

# Me on the Museumplein



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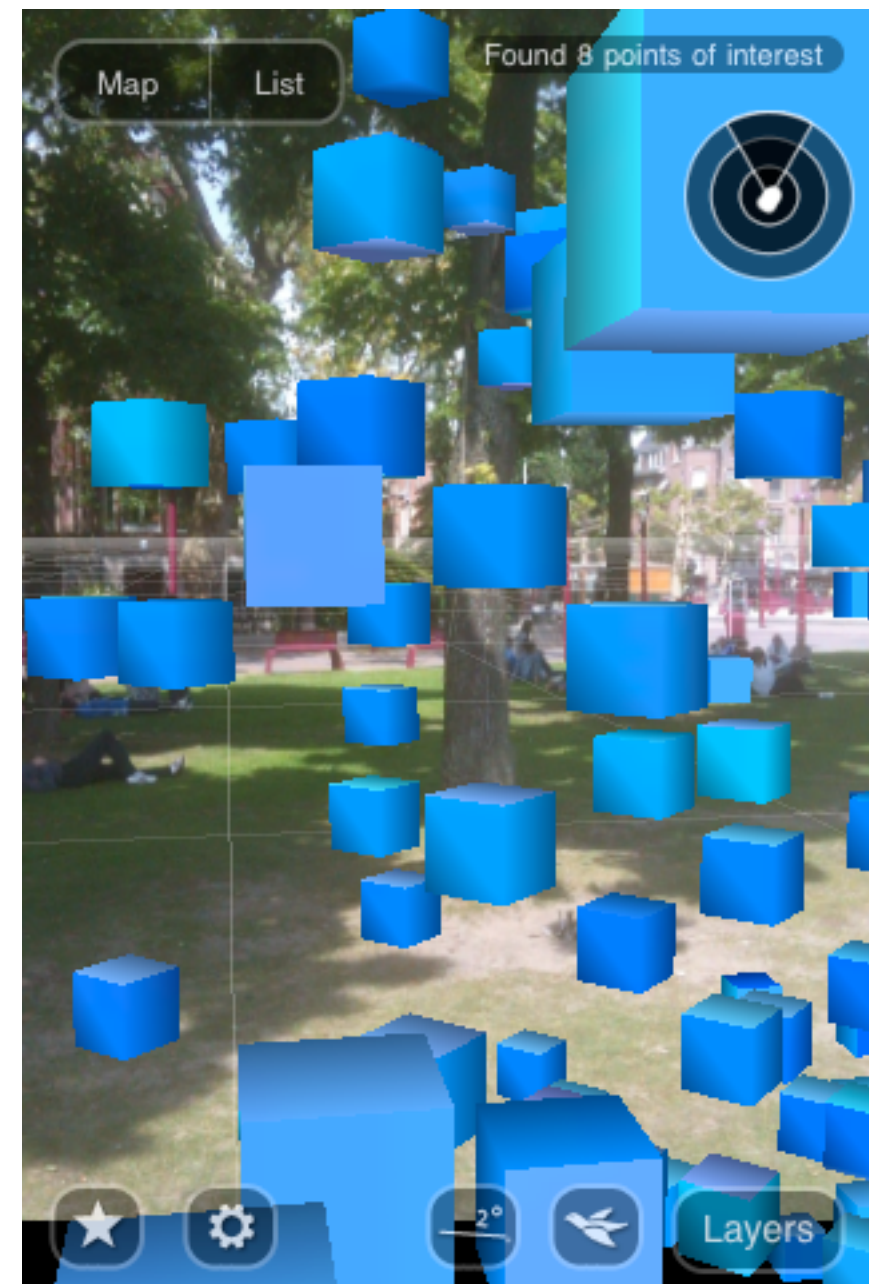
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Ik op het Museumplein is a **virtual** 3D-artworks **exhibition** in the **public space** of Museumplein square in Amsterdam, Holland, that are visible **only** with the **mobile application LAYAR** for the iPhone and several Android-based smartphones.

<https://vimeo.com/12890276>



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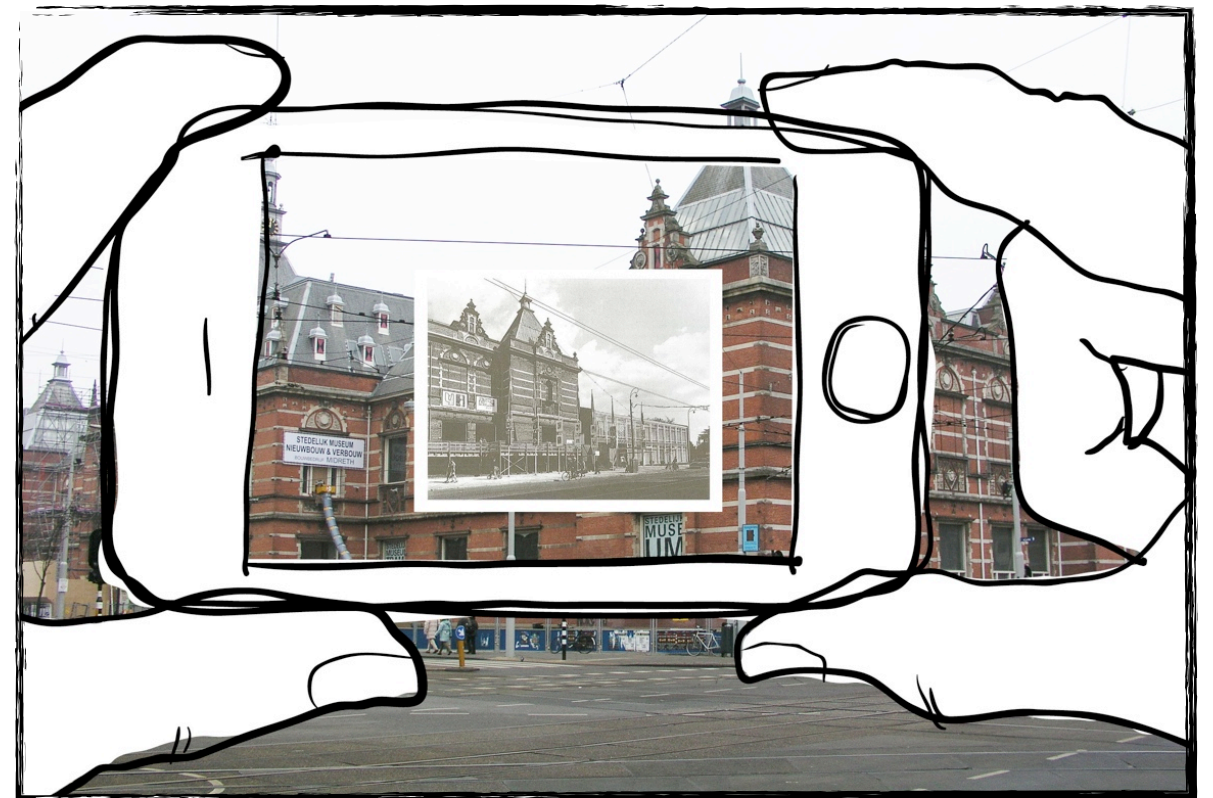
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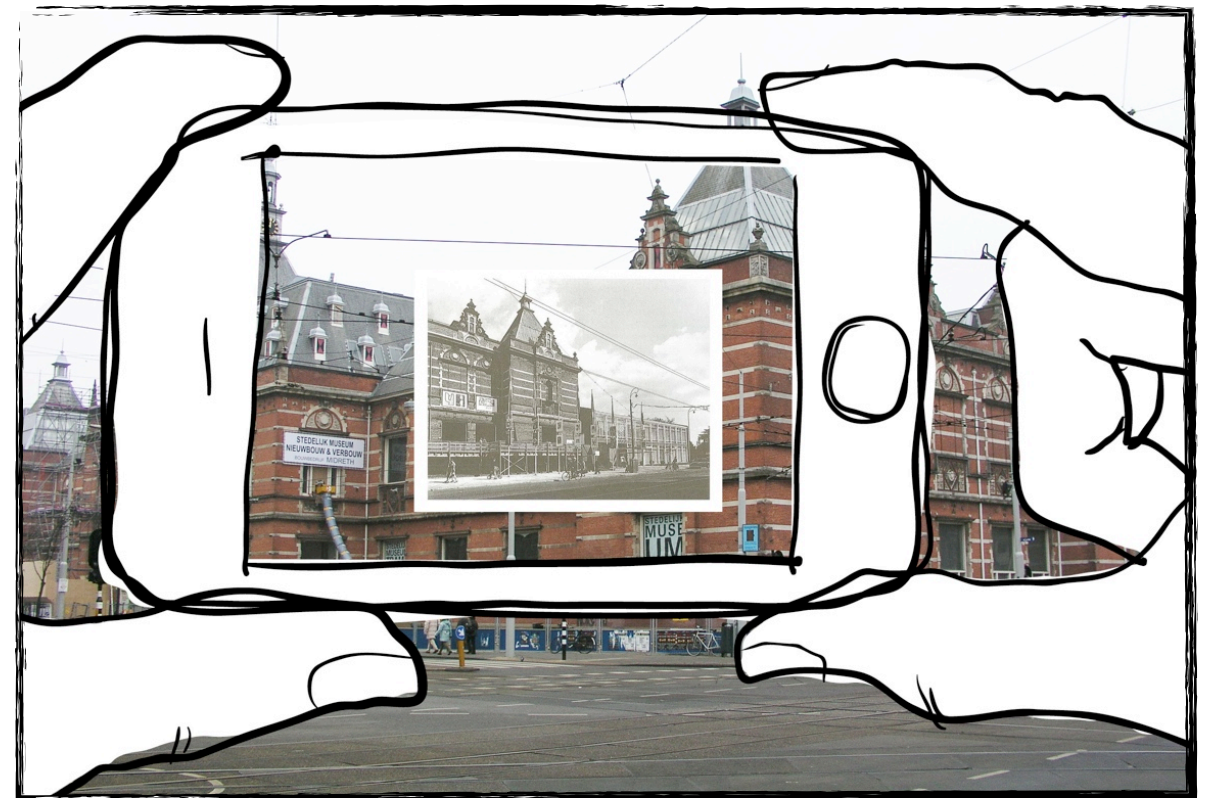
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**LAYAR** combines the mobile phone's **camera**, the **compass** and **GPS** data to fix the user's **location** and field of **view**, retrieve real time **digital information** based on those geographical coordinates, and **overlay** these information on top of the mobile phone's **camera-view** creating an **augmented reality**.

