

# The AR Art Manifesto

"All that is Visible must grow beyond itself and extend into the Realm of the Invisible" (Tron, 1982)

Augmented Reality (AR) creates Coexistent Spatial Realities, in which Anything is possible – Anywhere!

The AR Future is without boundaries between the Real and the Virtual. In the AR Future we become the Media. Freeing the Virtual from a Stagnant Screen we transform Data into physical, Real-Time Space.

The Safety Glass of the Display is shattered and the Physical and Virtual are united in a new In-Between Space. In this Space is where we choose to Create.

We are breaking down the mysterious Doors of the Impossible! Time and Space died yesterday. We already live in the Absolute, because we have created eternal, omnipresent Geolocate Presence.

In the 21st Century, Screens are no longer Borders. Cameras are no longer Memories. With AR the Virtual augments and enhances the Real, setting the Material World in a dialogue with Space and Time.

In the Age of the Instantaneous Virtual Collective, AR Activists aggravate and relieve the Surface Tension and Osmotic Pressure between the so-called Networked Virtual and the so-called Physical Real.

Now hordes of Networked AR Creatives deploy Viral Virtual Media to overlay, then overwhelm closed Social Systems lodged in Physical Hierarchies. They create subliminal, aesthetic and political AR Provocations, triggering Techno-Disturbances in a substratosphere of Online and Offline Experience.

Standing firmly in the Real, we expand the influence of the Virtual, integrating and mapping it onto the World around us. Objects, banal By-Products, Ghost Imagery and Radical Events will co-exist in our Private Homes and in our Public Spaces.

With AR we install, revise, permeate, simulate, expose, decorate, crack, infest and unmask Public Institutions, Identities and Objects previously held by Elite Purveyors of Public and Artistic Policy in the so-called Physical Real.

The mobile phone and future Visualization Devices are material witness to these Ephemeral Dimensional Objects, Post-Sculptural Events and Inventive Architectures. We invade Reality with our Viral Virtual Spirit.

AR is not an Avant-Garde Martial Plan of Displacement, it is an Additive Access Movement that Layers and Relates and Merges. It embraces all Modalities. Against the Spectacle, the Realized Augmented Culture introduces Total Participation.

Augmented Reality is a new Form of Art, but it is Anti-Art. It is Primitive, which amplifies its Viral Potency. It is Bad Painting challenging the definition of Good Painting. It shows up in the Wrong Places. It Takes the Stage without permission. It is Relational Conceptual Art that Self-Actualizes.

AR Art is Anti-Gravity, it is Hidden and must be Found. It is Unstable and Inconstant. It is Being and Becoming, Real and Immaterial. It is There and can be Found – if you Seek It.

Endorsed by the founding members of the cyberartist group **manifest.AR**, on 25 January 2011:

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