



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.

- **As the civilization product of the humanistic society, art will inevitably have a relationship with the characteristics of the times in any period.**
- **In this era, people have easy access to traditional art works, so that to a certain extent, it can be said, traditional forms of art have been difficult to arouse people's interest.**
- **On the other hand, [technology](#) allows art works to be no longer limited to a single sensory performance, but to upgrade the traditional exhibition to an immersive experience.**

- 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.



Morton Heilig

American film maker, camera man,
Father of VR
"Cinema of the future", 1957



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



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



TeamLab

<https://youtu.be/S6TD36Ku2NQ>

- **Interaction between audience and performer**



A minute of silence, Marina Abramovic

<https://youtu.be/mEcqoqvIxPY>



Sleep no more -
Immersive theater

Critical thinking and different voices

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

Thank you!



A Dream I Dreamed, Yayoi Kusama

<https://vimeo.com/122615181>