[http://www.youtube.com/watch?v=b64\\_16K2e08](http://www.youtube.com/watch?v=b64_16K2e08)



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*What if you can put your artwork anywhere on the streets?*



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*What if you can put your artwork anywhere on the streets?*

*What if you are no longer tied to the walls of an art institution?*





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***What if** you can put your artwork anywhere on the streets?*

***What if** you are no longer tied to the walls of an art institution?*

***What if** you don't even have to take gravity into consideration?*



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***What if** you can put your artwork anywhere on the streets?*

***What if** you are no longer tied to the walls of an art institution?*

***What if** you don't even have to take gravity into consideration?*

***What if** you can add audio and video to your art?*





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*“On Friday May 28th at 6PM, the Stedelijk Museum and MediaLAB Amsterdam will present a virtual 3D exposition: Ik op het Museumplein (Me on the Museumplein).”*





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*“On Friday May 28th at 6PM, the Stedelijk Museum and MediaLAB Amsterdam will present a virtual 3D exposition: Ik op het Museumplein (Me on the Museumplein).*

*During this outdoor exhibition, six virtual artworks made by students from several art institutes will be presented. What's remarkable about this exposition, is that the artworks can only be viewed with a smartphone.*



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*Ik op het Museumplein is the first exploration of Stedelijk's ARtours-project, developed in collaboration with MediaLAB Amsterdam. This project is the first virtual 3D-exposition in the Netherlands. From May 28 until June 30 we invite you to visit this very special exhibition.”* (Press release)





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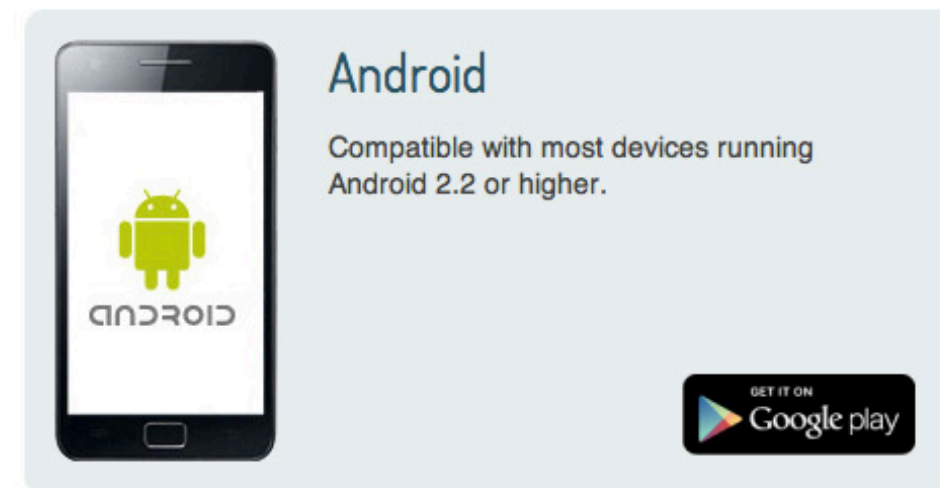


**download** LAYAR app for **free** from **App Store** or **Google play**



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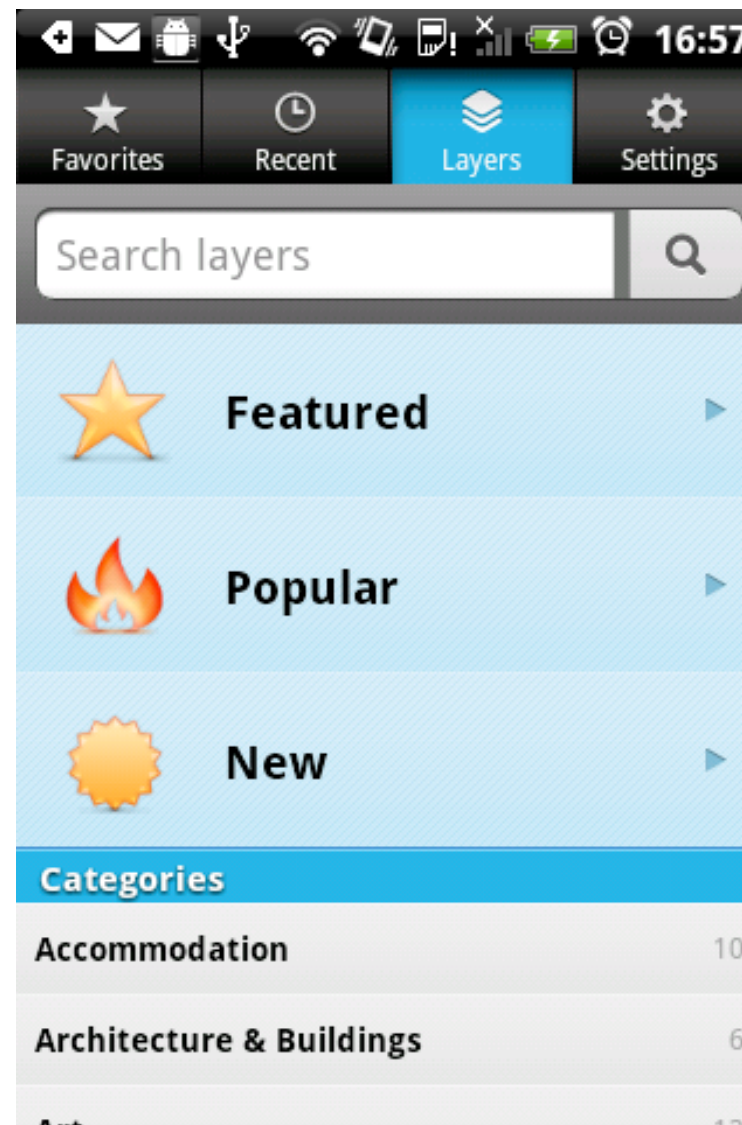
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**launch** Layar app

