

Immersive art: rise & boom **Shared Habitats**

Bo Liu, 15.06.2021

- The development background of immersive art
- The form of immersive art
- Thinking and Voice in the Art Industry

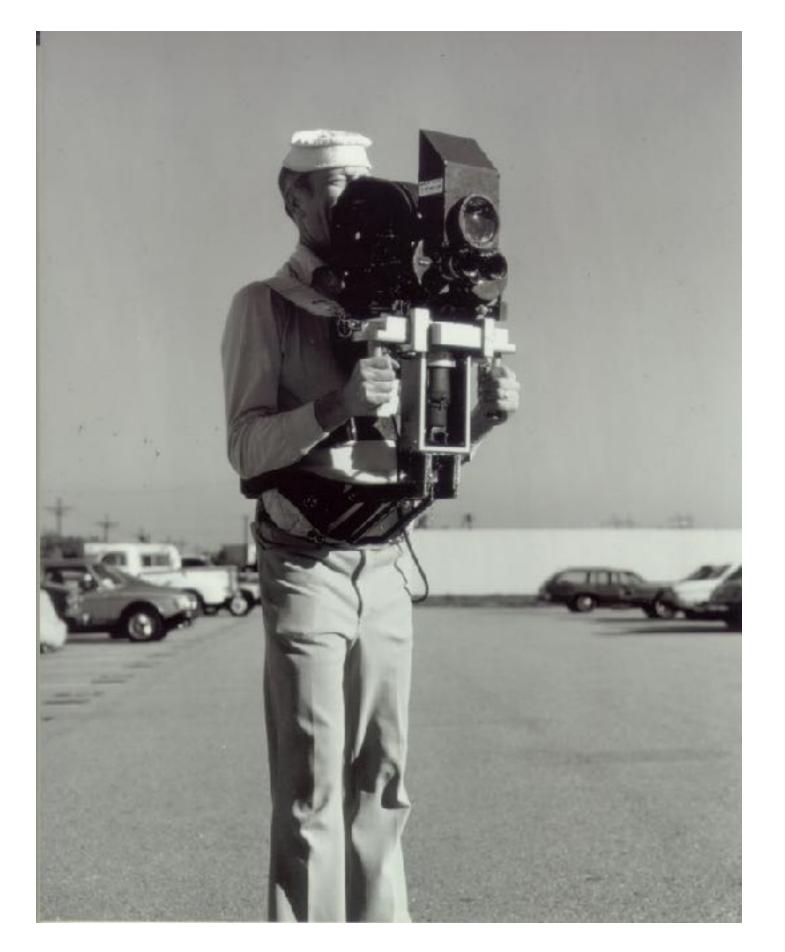
The background : Immersive art is the product of the development of the times.

- the times in any period.
- forms of art have been difficult to arouse people's interest.
- upgrade the traditional exhibition to an immersive experience.

• As the civilization product of the humanistic society, art will inevitably have a relationship with the characteristics of

• In this era, people have easy access to traditional art works, so that to a certain extent, it can be said, traditional

• On the other hand, technology allows art works to be no longer limited to a single sensory performance, but to



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Morton Heilig American film maker, camara man, Father of VR "Cinema of the future", 1957

"Senorama Machine", printed in 1962 Fully immersive Multi-sensory VR Apparatus

• But in fact, the term "immersion" is not a new concept. In the early time, artists started to try to create immersive experiences in movies. They experienced technological changes, firstly in Virtual Reality(VR) technology.



