

## **(UN)SEEN SCULPTURES 2012: CALL FOR SUBMISSIONS**

(Un)seen Sculptures is an outdoor mobile 3D augmented reality art show featuring works by Australian and international artists. It was first staged in April 2011 as part of the Surry Hills Festival. It was subsequently staged in Melbourne in conjunction with the Australian Centre of Virtual Art, and in Cairns as part of the Cairns Festival. In 2012, it is being presented by dLux MediaArts as part of Sydney Art Month (<http://www.artmonthsydney.com.au/>) at sites around Rozelle, and we are currently looking for submissions.

### **WHAT IS A 3D AUGMENTED REALITY ART SHOW?**

Imagine, if you will, a sculpture walk composed entirely of virtual 3D works that have been “placed” at specific geographic locations. People who visit those locations with an iPhone or Android smartphone and a free app called the Layar Reality Browser - <http://www.layar.com/> - will be able to view and interact with these works, which will appear on the screen of the phone as if they had been superimposed on the landscape. (As part of the interaction with the work, people may also be able to hear sound/musical compositions or view images, text or other online components.)

For examples of works that appeared in (Un)seen Sculptures 2011, visit the website - <http://www.unseensculptures.com/>

### **WHAT FORM SHOULD THE SUBMISSIONS TAKE?**

Submissions should be based around digital 3D works that can be rendered comfortably on the slower processors of mobile phones, and should conform to the constraints based on works by the Layar platform. Namely:

- 3D works must consist of no more than 5000 polygons.
- Texturing can only be done via UV mapping using diffuse colour textures (bump maps & normal maps are not supported.) UV maps may include PNG transparency.
- Models themselves cannot be animated BUT their textures can be.
- Any model/texture files that are used should be kept small to avoid large downloads & long wait times for display.

For more detailed guidelines on preparing 3D works for display via the Layar platform, refer this presentation - <http://www.slideshare.net/layarmobile/layar-3d-content-creation-tips-and-tricks>

In addition to 3D models, the submission may include mp3 files, images or text that can be accessed when the 3D models are “clicked on” by users. (As with models and textures, large files should be avoided.)

### **GUIDELINES FOR SUBMISSIONS**

Submissions should include the following:

- Name of artist
- Title of work
- Any additional subtitles to be displayed in Layar
- 200 dpi image of the artwork (for printed promotional purposes)
- An artist statement of short description of the work
- Link to the artist's website
- 3D files of the artwork (either submitted in Layar 3DS format – see above presentation link for guidelines on preparing this – or OBJ format with all accompanying material & images files)
- Any accompanying media files (ie text, image, mp3) and instructions as to how they should be

accessed (eg when 3D work clicked; when within a certain distance of the works' location, etc). (NB: If you wish to host the media yourself or have a website that you would like accessed upon interaction with the work, we would be happy to consider supporting this as well.)

- If you have other requirements, such as a model that makes use of the Layar animation API (<http://layar.pbworks.com/w/page/45649854/Tutorial%20APIv6%20-%20Add%20animations%20to%20a%20layer>), feel free to submit these requirements for consideration.

Any submissions or questions should be sent to [filmcement\[at\]gmail.com](mailto:filmcement[at]gmail.com)

#### DEADLINE

Provisional deadline for submissions is 25 February, 2012