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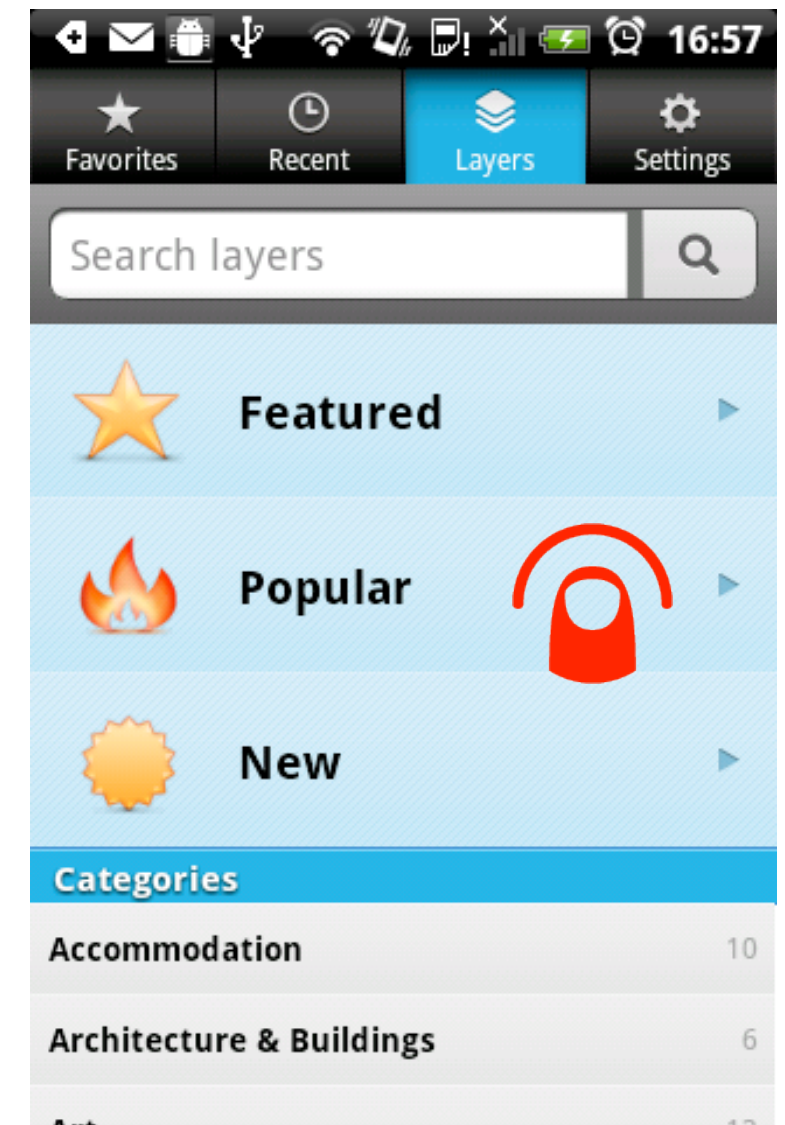
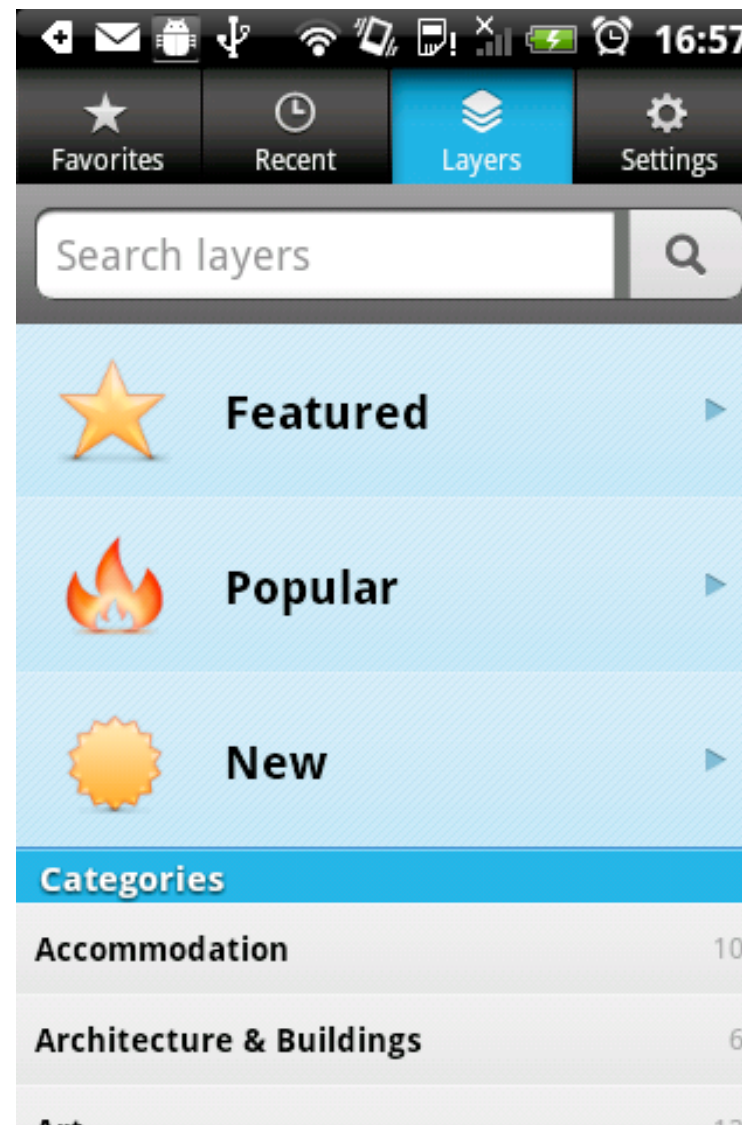
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search for the Ik op her Museumplein Layer from the **Layers** option

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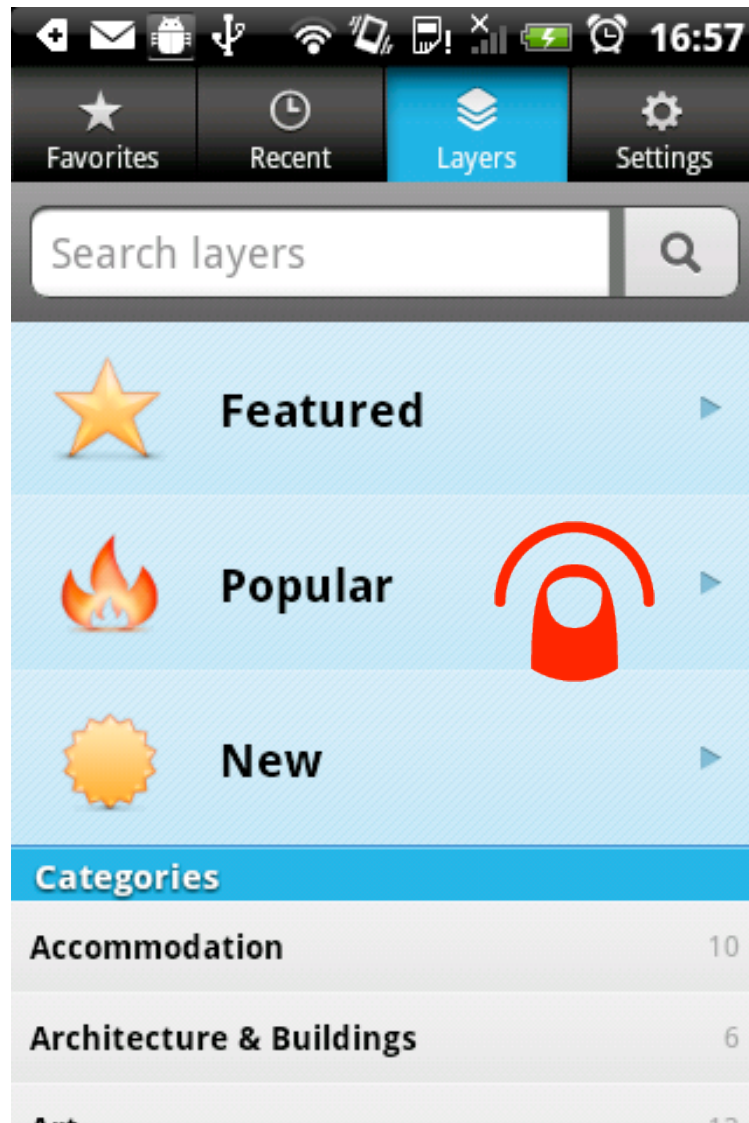


