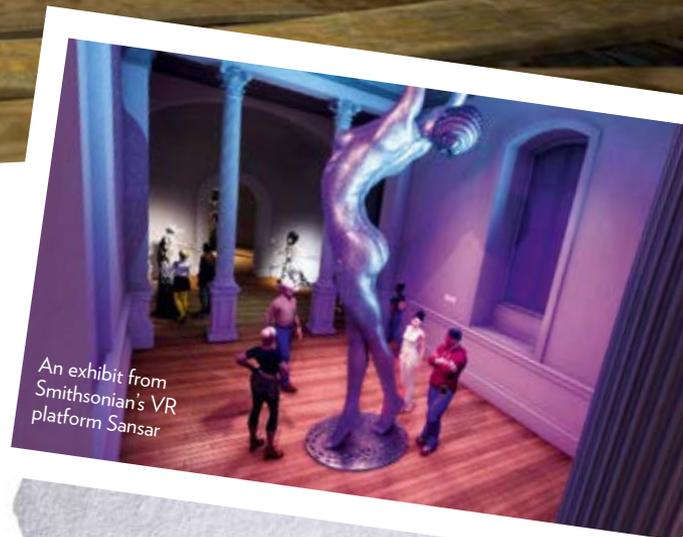


Bryn Oh's  
immersive  
installation *Lady  
Carmagnolle* (2017)  
rendered in  
Second Life

One of the first major projects of the museum is, incidentally, with the Delivering Change Foundation by Abhijit Pawar, which will introduce kids in Maharashtra to the Kremer Museum via VR. It all started with Joel Kremer and his family discussing the future of the collection in the next 100 years. "If big tech was serious about VR, they would end up pushing headset sales for the consumer market, which meant that one could reach a large audience in a meaningful way," says Kremer. The plan was implemented in collaboration with MOYOSA MEDIA and Architales, and today one can view incredibly realistic recreations of works by Rembrandt, Aelbert Cuyp, and Pieter de Hooch, while sitting in India. "There is what we like to call storyliving, in which we are able to create a much more compelling story by adding rich content on the spot—X-rays, infrared photography, and explanatory videos, and even taking the painting off to examine it up close. This will all be possible now," says Kremer.

Today, there are countless apps that offer you ready access to information on hundreds of masterpieces. For example, the official app of Musée de Louvre offers details about their latest exhibitions, along with detailed interviews with experts. On the other hand, MoMA's app allows you to take tours of their collections, store images of your favourite artworks as well as share them with friends and family. Closer home, the Kochi-Muziris Biennale team has been creating virtual views of the 2012 and 2014 editions on Google Arts and Culture, with the third edition to follow soon.>

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FAVOURITE  
ARTWORKS



An exhibit from  
Smithsonian's VR  
platform Sansar

## VIRTUAL REALITY AVATARS

Since 2003, Linden Lab's Second Life has offered online virtual avatars to artists and viewers alike

- For example, Chinese artist Cao Fei is known inside Second Life as "China Tracy". And now, Second Life's new social VR platform, Sansar, is also being used by artists, who want to exhibit their creations in the social 3D or VR spaces.
- Attendees, via their avatars, can stroll through these exhibitions, interact with artists, and buy their digital creations.
- Recently, Sansar also partnered with Intel and the Smithsonian to launch a virtual exhibition of art from Burning Man. Also, in August, it unveiled Roddenberry Nexus, which brings to life 50-plus years of *Star Trek* art aboard a fictional spaceship.
- The next year will see a rollout of more enhancements in Second Life to allow creators to better customise their work.