

# Media Release

**Steve Dimopoulos MP**

Minister for Tourism, Sport and Major Events  
Minister for Creative Industries



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## MELBOURNE'S LARGEST EVER AUGMENTED REALITY ART TRAIL

The Andrews Labor Government is delivering a new interactive augmented reality experience to Melbourne's CBD, supporting city traders by offering visitors more reasons to stay longer and see more.

Creativity and technology will combine to see world-class artworks adorn Melbourne's arts precinct with the launch of *AR. Trail* – a collaboration between Fed Square, Koorie Heritage Trust, ACMI and NGV that has created the city's largest, free augmented reality (AR) art trail.

The cutting-edge art experience features 22 digital works with new commissions by celebrated Australian artists Reko Rennie, Ron Mueck and Patricia Piccinini, alongside a star-studded line-up of international artists including KAWS, Olafur Eliasson, Cao Fei, Koo Jeong A, Nina Chanel Abney and David Shrigley.

Art lovers can download the app for free on their smartphone, and discover a menu of virtual artworks, ranging from small sculptures to architectural-sized moving images.

Marking the first time *AR.Trail* has been in Australia, the experience is developed in partnership with renowned London-based digital art organisation Acute Art – known for delivering a string of highly successful augmented reality exhibitions in Singapore, New York, London, Tokyo and more.

This initiative has been supported through the Melbourne City Revitalisation Fund – a partnership with the City of Melbourne – and is part of a \$9.8 million suite of creative events and experiences which continue to attract visitors to Melbourne's CBD.

*AR. Trail* runs from 22 August to 30 September at Fed Square. Visitors can download the free Acute Art app via the Apple Store and Google Play or find out more at [fedsquare.com](https://fedsquare.com).

### Quotes attributable to Minister for Creative Industries Steve Dimopoulos

*"This immersive exhibition adds a new dimension to Melbourne's already dynamic CBD, attracting visitors new and old to experience the city in a new light while supporting local traders and local jobs."*

*"We're delivering events and experiences that continue to draw more visitors into Melbourne's CBD, while offering new attractions that encourage visitors to stay longer and see more."*

### Quote attributable to Lord Mayor Sally Capp

*"Melbourne's spectacular arts precinct is the envy of cities across the globe, and this vibrant new digital creative experience will give locals and visitors alike yet another reason to come in and soak up the colour, energy and vibrancy of our city."*

### Quote attributable to Director and CEO of the Melbourne Arts Precinct Corporation Katrina Sedgwick

*"As we embark on the transformation of the Melbourne Arts Precinct we're proud to bring leading art technology to Australia that will encourage discovery throughout the city and act as a precursor to our museums, galleries and theatres."*

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**Quote attributable to Member for Southern Metropolitan Region Nina Taylor**

*“There’s already plenty of creativity happening inside our famous cultural attractions, and now the city’s streets are coming alive with even more spectacular and surprising art too.”*