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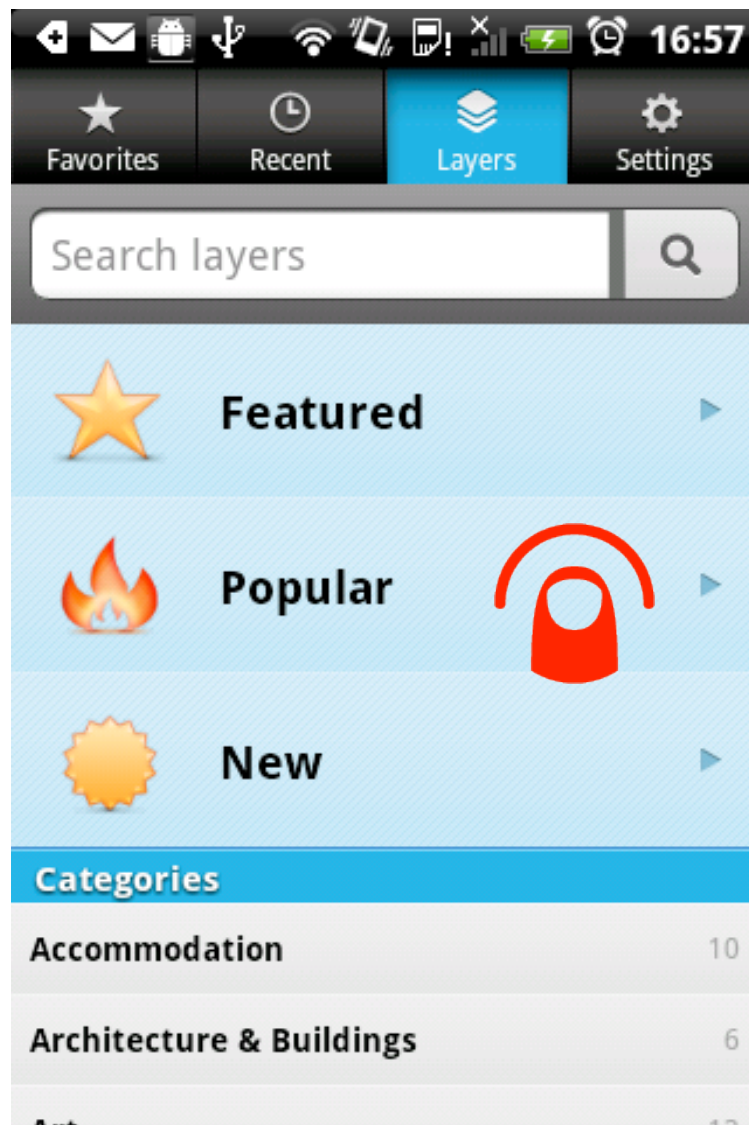
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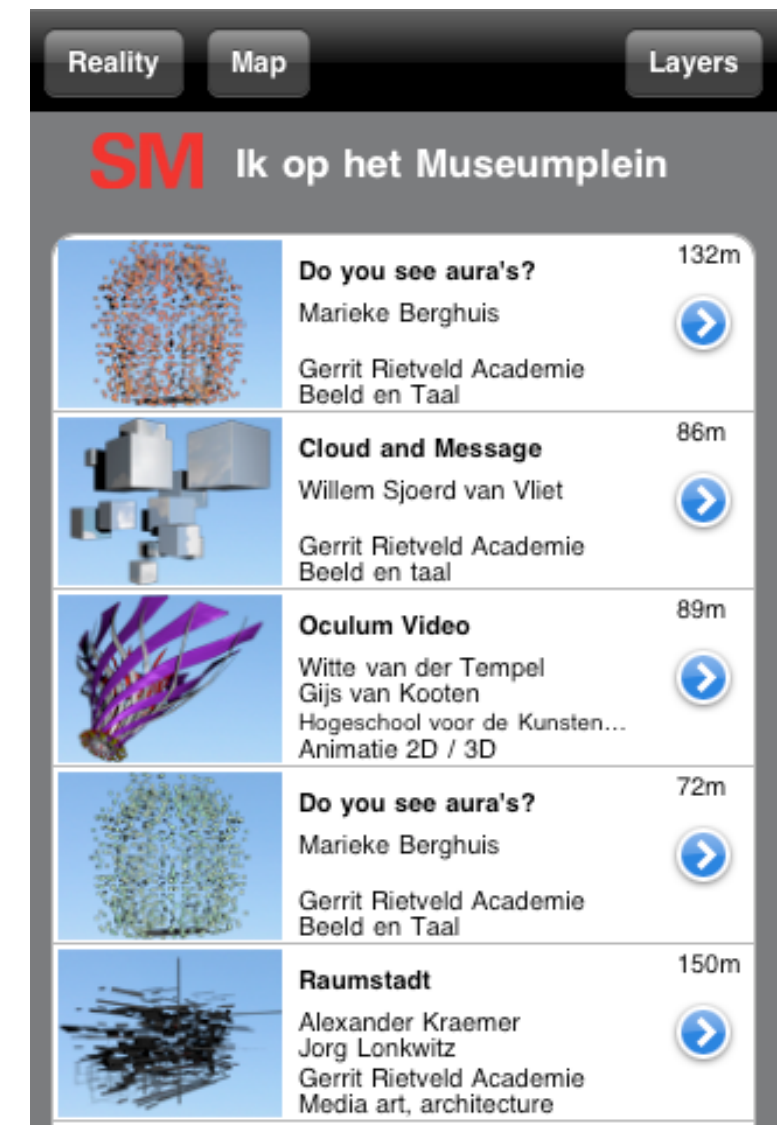
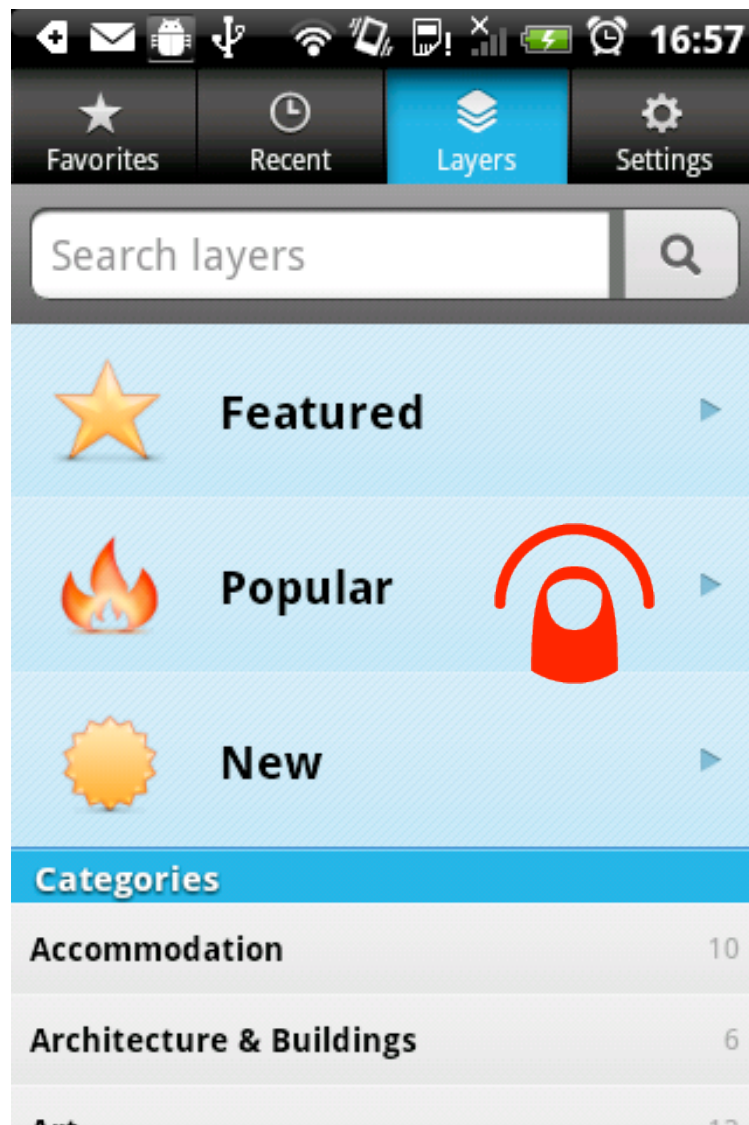
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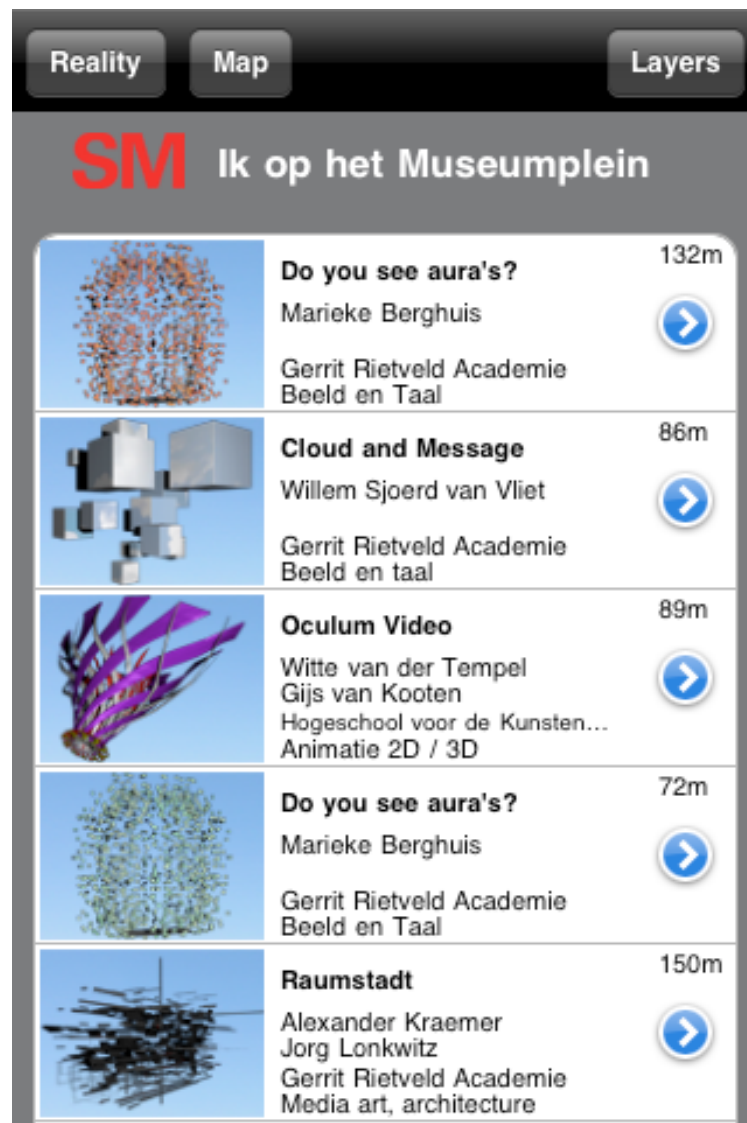


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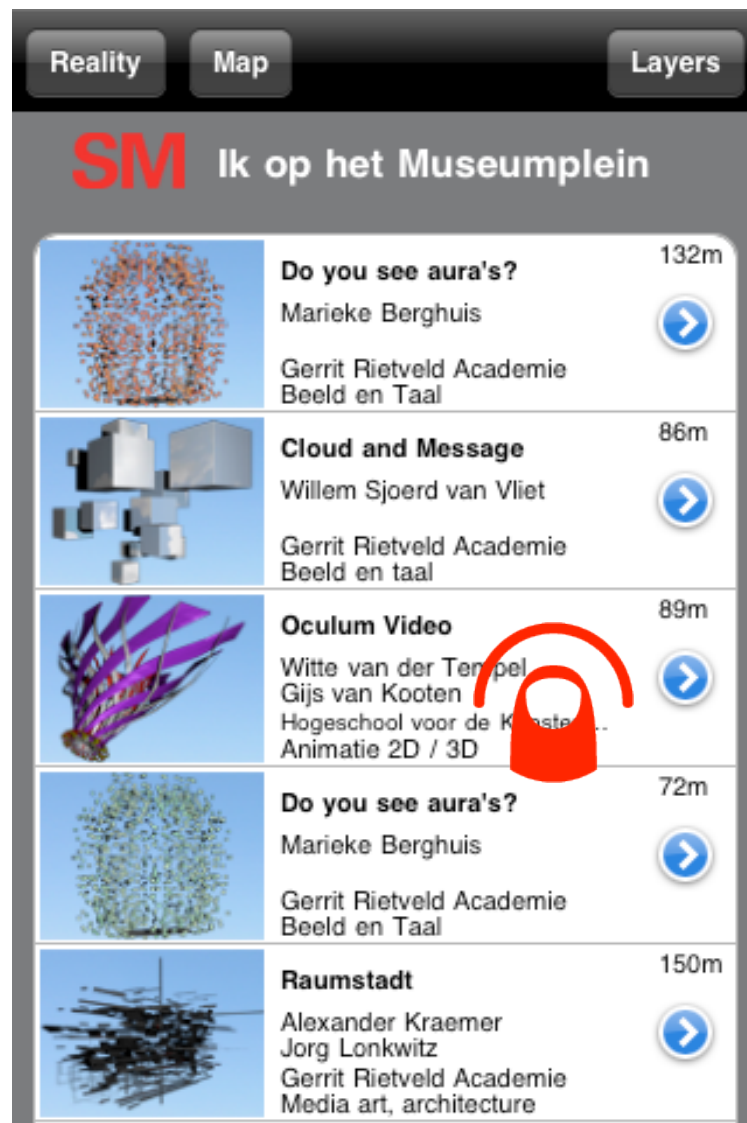
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pick a 3-D artwork from the **artworks list** to **view** it with your mobile phone