SENSORAMA, INC., 855 GALLOWAY ST., PACIFIC PALISADES, CALIF. 90272 TEL. (213) 459-2162

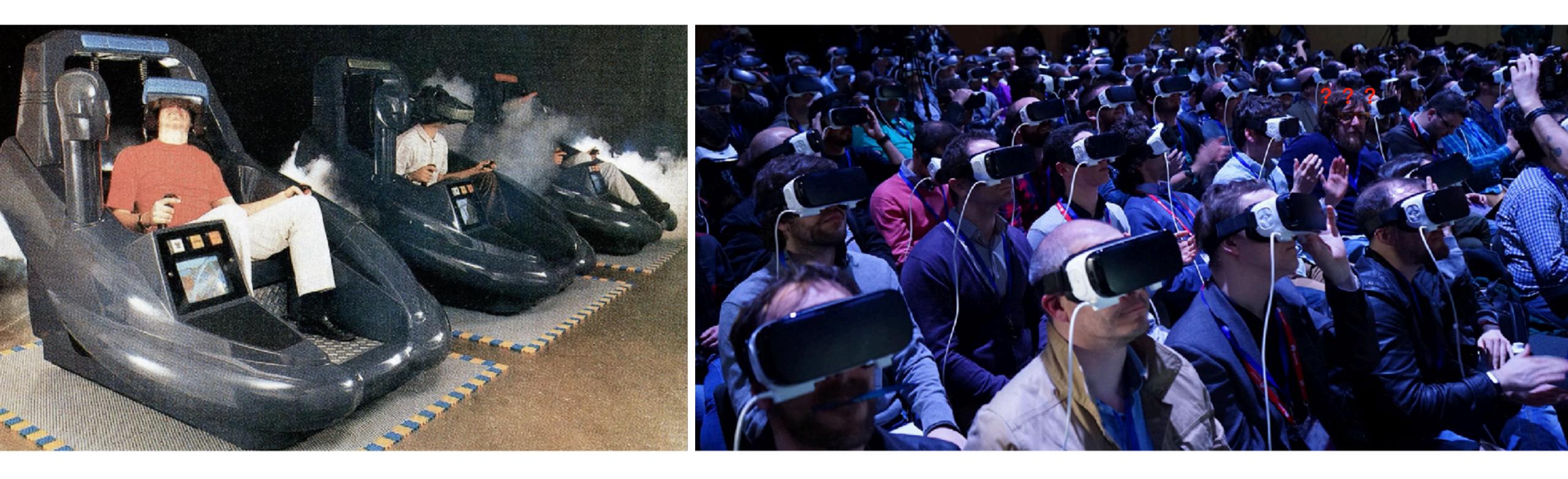


Sensorama promo late 1980s

https://vimeo.com/246184069



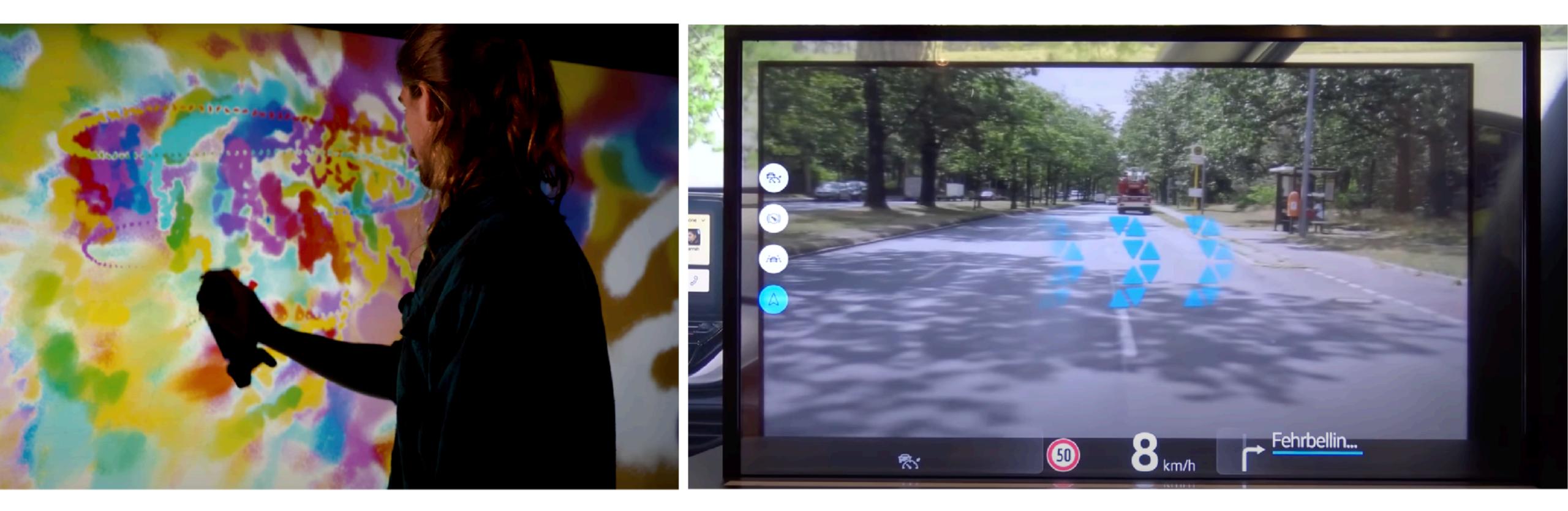
• Later, some devices and tool innovations in VR technology.



