

AR | AD Takeover

Public Ad Campaign: Artistic Consultant | Art Curation
www.publicadcampaign.com

The Heavy Projects: Augmented Reality Channel Developer
www.theheavyprojects.com

Press Release
8.3.2011

Augmented Reality & User-Defined Public Space

While other media outlets such as television and the Internet have found ways to provide users with the ability to filter their informational intake, public space remains the elusive frontier in which commercial interests govern the discourse.

In an effort to highlight the individual's lack of autonomy in this arena, Public Ad Campaign (NYC) in collaboration with The Heavy Projects (LA) have begun to explore the potential of augmented reality to reappropriate outdoor commercial signage in order to transform, filter, and democratize the messaging in public space. Using the Junaio AR platform, the AR | AD Takeover channel has reappropriated five outdoor advertising campaigns by turning them into augmented reality markers. Specifically, the channel uses five ads in New York City's Times Square as triggers for a curated street art show that includes works by Ron English, OX, PosterBoy, John Fekner, and Dr. D.

As an alternate vision, we imagine a city landscape where instead of commercial billboards, a digitally open environment where individuals can determine their own visual dialogue through the participation in and subscription to augmented reality able to reflect our nuanced private interests. No longer is there a consumptive monologue, but rather options in a filterable and user-defined space where private interests are no longer subordinate to commercial ends.