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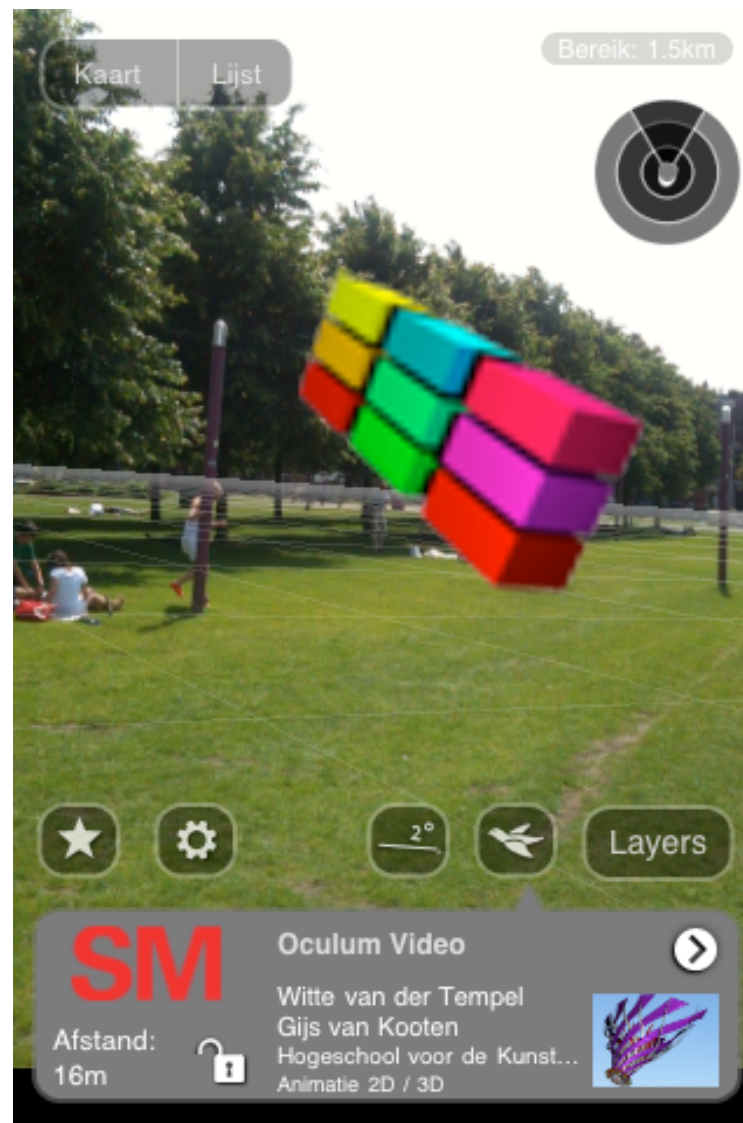
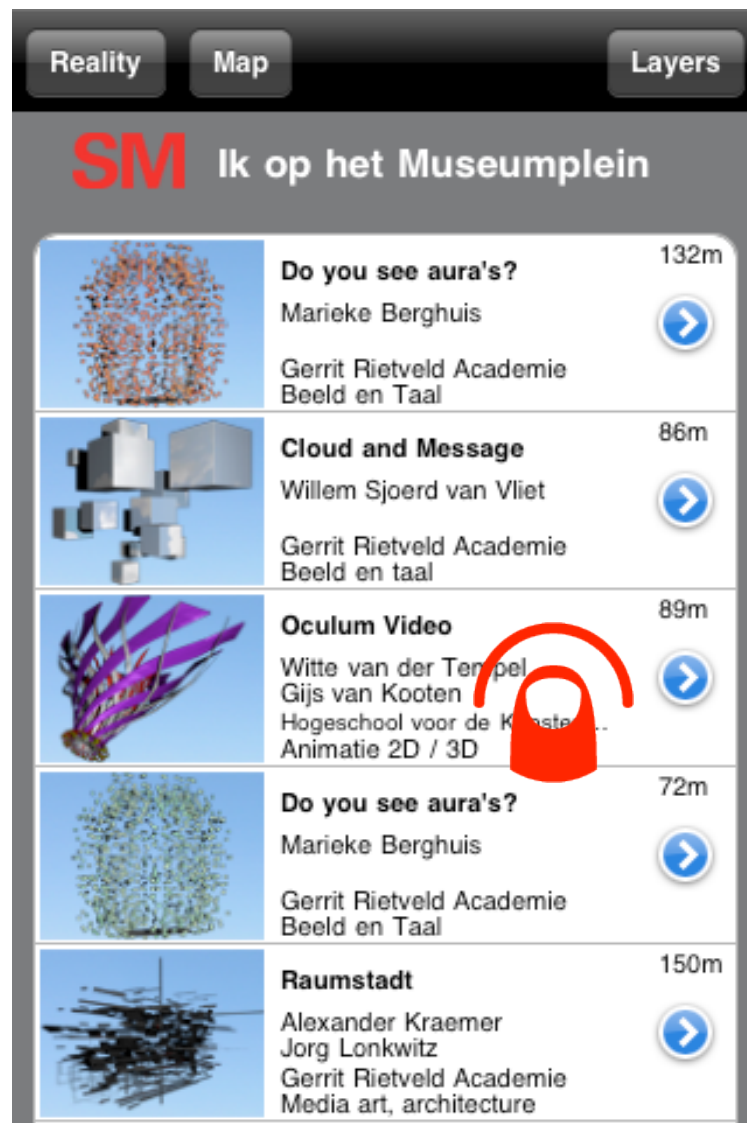
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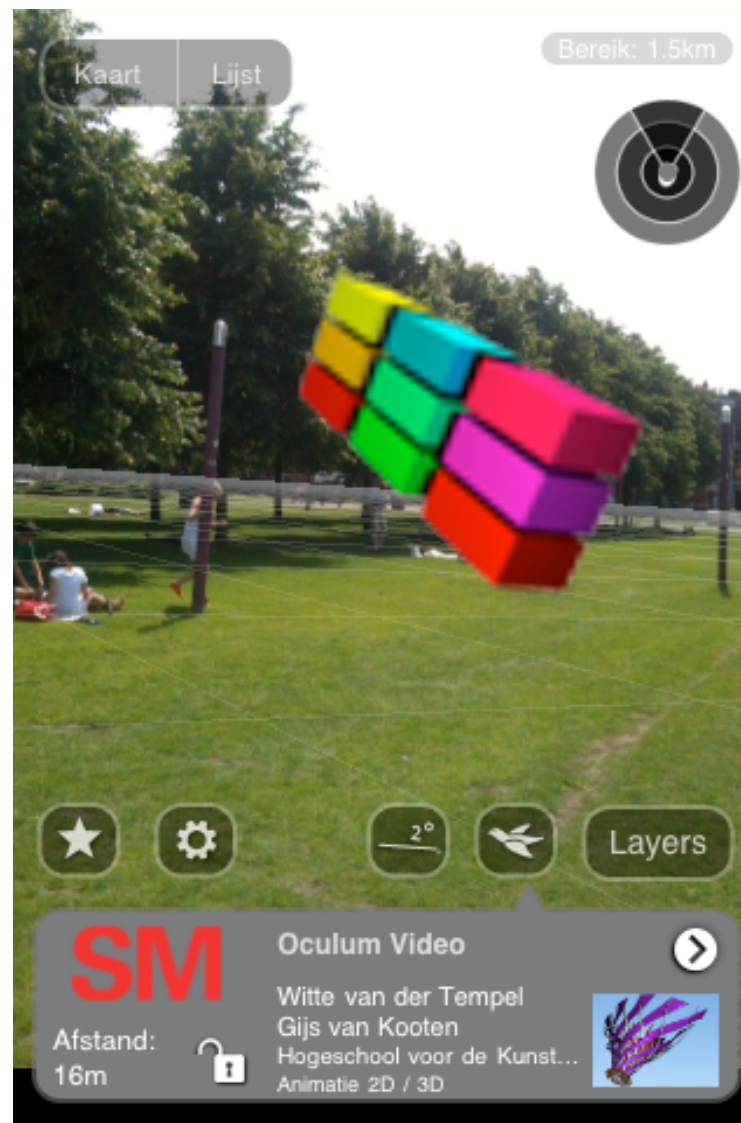
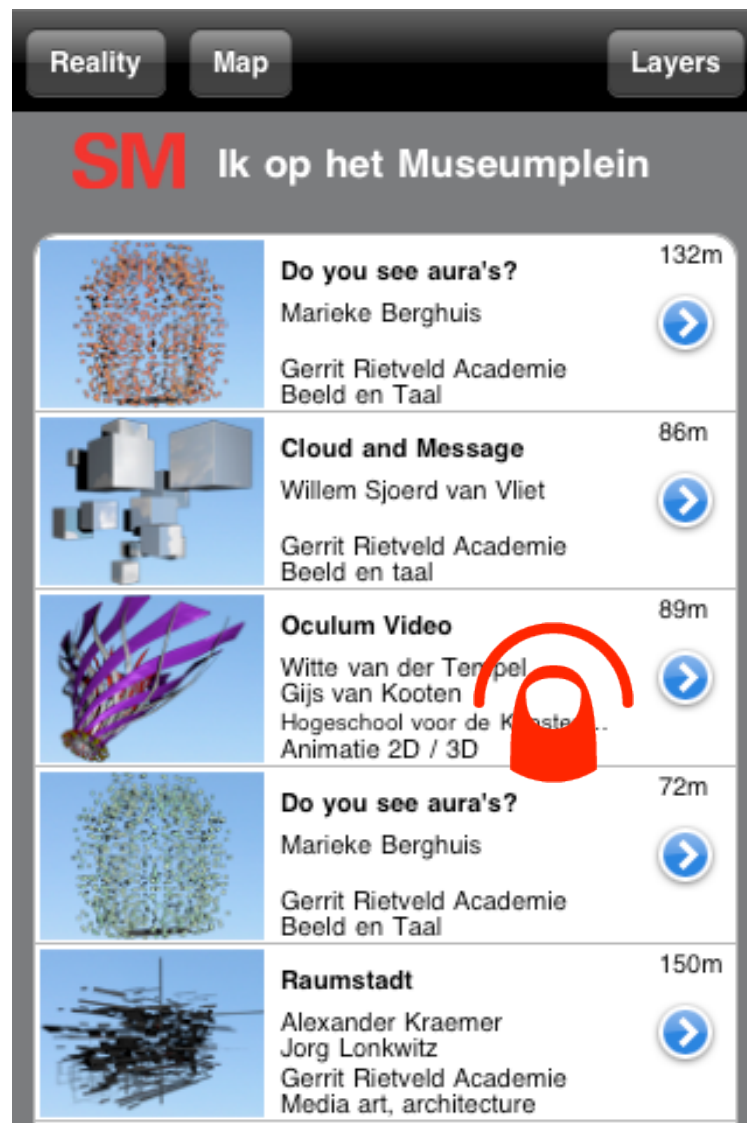


