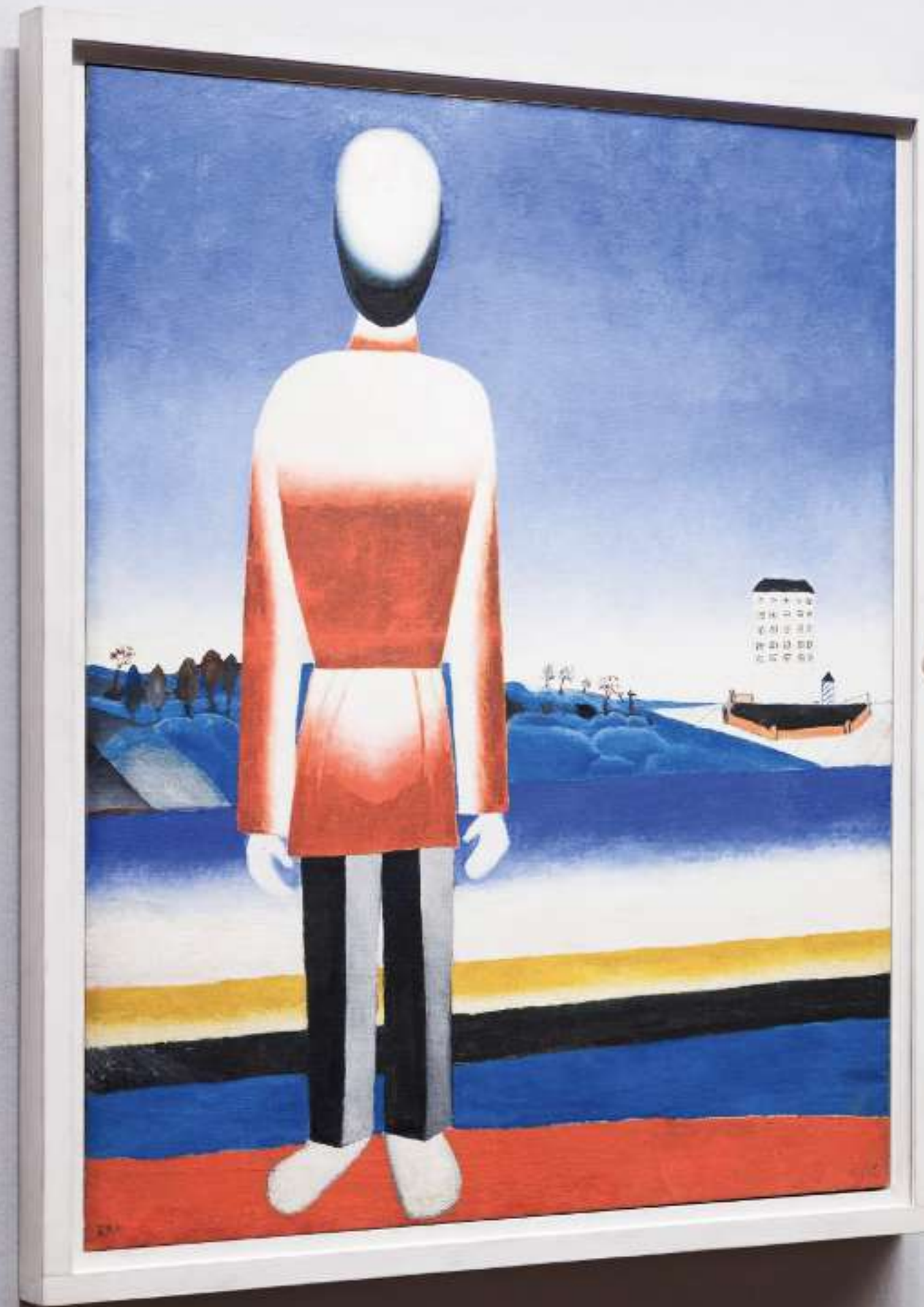


# WHY USING AUGMENTED REALITY IN MUSEUMS

ARTIVIVE





## AUGMENTED REALITY: THE ART FORM OF THE 21st CENTURY

Augmented Reality (AR) transforms how art is created and consumed by adding a digital layer to physical artworks.

AR gives a highly life-like experience, while it gives museums a new way to manage, display, and monetize art.

In 2021, the number of **AR users** reached 800 million worldwide, which is expected to jump to **1.700 million by the end of 2024** (source: Statista).

***"It's amazing how easy AR works."***

*Stella Rollig. Director of Belvedere*







## **AUGMENTED REALITY TAKES MUSEUMS TO A NEW DIMENSION**

### **1. ENGAGES THE AUDIENCE**

Visitors spend up to one hour longer in a venue if they can experience AR art. The Artivive app allows the audience to **interact with art exhibitions in an innovative form**, as they can discover the stories that lie behind the artworks.

### **2. CREATES A COMMUNITY**

From creators to collectors: **AR has the power to bring people together** as it revolutionizes how they perceive art. Most importantly, **AR enriches a collective experience into museums.** Visitors can record and share their experiences on social media and with their friends.



### 3. INNOVATES MUSEUMS

With a market estimated at 73.000 million USD in 2024, AR promotes new technologies into cultural venues. By **connecting traditional artworks with a digital layer**, AR opens the door to a dimension that transcends the classical exhibitions.

### 4. DEMOCRATIZES TECHNOLOGY

According to Sergiu Ardelean, CEO of Artivive, AR makes art much more approachable and reaches new target groups. **AR experiences are easy and intuitive.** Visitors can use their own smartphones to see art coming to life.

***“Artivive will replace the audio guides at museums.”***

*Prof. Dr Klaus Albrecht Schröder  
Director of Albertina Museum*





# Living Image

D05

Living Image



Living Image ventures into the worlds of music and augmented reality: artists who write and produce music or play in bands and at concerts present their musical performances in the form of short video clips.

Curator: Daniela Hahn

Organized by:  
**viennacontemporary**

In cooperation with:  
**ARTIVIVE** **mumok**

Supported by:  
**Bundeskanzleramt**

Print production:



1. Install the  
**Artivive** app



2. Look for artworks  
marked with the  
**Artivive** icon



3. Hold your  
smartphone in  
**front** of the artwork

## EXPANDING THE POTENTIAL OF MUSEUMS

**AR is all about the story to tell**, to take the audience on a journey through art. For this purpose, Artivive offers tailored solutions to **#bringArtToLife**.

We have partnered with renowned institutions in Europe and Asia, such as the Albertina and Belvedere museums, Centre Pompidou, Ying Art Center, Ilmin Museum, and Lotte Museum.

Check out some of our exhibitions heightened with the magic of AR:

["Monet to Picasso – The Batliner Collection"](#)

["Egon Schiele. The Making of a Collection"](#)

["Fantastic Color Bar" Ying Art Center.](#)



## BRINGING MUSEUMS TO LIFE

Artivive opens a creative expression and entertainment within galleries and museums.

Click on the side links and find a toolkit at your fingertips to find inspiration in taking art one step further.

**Are you ready to be part of the future of museums?**

@artiviveapp

