

05.10.2020

Saint-Petersburg

COSMODREAMS

COSMODREAMS Project Launches the First AR App for Sculptures and Paintings

On September 1, 2020, the COSMODREAMS Project will unveil the first AR application designed for viewing Ms. Marina Fedorova's paintings and sculptures on display at Erarta Museum.

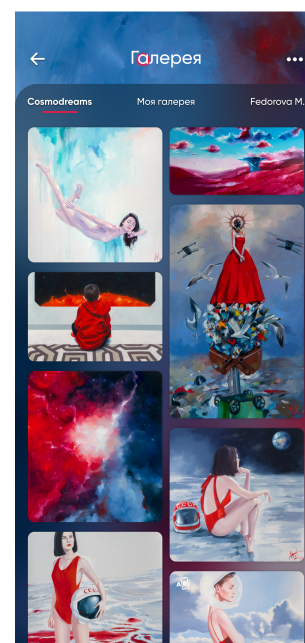
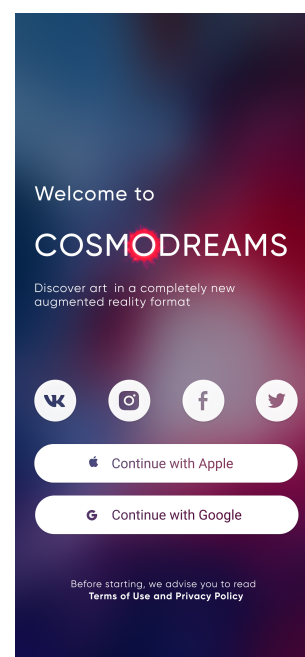
The COSMODREAMS proprietary COSMODREAMS^{AR} application seamlessly blends art and state of the art technology. It offers an augmented reality experience, taking the viewer on an immersive journey through the alternative worlds of Ms. Marina Fedorova's paintings, letting their stories unfurl in real time.

With COSMODREAMS^{AR} animations can be watched at different angles: smartphone cameras will register any shifts in positioning in relation to the canvas, and more. The borderline between real life and augmented reality will virtually disappear, allowing everyone to step into the fascinating new realm.

The app can also scan Ms. Fedorova's artworks featured on the cosmodreams.com website and in the exhibition catalogue, meaning that the journey can start from anywhere in the world.

In addition, the application supports the integration of sculptures into the exhibition space or any other interior, changing the size and angle of various objects. For selfie enthusiasts, the project team has developed virtual masks resembling a variety of helmets. The special effect photographs taken by users will be stored in the phone automatically, with the option of sharing the selected ones on social media.

"I am far from considering the medium of painting in itself somehow inadequate or inferior. Such thoughts would mean the end of me as a painter. This being said, if the new technologies can add a playful interactive element and augment what has already been created, I see nothing wrong with seizing this opportunity. At times the viewer might want to see beyond the two-



dimensional canvas; at other times a story told with the app completely transforms the narrative and brings an ironic twist to such a serious genre as oil on canvas,” comments the Artist, Ms. Marina Fedorova.

The COSMODREAMS^{AR} will continue to grow even after the close of the exhibition: its developers envisage regular updates and will keep adding new features and functionalities.

The COSMODREAMS^{AR} APP is free and can be downloaded at the Apple App Store and the Google Play Store.



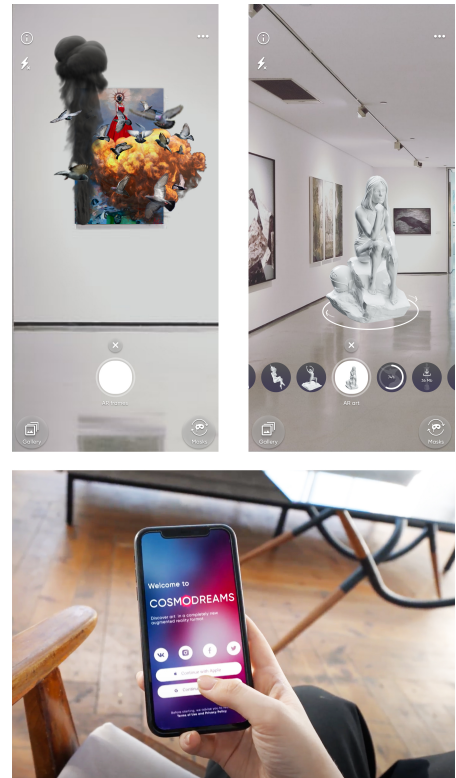
IOS



APP



ANDROID



Exhibition dates: 08.09 – 01.11.2020

Opening hours: 10:00 – 22:00

Venue: Erarta Museum, 5th Floor Exhibitions Wing

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About COSMODREAMS: the project is a multi-journey experience for viewers, anchored around the latest series of paintings by Marina Fedorova. This Project is anchored on reflective views and parallels relating to space and cosmos, life on earth, technology, dystopian worlds and societies, and relevant to the future our legacies.

The Exhibition has been conceived to address all kind of viewers; it aims to engage viewers at different immersive levels: art series with oversized paintings or sculptures, human-size objects, Virtual Reality, Augmented Reality, Movie and Interactive Walls. COSMODREAMS is engaging, inspiring, playful and reflective. It is a first-in-kind and stand-alone experience.

[COSMODREAMS.COM](https://cosmodreams.com)

About Ms. Marina Fedorova: born in Leningrad in 1981, Ms. Fedorova currently lives and works between St. Petersburg and Munich. She studied painting, design and graphic arts at the Nicholas Roerich Art School in St. Petersburg, later graduating from the Saint Petersburg Stieglitz State Academy of Art and Design where she majored in Fashion Design and Illustration.

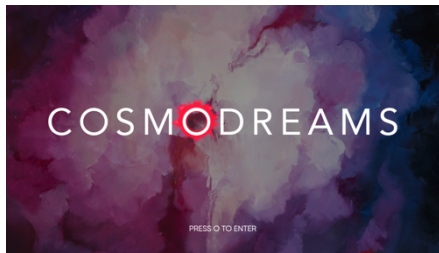


Over the past two decades, her paintings have been featured in dozens of solo and group exhibitions in Russia and abroad. Ms. Fedorova's artworks were acquired for the permanent collections of the State Hermitage Museum, the State Russian Museum, Erarta Museum of Contemporary Art, as well as by a number of private collectors.

MARINAFEDOROVA.COM

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Marina Fedorova...