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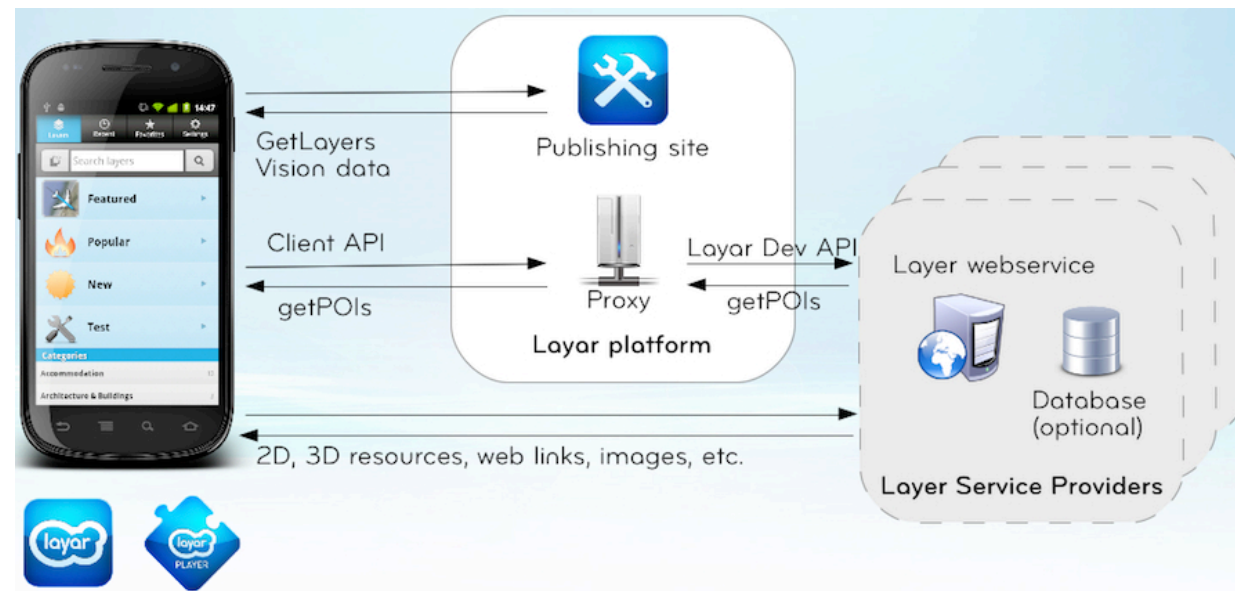
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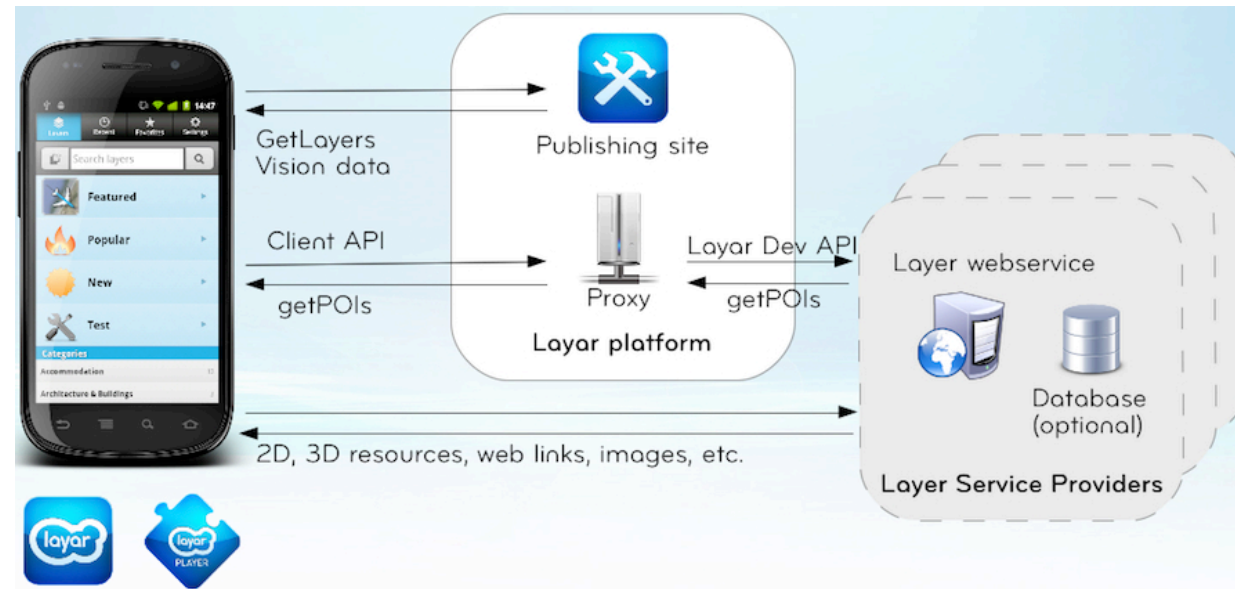
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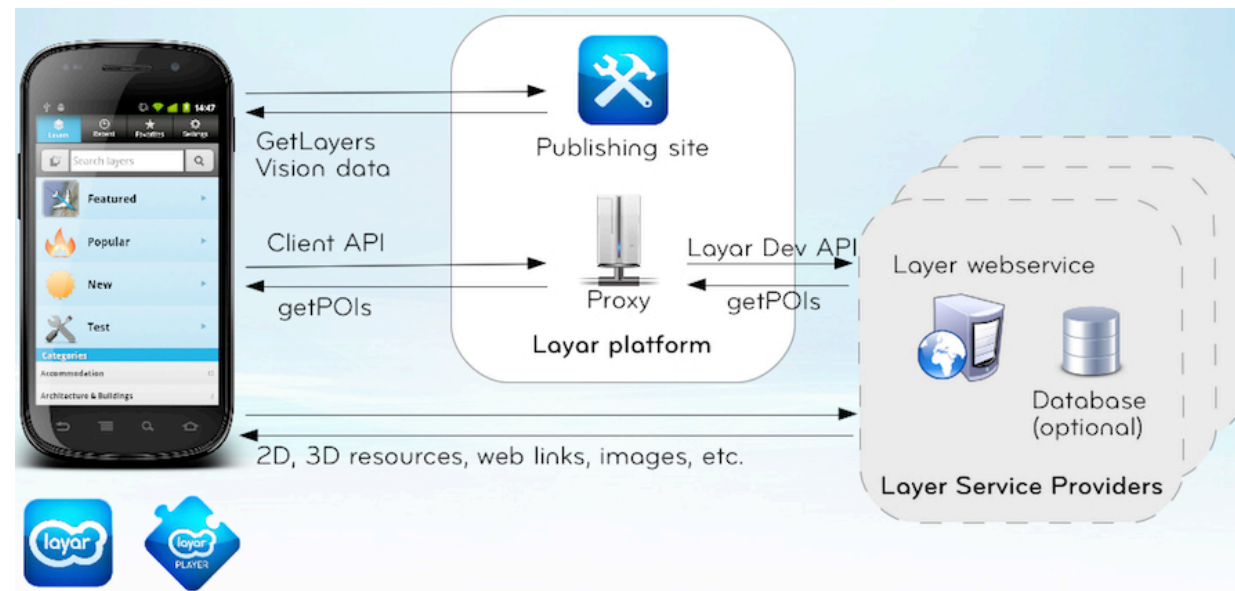


you can **build** your own **augmented reality layer** by using **LAYAR development platform**



