



## **ABOUT THE VIRTUALE**

**The Virtuale Switzerland** - *the world's 1st virtual biennale*

### **The Virtuale Switzerland About**

Virtuale stands for virtual biennale and is a festival for public space using new digital tools not only to view the artwork and to interact with them, but also to design the experience of participation itself. The program content for Virtuale Switzerland focuses on the use of public space, mobile communication technologies, and explores the types of audiences found in public space, as well as inventing “playful” new strategies to bring the public into the exhibit as “real” visitors being offered a unique experience. The project encompasses Artworks using Augmented Reality, Urban or Location Based Gaming, and Digital Heritage applications. It is interdisciplinary, bridging areas such as art and technology, digital heritage and tourism, as well as digital culture and art mediation.

### **The Virtuale for Lausanne**

The Virtuale Switzerland Festival for Lausanne digitally enhances the “touristic zones” which divide Lausanne into diverse areas between cityscapes and nature. Each of the zones offers the public different collection of artworks that focus thematically on the things that can be discovered in each of the zones. The artworks are viewable with any mobile device with an Internet connection. Several of the works for Lausanne are interactive and allow the visitor to participate creatively, while others are sculpture-like and point out and increase the beauty of a few of the most well-known and picturesque places that the city of Lausanne has to offer.

### **The Digital Collector**

The Virtuale Switzerland is represents a new form of museum in terms of practice and approach to collecting and presenting art. As part of a “AR Bootstrapping” initiative several new artworks will find their premier in Basel during the festival. In addition to these works several of the works being presented were results of commissions. The concept of the commissions was to initiate the beginnings of the creation of a Virtuale Art Museum, whose collections can be presented in the public space of any city around the world. Not limited by the standard physical confines and limitations of presenting artworks in genres having physical mass, the Virtuale Switzerland has presented works in Italy, China, Canada, the USA, Singapore, Taiwan, and South Korea.

### **Important links**

Visitors can connect with us and share their experiences using a variety of social media platforms:

Wordpress Page: [www.virtuale-switzerland.org](http://www.virtuale-switzerland.org)  
Facebook Page: [facebook.com/Virtuale-Switzerland](https://facebook.com/Virtuale-Switzerland)  
Twitter: [twitter.com/VirtualeSwitzer](https://twitter.com/VirtualeSwitzer)

### **Direct funding**

Sponsor ship can be done by using the crowdfunding platform  
**GoFundMe:** [www.GoFundMe.com/Virtuale-Festival](http://www.GoFundMe.com/Virtuale-Festival)

### **Contact Information**

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