

A Futuristic Dream Come True

Augmented Reality (AR) is a digital technology which extends our senses by adding multimedia information to what we usually perceive.

It makes static images come alive with movement and sounds, relying on smartphones and other portable devices and paving the way for endless creative and practical applications in everyday life.

This event blends technology and art bringing together illustrators, animators and developers to offer a unique experience in AR:

10 original artworks 'augmented' with soundtracks and animations.

It is a futuristic dream come true, a small imaginary revolution that has only just begun and yet is bound to change the way we look at things.

Welcome to reality, expanded.



> Download the free **Aria app** from the App store or Google Play.

> Frame the images with your smartphone.

> Let the magic begin!