



FOR IMMEDIATE RELEASE

Media Contact: Richard Rinehart, r.rinehart@bucknell.edu, 570-577-3213

## Not Here

June 4 – November 27, 2011

Lewisburg, PA, June 4, 2011 – The Samek Art Gallery at Bucknell University is very pleased to announce that we will *not* be presenting the augmented reality artwork of the art collective, MANIFEST.AR from June 4 through November 27, 2011. This collective, famous for using augmented reality technology to “hijack” an exhibition at MOMA in 2010, has focused its latest intervention on an even bigger art world target, the 2011 Venice Biennale. From the collective’s *Venice Biennale AR Intervention* manifesto,

“As ‘one of the world’s most important forums for the dissemination and ‘illumination’ about the current developments in international art” the 54th Biennial of Venice could not justify its reputation without an uninvited Manifest.AR Augmented Reality infiltration. In order to “challenge the conventions through which contemporary art is viewed” we have constructed virtual AR pavilions directly amongst the 30-odd buildings of the lucky few within the Giardini. In accordance with the “ILLUMInations” theme and Bice Curiger’s 5 questions our uninvited participation will not be bound by nation-state borders, by physical boundaries or by conventional art world structures.”

The Venice Biennale has not invited MANIFEST.AR to exhibit these artworks. The Samek Art Gallery has invited the artists to *not* exhibit the works. MANIFEST.AR’s *Venice Biennale 2011 AR Intervention* descends from the artistic lineage of Salons des Refusés and Institutional Critique. This project imbues healthy critique with a sense of play and offers a new lens through which to view questions of absence and presence, of center and periphery. Artists from Marcel Duchamp to Michael Asher to Andrea Fraser have shown that when an artist gestures beyond the limits of the current art world, they do not leave that world behind; instead they expand its borders. MANIFEST.AR is expanding the art world in a discursive sense as well as technologically and spatially.

The *Venice Biennale 2011 AR Intervention* includes artworks by Tamiko Thiel, Sander Veenhof, Mark Skwarek, Will Pappenheimer, John Craig Freeman, Lily & Honglei, John Cleater, and Naoko Tosa.

The Samek Art Gallery is closed for the summer; please do *not* visit looking for these groundbreaking artworks. They are *not here*\* The Gallery will also *not* be hosting a gala dinner at the Cipriani Hotel in Venice to honor the artists.

\* *While they are not inside The Gallery, these artworks have been dropped off, virtually, outside the doors of The Gallery and they have spilled out of the building across the*

*Bucknell University campus. To view these artworks on-site, follow the instructions below. These artworks can be viewed from only two places on Earth: Venice, Italy and Lewisburg, PA. They can be not viewed from anywhere.*

### **Augmented Reality**

Unlike Virtual Reality, Augmented Reality is the art of overlaying virtual content on top of physical reality. Using AR apps on smart phones, viewers look at the real world around them through their phone's camera lens, while the app inserts additional images or 3D objects into the scene. For instance, a plaza that is "in reality" empty, might contain a crystal coffin or psychotropic toad when viewed through an AR-enabled Smartphone. MANIFEST.AR writes, "The increased availability of free Augmented Reality viewers on mobile phones has brought this technology out of the lab and created a participatory form of mass media."

### **Instructions**

The AR artworks can only be seen in **Venice or Lewisburg** in the display of a **smartphone** using the free **Layar augmented reality browser**:

- on a smartphone (Android, or iPhone 3GS or higher)
- go to the web page  
[http://www.willpap-projects.com/AR/Web\\_APP/Not\\_Here\\_Launch\\_App.html](http://www.willpap-projects.com/AR/Web_APP/Not_Here_Launch_App.html)
- then select an artwork, then launch
- (if Layar is not installed, select "Download app" first)

### **Related Links**

[Page to Launch Artworks \(on mobile device in Venice or Lewisburg\)](http://www.willpap-projects.com/AR/Web_APP/Not_Here_Launch_App.html)

[http://www.willpap-projects.com/AR/Web\\_APP/Not\\_Here\\_Launch\\_App.html](http://www.willpap-projects.com/AR/Web_APP/Not_Here_Launch_App.html)

[Google Map Locations of Artworks on Bucknell Campus](http://maps.google.com/maps/ms?hl=en&ie=UTF8&msa=0&msid=201475171725182742945.0004a4bd637bba3db15ef&t=h&ll=40.957693,-76.883644&spn=0.0041,0.008261&z=17)

<http://maps.google.com/maps/ms?hl=en&ie=UTF8&msa=0&msid=201475171725182742945.0004a4bd637bba3db15ef&t=h&ll=40.957693,-76.883644&spn=0.0041,0.008261&z=17>

[MANIFEST.AR Venice Biennale 2011 AR Intervention Manifesto](http://manifestarblog.wordpress.com/venice2011/)

(includes list of artist and artworks)

<http://manifestarblog.wordpress.com/venice2011/>

### **Credit**

*Not Here* was curated by Samek Art Gallery director, Richard Rinehart.

### **About the Samek Art Gallery**

The Samek Art Gallery is an academic art laboratory that serves the students, the university community and region through innovative exhibitions and programming that focuses primarily on the art of our time. The Gallery organizes diverse and interdisciplinary programs of noteworthy art, artists, scholars and critics from around the US and the globe. The Gallery is open to the public seven days a week during the academic year, with the exceptions of university recesses and between exhibitions. Exhibitions and programs are free and open to the public.

**Gallery Location**

Samek Art Gallery  
Bucknell University  
Lewisburg, PA 17837

The Samek Art Gallery is located in the heart of Bucknell University's campus, on the third floor of the Elaine Langone Center, on the corner of Moore Street and Seventh Avenue.

**Information**

Phone 570.577.3792  
Fax 570.577.3215

**Website**

<http://www.bucknell.edu/samek>