

## New AR artwork by Olafur Eliasson presented by Acute Art

Thursday 14<sup>th</sup> May: Acute Art is pleased to present WUNDERKAMMER, a new AR project by acclaimed artist Olafur Eliasson.

WUNDERKAMMER is an intriguing collection of natural elements, small artworks, and experiments from the artist's studio rendered in augmented reality. These AR collectibles meld the well-known with startling movement and unexpected actions – from a glowing sun and a shimmering rainbow to a cloud that emits rain. Some evoke contemplation while others are humorous.

Presented at a time where movement and physical togetherness are restricted, WUNDERKAMMER invites you to sculpt your immediate environment by adding objects and atmospheres to your personal space. In the first collection of objects to be released, you will additionally find a friendly-looking puffin; a floating compass that always returns to true north; an insect; and a Little Sun, Eliasson's solar-powered lantern, that can be charged by the AR sun. As the project evolves, Eliasson will add more ephemeral phenomena and artistic experiments to the collection.

Daniel Birnbaum, director of Acute Art, said:

*I am thrilled that Olafur Eliasson is exploring the visual possibilities of this new medium with us. No artist alive today has given the mechanics of our perceptual processes more thought, and this is just the first chapter of an excursion that will reveal the artistic potential of augmented reality. With a keen interest in science and technology, Olafur has developed a visionary universe of his own. Since the early 1990s he has surprised audiences across the globe with works that remind us of the wonders of the environment that surround us, often questioning dualisms such as organic/synthetic and natural/artificial. Today, new virtual dimensions have become part of everyday life. They seem to destabilize fundamental aspects of what we thought we knew about ourselves. Could one imagine a more exciting fellow traveler on this journey than Olafur Eliasson?*

Olafur Eliasson said:

*Today, where physical distancing guides our lives, it's as crucial as ever that we surround ourselves with things and atmospheres that really matter to us. All elements of the WUNDERKAMMER play a role in my life. Some are objects that we normally take for granted – and I feel they should be celebrated like the wonders they, in fact, are. Other elements in the collection will be more experimental, such as light sculptures and objects that are invisible to the eye until you 'catch' them with your hand. The artwork is about challenging our perception of the everyday and actively welcoming that which lies on the boundary between the known and the unknown. It is about creating spaces that meld the everyday and the extraordinary – spaces that evoke vivid perceptions and embodied engagement.*

Jacob De Geer, CEO of Acute Art said:

*"I am excited about this possibility to collaborate with Olafur Eliasson, a true visionary and the perfect artist for us to join forces with. Acute Art was founded on the vision of democratizing art and bringing it to places where it could not be before. It's always been our ambition to reach audiences outside of the artworld's traditional institutions. In these difficult times, our aspiration has gained new relevance and urgency. I am convinced that this new project will excite audiences all over the world."*

For close to three decades, Eliasson has explored how reality is a matter of continuous composition that takes place through active engagement with the world. Historically, the Wunderkammer composed a world out of the ordinary by juxtaposing unique objects and their narratives from science, the natural and animal worlds, archeology, ethnography, and art that expanded the boundaries of knowledge at the time of collection. It functioned as a space that evoked curiosity, awe, and questioning.

Eliasson's interest in the Wunderkammer centers on it being a model for collecting and for probing the limits of knowledge, allowing us to question what we know and the stable parameters of our world; to reframe our values and beliefs; and to reassess our world view based on the wonders collected and the delight they evoke. The elements that populate WUNDERKAMMER tease our intellect and speak to our emotions. They present the contours of an imaginative space that may expand infinitely.

Most of the elements in Eliasson's WUNDERKAMMER are free to collect; a few will be offered on a time-based acquisition basis. Throughout May, further elements will become available.

### **Social media**

Visit [olafureliasson.net](http://olafureliasson.net) or follow @studioolafureliasson on Instagram or @olafureliasson on Twitter.

