

VIRTUALE SWITZERLAND
The World's 1st Biennale for the Virtual Arts



LAUSANNE

23 APRIL (Opening at Rolex Centre)

24 APRIL – 27 SEPTEMBER 2015 (Festival)

Locations:

The Virtuale Switzerland has been planned for four Swiss cities. The festival began in Basel and now travels to Lausanne for the Spring and then to Lugano for the Fall of 2015. The Festival concludes with the “AR Street Parade” along the Bahnhofstrasse in Zurich in late September.

Content:

Virtuale Switzerland stands for Virtual Biennale and is a festival celebrating digital culture, which showcases new works from artists around the world, who make creative use of emerging technologies and explore the impact of digitalization in open public space.

Innovation:

The Festival makes use of mobile communication technologies such as smartphones and tablets to create an exhibition using Augmented Reality, and offers a new way of experiencing the arts by engaging the general public through participation, exploring a new approaches to tourism using the “playfulness” of the mobile phone culture of today.

Goal:

The goal of the Virtuale Switzerland is to transform public space anew by placing creative accents in virtual space that connect with their physical surrounding and which create new experience of technologies made possible in the 21st Century.

Press Infos:

Press materials including high-resolution images are available for download:
<https://www.virtuale-switzerland.org>

Videos are available via Virtuale Switzerland's Vimeo Channel:
<https://vimeo.com/user28418515>

Interviews with artists and organizers can be set up upon request

Contact:

For further information, please contact as at:
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