

For Immediate Release: September 21, 2020

The Art Gallery of Regina Brings *Moving Pictures* to Main Streets, Suburban Sidewalks, Town Centres and Smartphone Screens throughout Saskatchewan + Streaming Online on VUCAVU.com

On-demand screenings of video artworks by Saskatchewan artists accessed through a free augmented reality smartphone app paired with AR-enabled posters at public locations throughout Regina and the province come to life this week.

Regina, SK:

The Art Gallery of Regina (AGR) invites you to have a magical experience with art and technology. Using only a smartphone and the free Artivive app, make our *Moving Pictures* posters come to life. For Culture Days 2020, the AGR, sponsored by SaskCulture, will launch a new set of videos in its *Moving Pictures* augmented reality poster project on September 26, 2020.

Screening video art on cellphones using augmented reality technology sounds complicated, but the ease of use is an empowering experience with technology and a surprising experience with art that expands people's notions of what art is or can be.

How does it work? When viewed through a smartphone camera using the app, the video, including sound, is overlaid over the poster image on the user's screen. The AGR has created a poster for each video included in the *Moving Pictures* program, with these easy to follow instructions:

- Download the free Artivive app from the App Store or Google Play.
- Open the Artivive App.
- Position the trigger image to fill your smartphone screen.

The first series, launched in mid-August, featured five videos by artists Lindsay Arnold, Ian Campbell & Heidi Phillips, Dennis Jackson, Graeme Patterson, and Theo Pelmus with Kristin Snowbird. Beginning September 26, Saskatchewan artists Rania AlHarthi, David Garneau (with Peter Brass), John Graham and Lindsey Rewuski add their personal and poetic voices to *Moving Pictures*. They employ storytelling approaches that range from mournfully poetic collages to revealing juxtapositions of modern Canada and cultural traditions to abstract visions that provoke reflection on the mysteries of existence.

Moving Pictures does not require people to gather in enclosed spaces. Instead, it invites viewers to walk, observe and explore their neighbourhoods and encounter enchanting short videos by artists nearly anywhere: a big box store parking lot, bicycle path or well-travelled street. By placing artworks in spaces casually traversed by the public daily, *Moving Pictures* expands options for experiencing contemporary art and removes many physical, social and economic barriers, both real and perceived. *Moving Pictures* is an easy way for members of the public to activate artwork through the familiar technology of cellphones.

In selecting videos to share with people across the province, with the Organization of Saskatchewan Arts Councils' assistance, AGR curator Sandee Moore selected works that activate empathy and create understanding. *Moving Pictures* presents a complex portrait of Saskatchewan: its land, its people, their languages, and their experiences.

Moving Pictures will come to life in Regina, Shaunavon, Leader, Regina Beach, Yorkton, Estevan and additional sites. See www.artgalleryofregina.ca for a list of poster locations, as they are added, or to request *Moving Pictures* posters in your community or neighbourhood. Viewers outside of Saskatchewan can access the *Moving Pictures* program as a free, on-demand screening, with French translations, through the VUCAVU.com platform.

Download the free Artivive app in advance and look for the AGR's *Moving Pictures* posters in your community. The project runs until October 26, 2020.

Media contact:

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For Calendar Listings:

Exhibition title: *Moving Pictures*

Artist(s): Rania AlHarthi, Lindsay Arnold, Ian Campbell and Heidi Phillips, David Garneau (with Peter Brass), Dennis Jackson, John Graham, Graeme Patterson, Theo Pelmus with Kristin Snowbird, and Lindsey Rewuski

Dates: September 26 – October 26, 2020

Cost: Free (requires cellular data if not connected to WiFi)

Location: various public locations (see website for map) + VUCAVU.com

Website: www.artgalleryofregina.ca

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