

Hybrid Technology – Trends and Immersive Virtual Reality

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Virtual exhibitions are used by galleries/museums to display their collections digitally to provide wider access; audio guides accompanying them are often included, narrating the artworks on the screen. Technology is experiencing a new Renaissance which is morphing our world with its influences permeating through daily artistic practices, digitized for convenience and accessibility. Virtual exhibitions, digital media, and online/cyberspace today take numerous forms and have become indispensable to the current contemporary culture and practice of art viewing.

Online exhibition platform development and communication are emerging out of the collective experiences that the Covid-19 pandemic cultivated. The current culture of the art world is swiftly developing new technologies to emulate the physical experience in a virtual setting. Virtual reality is 3D animation that is a more sophisticated form of the same used to exhibit virtual objects and environments in an interactive mode on a computer screen. The characteristics of the online virtual tour, panoramic image acquisition, and spherical 360-degree technology often combine to include authentic and virtual exhibit environments. Visual effects and interactivity, such as zooming in or out of the exhibition and providing specific information, can be obtained by clicking a link. A variety of different types of content can be assigned to links and be part of the navigation and inclusivity of the design. Internet based exhibitions are not only as informative as traditional presentations but also more flexible to spatial constraints within time and location limitations. This is changing the way we view the world with the new digital revolution. These enhancements will be refreshed continually to reflect the movements within not only our artistic field but also in human history. It is just the beginning of a new era of experiencing art through digital realms.

The IAC 50th North American Artist Members Exhibition, “The Age of Influence,” is the latest visual and technological online/virtual reality presentation. It is a project that merges hybrid technology with virtual design and display. It includes videos and audios with individually controllable sound systems, lighting effects, clickable images, and variety of different types of content. 137 links with navigation and a single user control system enrich the aesthetic experience into a rewarding meta-verse reality. Let’s enjoy it for a moment.

Things that are impossible in physical space become possible in the digital environment. For now, our studios are operating under the idea that we do everything by understanding the language of objects and environments. The digital world enables so many more people to take part and contribute to its evolution. We are on the edge of virtual spaces where we can genuinely interact. The question

won't be digital or physical, but how to capitalize on the power of both. I am looking forward to the future where the digital world will take us.