

For Immediate Release:

New media and performance artist Amir Baradaran goes viral at Venice 2011
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Here, in the city of cities, after built to fail, and after the crash and whimper proved the material immateriality of things, futARism emerges. We long for those rituals and traditions of eon that still resonate, while making meaning from the ether.

Augmented Reality is our tool; love, divine and exquisite, our guide!

- Amir Baradaran, *FutARism Manifesto* excerpt 2011

A M I R B A R A D A R A N

Venice Augmented: VIRTUAL PAVILION

GPS Activated Augmented Reality Artwork

Preview Begins June 1, runs through November 27, 2011

When in Venice for the 54th Biennale, make time to search and discover media and performance artist Amir Baradaran's new visible (in)visible project *Venice Augmented*, which will be active surrounding many of Giardini di Castello and Arsenale pavilions from June 1 throughout the duration of the the Biennale.

Using Augmented Reality (AR) as art, Amir Baradaran projects new meanings and movements onto the environment. As Baradaran states, "I am interested in how small acts of resistance, particularly within so-called virtual domains, can create pockets of transformation. Seeking to generate much more than novel surprise, my art explores new ways of being."

Comprising a number of (un)seen attributes embedded throughout the docks and garden, *Augmented Venice* promises a landmark addition to the Biennale. Accessible to visiting publics through a number of activation points scattered throughout the Venice landscape, the project is among the first Augmented Reality works to feature at the Biennale.

Moving from previous projects using both graphic- and facial-recognition activators (also called "markers" or "points of interest") Baradaran's project for Venice pays homage to the city's rich history of Classical portrait painting and avant-garde Italian Futurist Movement. *Venice Augmented* builds on previous infiltration of the Louvre Museum in Paris with *Frenchising Mona Lisa*, and the New York City *FutARism Manifesto* performance.

This year, Baradaran goes viral in Venice.

In order to view Venice Augmented:

Download and Launch the Junaio application to your Smartphone

Search and Select "Venice Augmented"

Be patient while the platform is loaded, Use your camera to pan for artwork installed in the air

Born in Tehran and raised in Montreal, Amir Baradaran's experience in academia and activism led him to pursue an artistic practice. Working in a variety of mediums, Baradaran engages the realm of speculative, participatory public experiences through the exploration of notions of technology and identity. Recently, under the title *FutARism*, he employed Augmented Reality (AR) as a new installation medium. The experiential, conceptual and legal shifts presupposed by the advent of AR connect to Baradaran's interest in radical subjectivities, failed utopias and mysticism. Iterations include the AR installations *Frenchising Mona Lisa* (Louvre Museum, Paris, France) and *Takeoff* (The Museum of Modern Art, New York, NY). Past works include *Transient* (2010), a series of video installations in New York City taxis (approx. 1.5 million viewers), and *The Other Artist Is Present* (2010), a guerrilla performance in four acts at Museum of Modern Art. Baradaran's work was also featured at Miami Art Week 2010 as a part of the exhibition *Voyeur*, presented by Young Patrons of the American Friends of The Louvre.