17:30-18:00 UTC

KEYNOTE: MUSEUM FROM HOME

What are 360 virtual tours and VR experiences and how can they change the art world?

SPEAKER: JOEL KREMER

ANDRÁS SZÁNTÓ | FOUNDER

[Andras Szanto LLC, New York, USA](#)

András Szántó, Ph.D. is the founder of New York-based Andras Szanto LLC, which provides strategic counsel to museums, cultural organizations, commercial brands, and educational institutions worldwide in all phases of the conceptualization and implementation of strategic plans and cultural initiatives. Clients have included: Art Basel, SculptureCenter, Pioneerworks, MSU Broad Museum, Michigan State University, Kunstmuseum Basel, The Dallas Museum of Arts, among other nonprofit institutions. The firm is also behind many of the world's leading brand initiatives in the arts including those of Audemars Piguet, Absolut, BMW, Davidoff.

András is an influential writer and researcher in the fields of art, media, cultural policy, arts sponsorship, and philanthropy. Author and editor of numerous books and research reports, he has been a contributor to The Art Newspaper, The New York Times, Artforum, and many leading publications. András has taught art business and marketing at the Sotheby's Institute of Art and served as director of the National Arts Journalism Program and the NEA Arts Journalism Institute, both at Columbia University.

ANITA ZABLUDOWICZ | FOUNDER

[Zabludowicz collection, London, UK](#)

Robert Read is Head of Art and Private Clients at Hiscox Anita Zabludowicz OBE was born in Newcastle and now lives in London with her husband, Poju, and their four children. Anita studied Fine Art & History of Art in Newcastle's College of Arts & Technology and subsequently spent ten years working as a project manager in interior architecture before going back to study Modern Art & Auctioneering at Christies. From the mid-1990s Anita and her husband have embarked on a number of philanthropic activities and together they founded the Zabludowicz Collection to collect international emerging art and create a public platform to examine contemporary art practices.

Zabludowicz Collection is founded on a commitment to producing a vibrant and sustainable ecology for art. It achieves this through a growing archive of contemporary art and is dedicated to the conservation and production of new work by artists from the earliest stages of their careers. The Collection runs an independent UK charity and an international programme of exhibitions, events, residencies and commissions across in the UK, USA and Finland. Our exhibitions are free and open to all.

PAUL MCCARTHY | ARTIST

[California, USA](#)

Paul McCarthy is widely considered to be one of the most influential and groundbreaking contemporary American artists. Born in 1945, and raised in Salt Lake City, Utah, he first established a multi-faceted artistic practice, which sought to break the limitations of painting by using unorthodox materials such as bodily fluids and food. He has since become known for visceral, often hauntingly humorous work in a variety of mediums - from performance, photography, film and video, to sculpture, drawing and painting.

During the 1990s, he extended his practice into installations and stand-alone sculptural figures, utilizing a range of materials such as fiberglass, silicone, animatronics, and inflatable vinyl. Playing on popular illusions and cultural myths, fantasy and reality collide in a delirious yet poignant exploration of the subconscious in works that challenge the viewer's phenomenological expectations.

Whether absent or present, the human figure has been a constant in his work, either through the artist's own performances or the array of characters he creates to mix high and low culture and provoke an analysis of our fundamental beliefs. These playfully oversized characters and objects critique the worlds from which they are drawn: Hollywood, politics, philosophy, science, art, literature, and television. McCarthy's work, thus, locates the traumas lurking behind the stage set of the American Dream and

identifies their counterparts in the art historical canon.

McCarthy earned a BFA in painting from the San Francisco Art Institute in 1969, and an MFA in multimedia, film and art from USC in 1973. For 18 years, he taught performance, video, installation, and art history in the New Genres Department at UCLA, where he influenced future generations of West Coast artists. McCarthy's work comprises collaborations with artist-friends such as Mike Kelley and Jason Rhoades, as well as his son Damon McCarthy.

MASHA & JENS FAURSCOU | CO-FOUNDERS

[Khora Contemporary, Copenhagen, Denmark](#)

Jens Faurschou is a Danish art collector, art advisor, philanthropist and founder of several art-related institutions, most notably Faurschou Foundation. Headquartered in Copenhagen, Faurschou Foundation branches its permanent exhibition spaces in Beijing (798) and, more recently, New York (Greenpoint, Brooklyn). The goal of the non-commercial art institution is to showcase Faurschou's collection, champion artists and foster cross-cultural dialogue and artistic exchange internationally. In 2015 Jens Faurschou also founded Copenhagen's center for large-scale contemporary installation art, Copenhagen Contemporary.

Masha Faurschou has been an art advisor since 2008, having curated private art collections in the US and Eastern Europe. In 2013, she co-founded Artsvit Contemporary Art Centre in Ukraine, which is an initiative that acts as a vast platform for supporting Ukrainian artists and providing comprehensive education programs on international contemporary art for children and adults. In 2014 she joined Faurschou Foundation, later joining partnership with her husband Jens Faurschou in running of the foundation. In 2016 she founded SABSAY Gallery in Copenhagen as a space for innovative arts and upcoming international artists.

In 2016 Masha and Jens Faurschou co-founded Khora Contemporary, the first Virtual Reality Art production company aimed at producing pioneering works of art with internationally acclaimed artists. As the frontrunner in the field of Virtual Reality art, Khora Contemporary works to expand artistic practices within the new medium and establish VR as a widely applied medium within the arts.

DOMINIQUE & SYLVAIN LEVY | CO-FOUNDERS

[dslcollection, Paris, France](#)

Initiated at the very beginning of the 21st century by Dominique and Sylvain Levy, dslcollection focuses exclusively on contemporary works. Committed to China, the dslcollection is concerned with artists from an emerging country- or rather re-emerging- on the world scene and redefines the contours of a new world order. Definitely nomadic, the dslcollection refuses to be set in one place and chooses the globalised territory of the digital world. Born into a screen-based world, today's new generation move in and out of the physical and virtual worlds at ease, believing that “real” to them. From 2005 (the year of the first video posted on Youtube) we went from a website to a 2D and 3D museum, and in 2012 a museum on Second Life and now augmented reality and virtual reality.

JOEL KREMER | PARTNER

[MOYOSA Media, Berlin, Germany](#)

[Co-Founder The Kremer Collection](#)

Joel has an extensive background in the online world, starting in 1998 online advertising in the BeNeLux and UK markets. After receiving his Bachelor's Degree in Economics, he joined Google UK & NL's sales teams, servicing WPP and later focusing on retail clients. He has also worked in several of Google's product teams across Europe and the US to launch ads products for Europe and train Google Europe's new hires. After Google, Joel founded Kremer Consulting, specialising in helping off/online companies in activating/accelerating their online business and is a frequent keynote speaker and delivers sales masterclasses for big tech companies all over the world. He has over 18-years' experience in the online industry, including marketing, implementation, and analytics. Joel has been responsible for managing the Kremer Collection since 2010 and has initiated the Kremer VR Museum and the Mighty Masters kids program, which aims to bring art to schoolchildren all over the world via VR technology.

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