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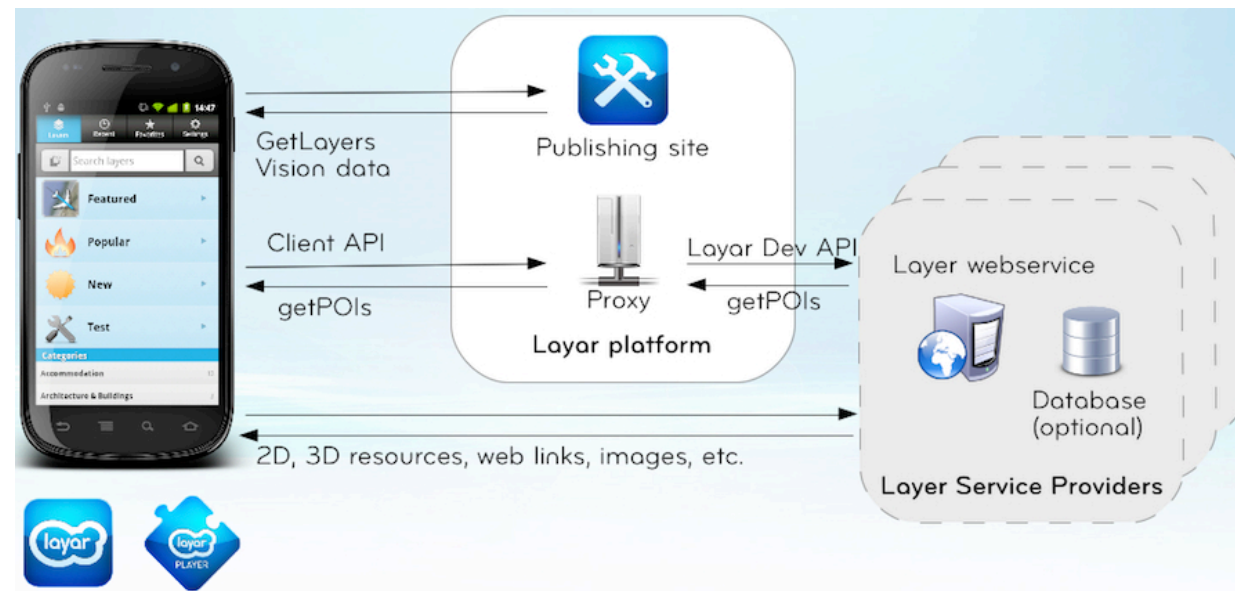


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**more** people **download** and **use** the LAYAR app than any other **AR** application

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Technical Specifications	
App’s name and latest version	Layer “Ik op het Museumplein”   Layar v.7.0.2
App type	Context-aware gallery, Entertainment
Operation System (OS)	iOS & Android
Minimum screen resolution	480x320 iPhone 3GS
Minimum OS version required	iOS 5.1 / Android 2.2 Froyo
Native or Web-App	Native
Free or Paid	Free
Available	App Store / Google play