Visit [www.acuteart.com](http://www.acuteart.com) or follow @acuteart\_ on Instagram

### **Hashtag**

#oeWUNDERKAMMER #OlafurEliassonxAcuteArt #OlafurxAcute #AcuteArt #OlafurEliassonAR

### **Press contacts**

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### **Notes to editors**

#### **About Olafur Eliasson**

Olafur Eliasson's art is driven by his interests in perception, movement, embodied experience, and feelings of self. He strives to make the concerns of art relevant to society at large. Art, for him, is a crucial means for turning thinking into doing in the world. Eliasson's works span sculpture, painting, photography, film, installation, VR and AR. Not limited to the confines of the museum and gallery, his practice engages the broader public sphere through architectural projects, interventions in civic space, arts education, policy-making, and issues of sustainability and climate change.

Eliasson was born in 1967. He grew up in Iceland and Denmark and studied from 1989 to 1995 at the Royal Danish Academy of Fine Arts. In 1995, he moved to Berlin and founded Studio Olafur Eliasson, which today comprises a large team, including craftsmen, architects, archivists, researchers, administrators, cooks, programmers, art historians, and specialised technicians.

Since the mid-1990s, Eliasson has realised numerous major solo exhibitions and projects around the world, including at Tate Modern, London; the Venice Biennale; the Museum of Modern Art, New York; Martin-Gropius-Bau in Berlin; in Sao Paulo: SESC Pompeia, SESC Belenzinho, and Pinacoteca do Estado de São Paulo; Louisiana Museum of Modern Art in Humlebaek, Denmark; Fondation Louis Vuitton, Paris; Moderna Museet in Stockholm; Long Museum, Shanghai; Leeum, Samsung Museum of Art, Seoul; Marciano Foundation, Los Angeles; Red Brick Art Museum, Beijing.

In July 2019, Eliasson's *In real life* opened at Tate Modern, London, and, in 2020, the exhibition travelled to Guggenheim Museum Bilbao.

Eliasson has also produced numerous projects in public space. *Green river* was carried out in various cities between 1998 and 2001. Eliasson designed *Serpentine Gallery Pavilion 2007* together with architect Kjetil Thorsen for London's Kensington Gardens. *The New York City Waterfalls*, commissioned by the Public Art Fund, were installed along the city's waterfronts in 2008. *Your rainbow panorama*, a circular coloured-glass walkway atop ARoS Museum, Aarhus, Denmark, opened in 2011. Harpa Reykjavik Concert Hall and Conference Centre, 2011, for which Eliasson created the facades in collaboration with Henning Larsen Architects, won the Mies van der Rohe Award 2013. *Ice Watch* brought melting icebergs from Greenland to Copenhagen in 2014 and to Paris on the occasion of the COP21 Climate Conference in 2015. Fjordenhus in Vejle, Denmark, the first building designed entirely by Eliasson, Sebastian Behmann, and Studio Olafur Eliasson, was completed in June 2018.

In 2017 Eliasson first launched his collaboration with Acute Art with *Rainbow*, an artwork in VR that draws on his fascination with natural phenomena and perception.

In 2012, Eliasson and engineer Frederik Ottesen founded the social business Little Sun. This global project provides clean, affordable energy to communities without access to electricity, encourages sustainable development through sales of Little Sun solar-powered lamps and chargers, and raises global awareness of the need for equal access to energy and light ([www.littlesun.com](http://www.littlesun.com)).

In 2019 Eliasson was appointed Goodwill Ambassador for renewable energy and climate action by the United Nations Development Programme.

He lives and works in Copenhagen and Berlin.

### **About Acute Art**

Acute Art is unique in the way it fosters close working relationships with the world's leading artists, such as KAWS, Marina Abramović, Olafur Eliasson, Cao Fei, Antony Gormley, Jeff Koons, and Nathalie Djurberg & Hans Berg, by providing access to cutting-edge technologies. Acute Art's highly skilled production team allows artists to translate their creative vision into digital mediums, including virtual, augmented, and mixed realities. The Acute Art app enables users to access and own digital artworks created in AR. Using Apple's innovative ARKit technology, Acute Art created an experience that lets people see, interact and collect art in an entirely new way. It is the latest development in the art, technology, and commerce space. The Acute Art app is freely available to download. AR viewing compatibility varies, depending on device (compatible on iPhone 8, Android Pixel 1, Samsung S7 and up). For specific model compatibility, please visit [www.acuteart.com](http://www.acuteart.com).