

Ars Electronica .ART Gallery Returns With a Virtual Concrete House for Festival's 2021 Edition

United Kingdom, London, Sep 8, 2021 ([IssueWire.com](https://www.issuewire.com)) - Ars Electronica .ART Gallery Returns With a Virtual Concrete House for Festival's 2021 Edition

This year, the Ars Electronica .ART Global Gallery 2021 returns in the shape of ConcreteHouse.art, pulling the viewers closer to inspect the vast and seemingly immovable digital architectures behind the landscapes that surround us. The exhibition hosts three partner pavilions and features over 120 artists from around the world, selected through an Open Call.

The immersive virtual exhibition is brought to life thanks to VR-All-Art. Their team has designed and imagined a seamless viewing experience that takes visitors on a 3D journey across the show. The partners' pavilions feature .ART's artist in residence Medina Kasimova, Boston Arlekin Players Theater's new interactive experience ZeroGravity.ART as well as XRE's The Portal | NYC Garden, co-curated by Vizmesh and Never Knows Better.

The key concept behind ConcreteHouse.art is the 'human scale'. How do we highlight the pliability of our digital surroundings when they are endlessly complex and all-encompassing? How do we keep in mind the different perceptions of reality as the structures we build to meet a plethora of different eyes? How do we inspect our digital landscapes when we are so immersed in them, taking them for granted, passing through on our daily commutes without another thought? After the pandemic called on the society to quieten the day-to-day, forcing it to take a step back and view things from a distance, the audience now finds itself in a moment for re-evaluation. Before life begins to restart, now is the time to renovate.

The program of ConcreteHouse.art also presents two-panel discussions; Welcome to the Exhibition, featuring representatives from partner pavilions, artists, and project organizers, and Creators Economy: Unlocking the NFT Potential, a talk focusing on the use of NFTs in art with a deeper look at the legal underpinnings, royalties and licensing.

Links:

Exhibition

Opens 8th September at 18:00 CET - 23rd September 23:00 CET

[www.ConcreteHouse.art](https://www.concretehouse.art)

Panel talks

ConcreteHouse.art - Welcome to the Exhibition

Date & Time: 09/09/2021 16:00 - 17h15 CEST

<https://www.eventbrite.ca/e/concretehouseart-panel-discussion-welcome-to-the-exhibition-tickets-168420894429>

Creators Economy: Unlocking the NFT potential

Date & Time: 09/09/2021 14:00 - 15h15 CEST

<https://www.eventbrite.ca/e/creators-economy-unlocking-the-nft-potential-tickets-168572568089>

About .ART Domains

.ART is the only domain for the creative community, launched in December 2016 under an exclusive agreement between a London-based company UK Creative Ideas Limited (UKCI), and ICANN, the Internet regulating body. To date, .ART has sold over 130,000 domains globally. It is the 25th biggest selling and 11th fastest growing gTLD among 1226 domain zones on the global namestat.org ranking, continually improving its position. The mission of .ART is to bring technology and art close enough to create a synergy that will take us all into a new future.

Learn more: www.art.art

About VR-All-Art

VR ALL ART is a groundbreaking platform and a new marketplace for artists, galleries, museums, and the general public to exhibit, explore and acquire art in the virtual and augmented worlds. VR-All-Art sets the foundation for an unprecedented evolution of art exhibitions, art spaces, and art trading. It is an unlimited world in a new reality - a metaverse of galleries and museum spaces with no borders and no physical boundaries. It enables everyone to explore artworks and discover artists from all over the world wherever they are, at any time. It also gives new power to artists, as they are no longer constrained to the physical limits of real-world space and time.

Learn more: <https://vrallart.com>

About Ars Electronica

Art. Technology. Society.

Since 1979, Ars Electronica has been concerned with shaping the future and the impact of new technologies on our lives. Our attention is always focused on the role of human beings, the cultural and social challenges they face, and the resulting possibilities for shaping our lives. Ars Electronica has developed an internationally successful platform out of the trend-setting exchange and interplay of art, technology and society, which today encompasses a whole range of different activities: The "Ars Electronica Festival," which gathers more than 1,000 artists and scientists each year, the annual "Prix Ars Electronica," for which more than 4,000 submissions from around 100 countries are always submitted, the "Ars Electronica Center," which attracts more than 170,000 visitors each year, the internationally renowned "Ars Electronica Futurelab" and its extremely successful "Ars Electronica Japan" initiative, "Ars Electronica Solutions", which creates market-ready products from prototypical projects, "CREATE YOUR WORLD", which implements programs with and for the next generation, the Ars Electronica EXPORT staff unit, which develops art exhibitions, conferences, performances and workshops for customers worldwide, and finally the Ars Electronica Archive, a worldwide unique collection of descriptions and documentation of more than 75.000 art projects from almost four decades of the Digital Revolution.

Learn more: <https://ars.electronica.art>

Articles

- Ars Electronica .ART Gallery x VR-All-Art Present: ConcreteHouse.art Virtual Exhibition
<https://art.art/blog/ars-electronica-art-gallery-x-vr-all-art-present-concretehouseart-virtual-exhibition>
- Shortlist of candidates: <https://art.art/wp-content/uploads/2021/09/finalistsconcretehouse.pdf>

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Source : .ART Domains

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