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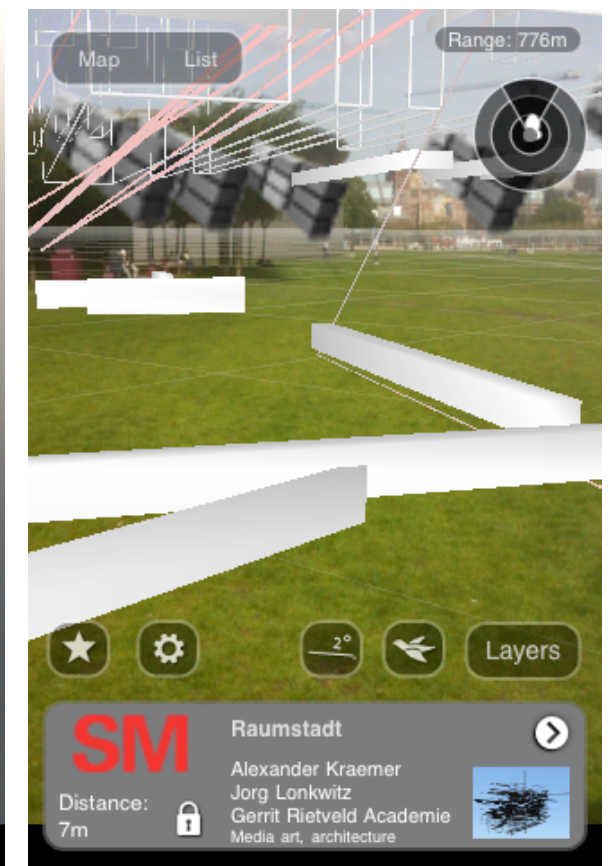
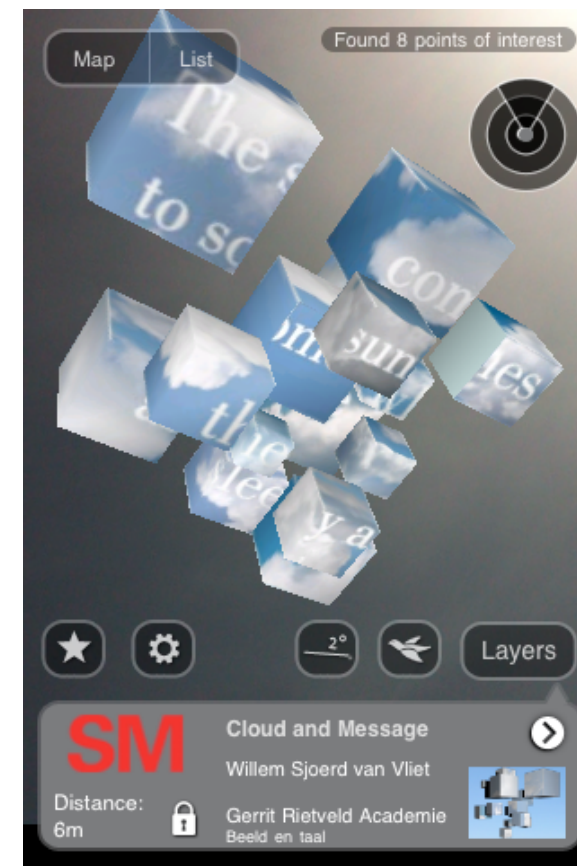
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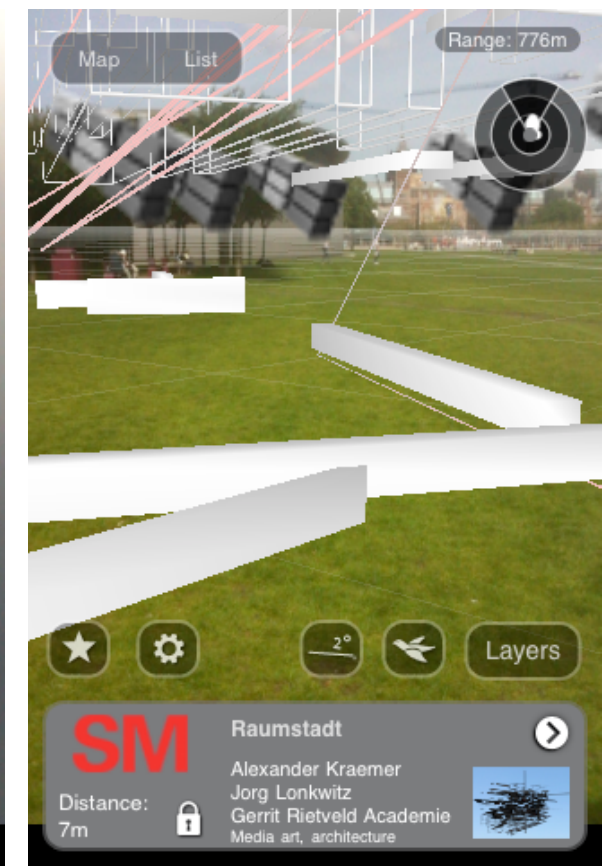
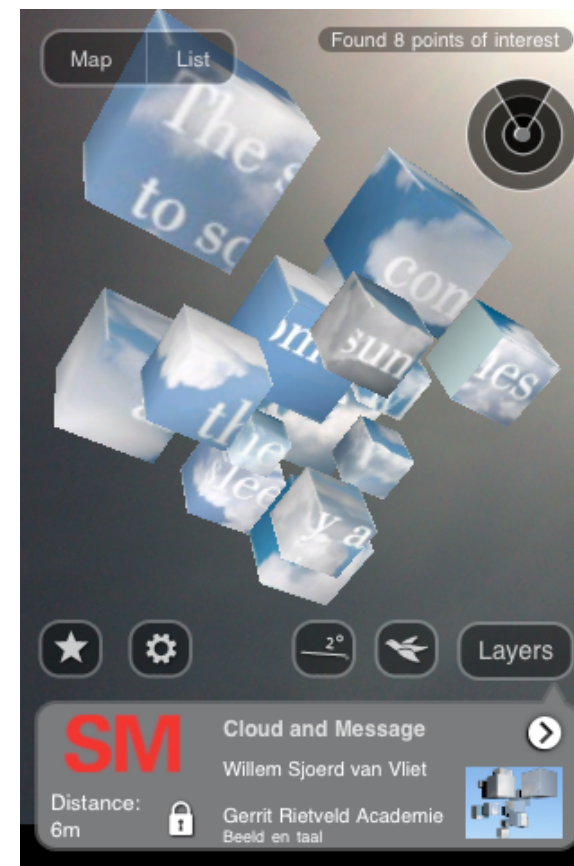
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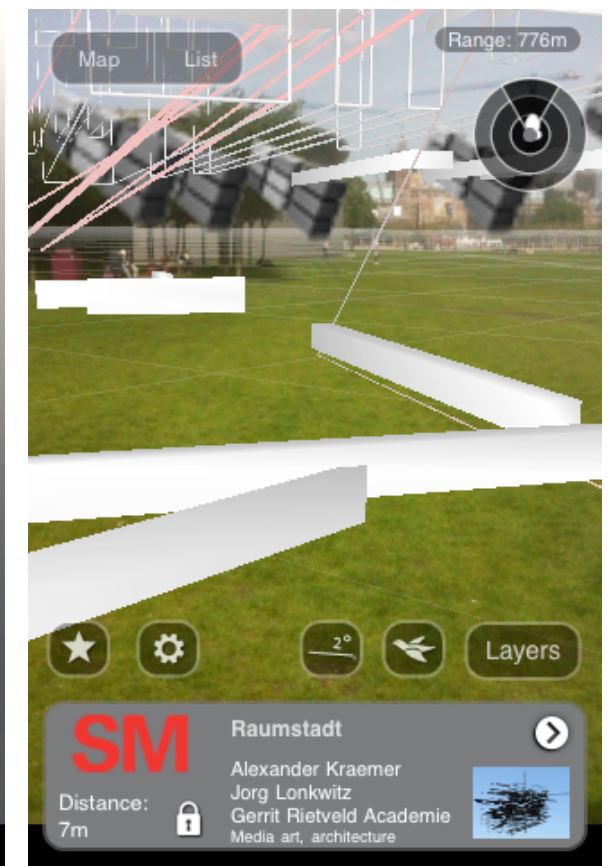
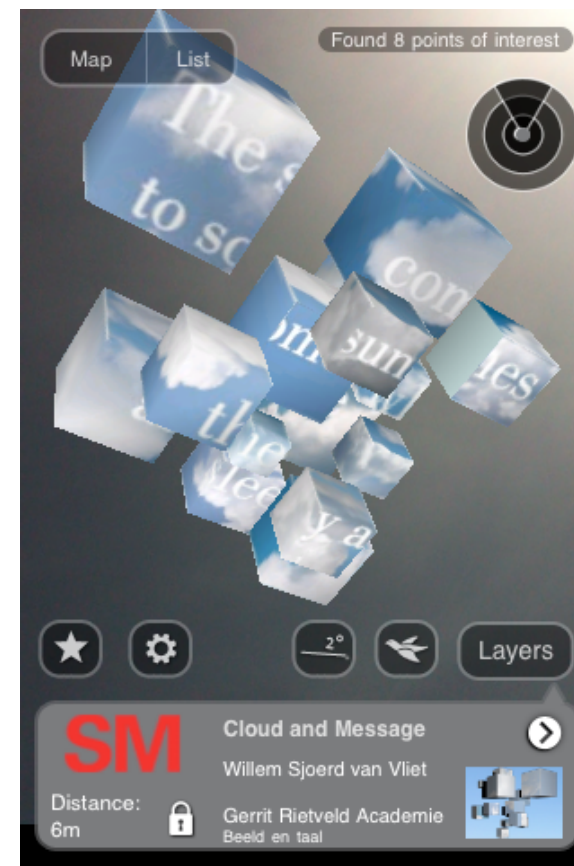
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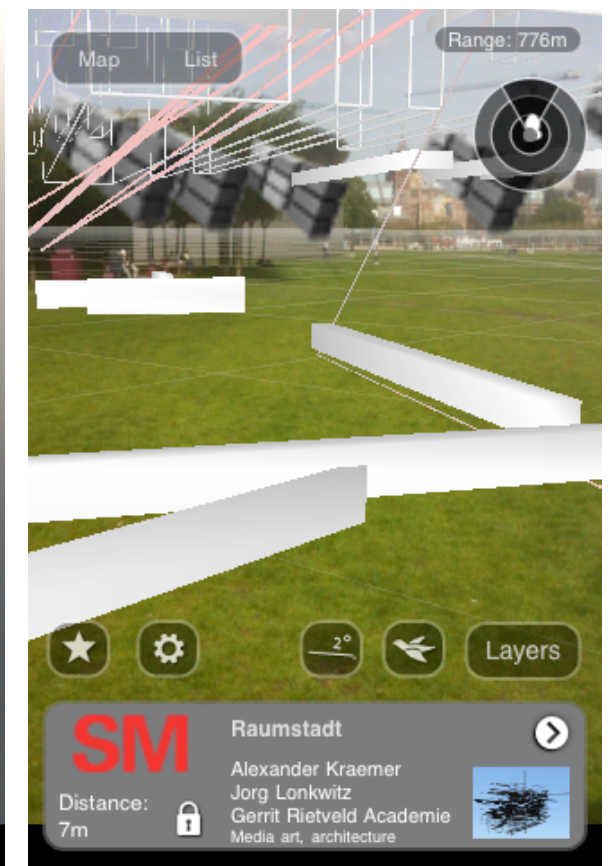
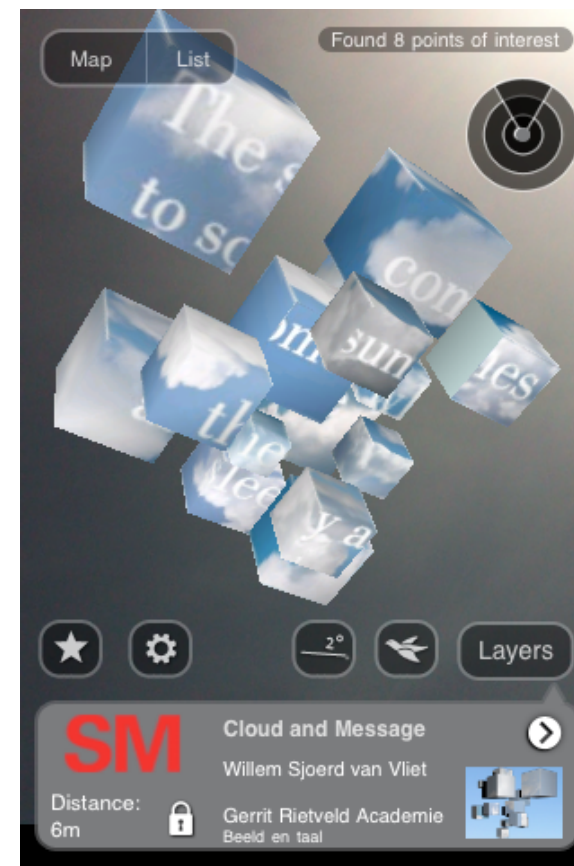
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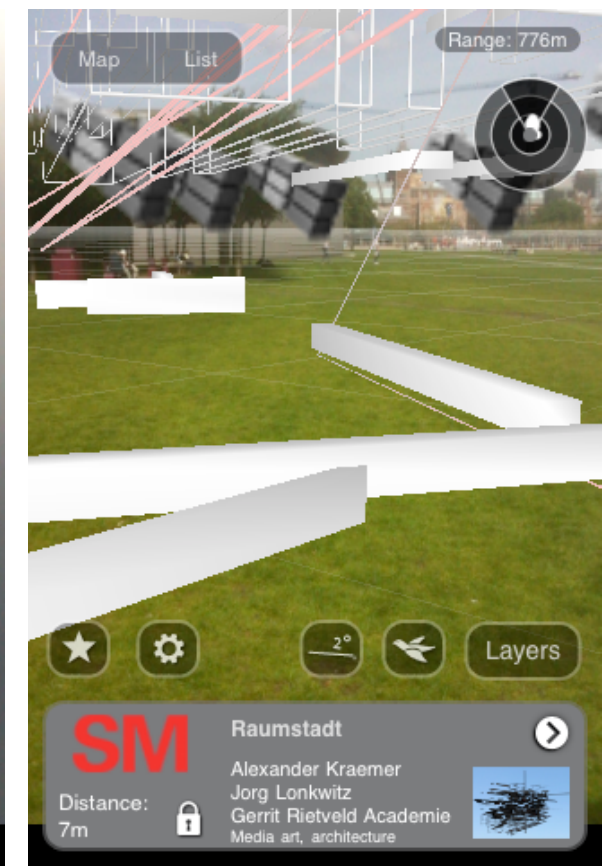
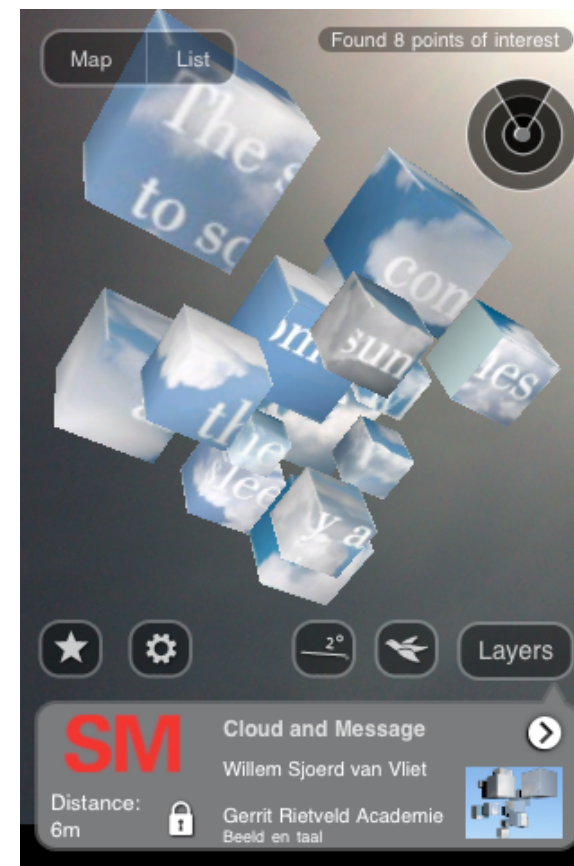
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