

Artistic Vision

AR Graffiti

With AR Graffiti, WERC combines graffiti art and Augmented Reality (AR) to create 'Augmented Reality Graffiti'. At AR Graffiti, various painted graffiti elements are complemented by a video projection designed by WERC. By projecting different digital layers over the painted graffiti elements (video mapping), these elements are brought to life.

Graffiti elements

The outline of the graffiti AR Graffiti piece forms the basis of the work. They write down the four letters of the collective. Each letter has its own *background, *fill-in, *3D, and *add-on.

Interaction

The graffiti elements are painted on the wall with an electrically conductive paint in different shades of gray. By touching one of these elements with your hand as a visitor, you trigger the designed video projection that goes with it. This is then projected over the entire wall to complete the graffiti piece. In total there are sixteen designed video projections with which hundreds of combinations can be made. As a result, the image of "AR Graffiti" is constantly changing and as a visitor you get the chance to make your own choices and combinations in the final image.

Animations

The video projections consist of animations designed by WERC. Each animation appears, moves and disappears in its own unique way. A wide variety of different animation techniques have been used for this work. From 3D animation to keyframe and hand-drawn frame by frame animations. The color combinations of the different animations are generated by the computer. The colors are constantly changing and are never the same twice.

Sound

The video projections are supported by music by composer Freddy4:3. This not only changes the image but also the sound of Ar Graffiti. The music is also made up of the graffiti elements that can be seen in the work; the fill-ins have their own drum loop, each background has its own bass line and both the add-ons and the 3D consist of different melodies.

Research

A large part of the making process of AR Graffiti is dominated by research. WERC has done extensive aesthetic research into the various characteristics of graffiti. The collective has extensively studied the development of graffiti over the years and its associated characteristics. Think of old school graffiti elements such as clouds and bricks to new modern graffiti where different movements are fused. All these developments, styles and characteristics have been mapped out and compared by WERC.

Jelle Valk: "If you just look at how an arrow or a star has developed over the years, you see how many options there are and how these characteristics change over the years."

Concept

The fusion of the physical and digital worlds is an important principle of WERC. This amalgamation can also be clearly seen in AR Graffiti. The video projection at AR Graffiti creates a digital layer that is created over the wall with painted graffiti pieces.

Because the makers of WERC know better than anyone how difficult it is to make choices during the design process (which color, shape, size, etc.), they have put several choices in one work of art in this work. In addition, due to the limitations of a physical space (think of the size of a room or the size of a wall), a lot of choices have already been made for an artist in advance.

Because AR Graffiti is partly designed digitally, it is not necessary to choose one final image. The digital layer makes it possible to show different design choices side by side, on top of each other and even at the same time.

WERC presents a completely new art form with AR Graffiti and transforms a graffiti piece that is normally a static image into an exciting and dynamic image.

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Definitions

Background - the back layer that the other layers are on top of

Outline - the line around the fill color that forms/writes the letter

Fill-in - the fill color

3D - add perspective to a letter

Add-on - an addition (such as a cloud) that is not part of a letter

WERC

Flip the word WERC and you get CREW. A crew consists of a group of people who work closely together. WERC also forms a group like this with its makers from different disciplines. The interdisciplinary art collective WERC consists of Joachim Rümke, Olav Huizer and Jelle Valk and is based in Groningen. Their work is characterized by experimenting with new media and technology, in which new forms and challenges are always sought in changing formations and diverse disciplines. In WERC's interactive installations and performances, their shared fascination for the connection between the digital and the physical world is always apparent. The humanization of technology and the interaction between people, nature and technology are the guiding principles in their work.



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