Virtuality Group, Arcade machine ("pods"), 1991

Samsung presentation of new galaxy s7 smartphone Including 5000 people wearing a VR headset, 2016

innovations in AR technology.



VR Owl, AR Grafiti Wall, 2019

https://youtu.be/frAsmqDtual

Volkswagen ID.3 AR Head up display, 2020

https://youtu.be/xv-47GYQtNw

The form of immersive art

- So what exactly is the form of immersive art?
- The immersive art form can be simply attributed to two interrelated conditions:
- one is that the audience enters the artwork;
- the other is that the audience interacts with the artwork.
- and generates corresponding emotions and thinking.
- According to the performance of the interaction, it can be divided into two categories:
- the participant interacts with the technical device,
- Participants interact with those who are also involved.

Participants' experience is affected by art devices, which triggers feelings about the surrounding situation,

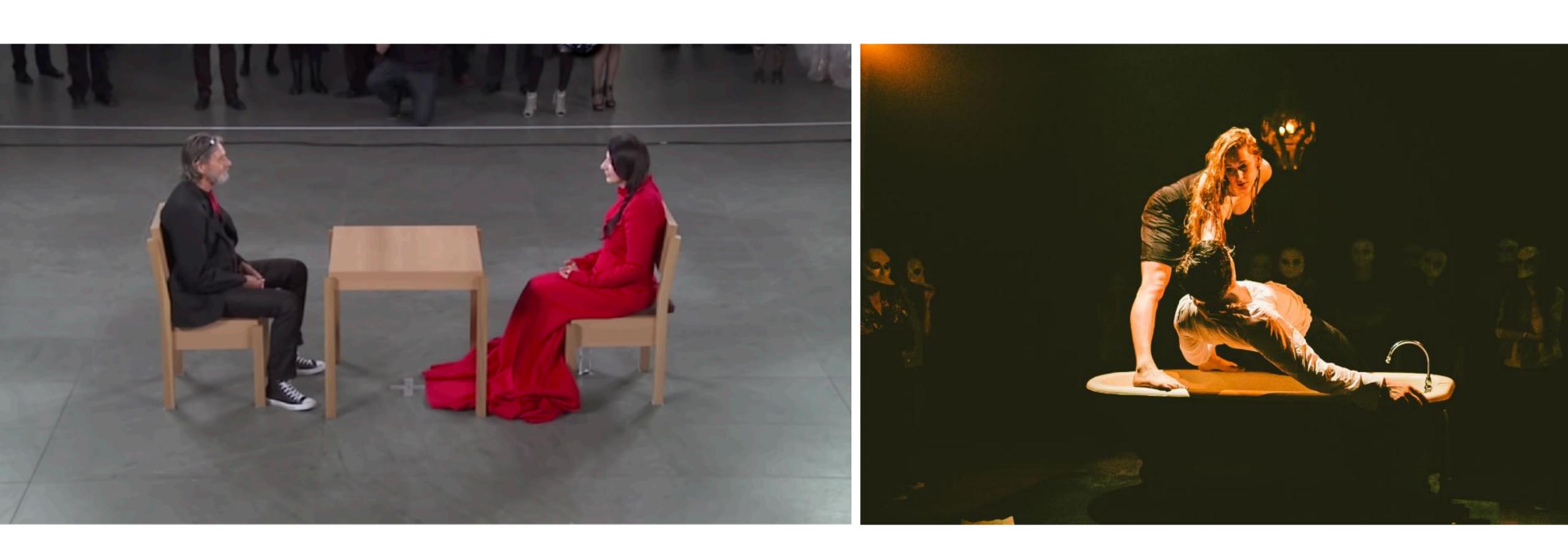




TeamLab

https://youtu.be/S6TD36Ku2NQ

Interaction between audience and performer



A minute of silence, Marina Abramovic

https://youtu.be/mEcqoqvlxPY

Sleep no more -Immersive theater

Critical thinking and different voices

- Fresh / interesting / impressive
- artwork.
- The audience can walk into and participate in the creation of art, and become a part of it.
- In order to attract the attention of the audience but lack the depth
- The seriousness of art / Superficial / the dissipation of art museum

Multi-sensory experience breaks the barrier between the audience and the

Thank you!



A Dream I Dreamed, Yayoi Kusama

https://vimeo.com/122615181

