

## Artsy, Microsoft HoloLens, and Studio Drift bring mixed reality experience to The Armory Show 2017

*New York, NY* — In celebration of The Armory Show 2017, [Artsy](#) is partnering with [Microsoft](#) to create an immersive mixed reality experience with Microsoft HoloLens, the world's first self-contained holographic computer. In collaboration with Pace Gallery's [Studio Drift](#), an Amsterdam-based art collective, Artsy has commissioned the creation of a digital environment at the intersection of art, technology, and design. Visitors can experience the work at the Artsy booth at The Armory Show, March 2-5 at Piers 92 and 94.

Microsoft's pioneering HoloLens mixed reality headset, which employs high-definition holographic technologies, enables users to interact with a unique digital environment that merges the virtual and physical worlds. The device overlays responsive holograms on the user's frame of vision, resulting in a mixed reality that allows users to explore and interact with content in three dimensions.

Studio Drift, who often collaborates with scientists and technologists, creates works that are notably immersive, interactive, and large-scale, blending the physical and technological realms through art and design. Visitors to the fair will be able to experience this collaboration, as well as explore an exclusive catalogue of artworks in mixed reality, at the Artsy booth, visible only through the HoloLens.

"We are on the cusp of a fundamental shift in the way we experience the digital world. It will no longer be a separate entity, bound by the dimensions of our screens, but rather integrated into the fabric of our physical reality. This evolution opens up countless opportunities that will shape our visual culture and art," said Elena Soboleva, Artsy's Curator of Special Projects. "Artsy's core value as an art x tech company means we strive to offer artists opportunities to explore new frontiers of their practices. We're thrilled to work with Studio Drift to bring their vision to The Armory Show and enable them to explore mixed reality with Microsoft."

"This project with Artsy and The Armory Show marks Microsoft's first collaboration in a commercial art context and we're thrilled to see how mixed reality will allow HoloLens users to experience art in a new way," said Lorraine Bardeen, General Manager, Microsoft HoloLens and Windows Experiences. "We're excited to showcase the HoloLens, which serves as a medium for developers and makers of all kinds to experiment in mixed reality, to a new audience of art enthusiasts through this partnership with Artsy."

The project is the latest iteration of Artsy Projects, an ongoing series of installations and activations in which Artsy invites contemporary artists to reimagine art world spaces.

## ARTSY, MICROSOFT HOLOLENS, AND STUDIO DRIFT BRING MIXED REALITY EXPERIENCE TO THE ARMORY SHOW

### ABOUT ARTSY

Artsy is the leading destination for exploring and collecting art from the world's top galleries, museums, art fairs, and auction houses. Artsy partners directly with the most influential players in the art world, providing collectors and enthusiasts a central resource to learn about and purchase artwork from anywhere in the world. Powered by The Art Genome Project, a personalization system that maps the connections between artists and artworks, visitors to Artsy can browse art from the [world's leading museums](#), [collect artworks](#) from thousands of top [galleries](#), explore international [art fairs](#) before they open to the public, bid in auctions from leading [auction houses](#), and read about the art world in the world's most-read [arts publication](#). Our mission is to make all the world's art accessible to anyone with an internet connection.

### ABOUT PACE GALLERY

Pace is a leading contemporary art gallery representing many of the most significant international artists and estates of the twentieth and twenty-first centuries. Founded by Arne Glimcher in Boston in 1960 and led by Marc Glimcher, Pace has been a constant, vital force in the art world and has introduced many renowned artists' work to the public for the first time. Pace has mounted more than 800 exhibitions, including scholarly shows that have subsequently traveled to museums, and published over 400 exhibition catalogues. Today, Pace has nine locations worldwide: three galleries in New York; one in London; one in Palo Alto, California, a 25,000 square-foot gallery in Beijing, and exhibition spaces in Hong Kong, Paris and Menlo Park, California. In 2016, the gallery launched Pace Art + Technology, a new program dedicated to showcasing interdisciplinary art groups, collectives and studios whose works explore the confluence of art and technology. Future\ Pace, established in 2016, is a cultural partnership between Pace and Futurecity innovating multidisciplinary collaborations for art in the public realm.

### ABOUT THE ARMORY SHOW

The Armory Show is New York's premier art fair and a definitive cultural destination for discovering and collecting the world's most important 20th and 21st century artworks. Staged on Piers 92 and 94, one of the city's industrial gems, the fair features presentations by leading international galleries, innovative artist commissions and dynamic public programs. Since its founding in 1994, The Armory Show has served as a nexus for the international art world, inspiring dialogue, discovery and patronage in the visual arts.

### ABOUT STUDIO DRIFT

Studio Drift was established in 2006 by Ralph Nauta and Lonneke Gordijn, who attended the Design Academy Eindhoven together. Their work explores the relationship between nature, technology and mankind through a process involving collaborations with scientists, university departments, research facilities, programmers and engineers. Studio Drift draws their inspiration from nature as a starting point, both in a formal and a philosophical way, while the creative process is fuelled by innovative techniques.

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Their work has been exhibited at The Israel Museum, Jerusalem; Museum of Art and Design, New York; Museum Boijmans van Beuningen, Rotterdam; and the Victoria & Albert Museum, London. Their work is also included in the permanent collections of the Rijksmuseum, Amsterdam; San Francisco Museum of Modern Art; Stedelijk Museum, Amsterdam; and the Victoria & Albert Museum.

### **PRESS CONTACT**

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