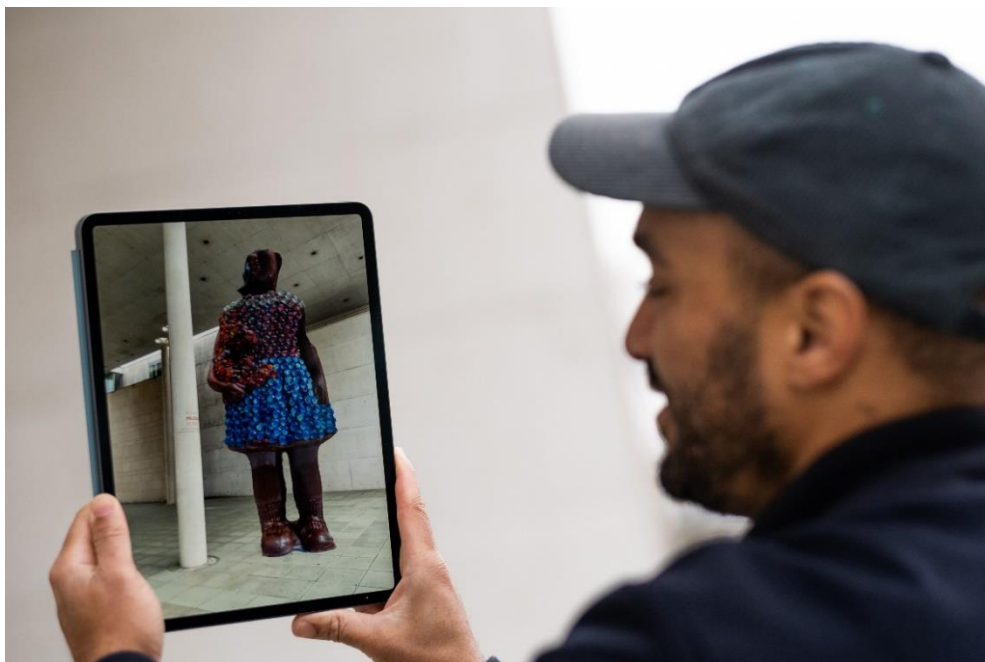


Media release

Exhibition with augmented reality in Germany and Ghana



An unusual exhibition entitled The Powerhouse opens at the Kunstmuseum Bonn on 13 March. On the museum's outdoor grounds, 33 works by 23 African and Black artists can be experienced - with a smartphone or tablet, around the clock until 24 April.

The sculptures, objects, paintings and digital works are virtually embedded in their surroundings. Exhibition visitors only need a smartphone or tablet and can discover the contemporary artworks on site without an app - at any time and without admission.

World premiere

The augmented reality exhibition The Powerhouse is the world premiere of the ARX Africa project, funded by the German Federal Foreign Office. It opens up new perspectives in the field of augmented reality. Visitors can experience the artworks multi-dimensionally, view them up close and interact with them. The exhibition composition creates a multi-dimensional overall work that invites visitors to become a part of the whole.

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Simultaneously in Bonn and in Kumasi/Ghana

The multifaceted, progressive works were created by artists from Africa and black artists in the diaspora. They resound visually as a common voice on the grounds of the Kunstmuseum Bonn and simultaneously at the KNUST Museum in Kumasi/Ghana.

The exhibition The Powerhouse creates an inspiring foundation for a self-determined, free and equal existence. The interweaving of virtual and physical art experience sends a clear signal: A utopia is about to become reality. The exhibition was curated by artist Nando Nkrumah, who has used AR technology as a tool of artistic intervention several times in the past.

ARX Africa makes long distances short

ARX Africa is a project funded by the Federal Foreign Office of Germany for the networking of artists, creative professionals, institutions and civil society in Africa and Europe. It consists of the public web portal arxafrica.net. On this platform, African and Black artists offer the public and exhibitors first insights into selected works. The digital infrastructure in the background offers museums, for example, the possibility of discovering further works, putting together desired exhibitions, locating the digitised works on their exhibition space and requesting the realisation of AR exhibitions. On the other hand, ARX Africa consists of the augmented reality exhibitions themselves, the implementation of which is accompanied by the Essen-based agency Manxdesign, which is responsible for the entire project. This will also be the case from 13 March to 24 April at the Kunstmuseum Bonn.

The opening event will take place on 13 March at 12 noon in the museum's auditorium. On this day, the exhibition will be accompanied by an outdoor sound installation.

Photos and materials as download for free use in media in the context of ARX Africa:

arxafrica.net/en/press

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Facts

- ARX Africa is initially funded by the German Federal Foreign Office's pot of "Creative Resources". The call for proposals took place at the end of 2019. Details on the call for proposals: Kreative Mittel – Auswärtiges Amt.
- After a multi-stage selection process, the ARX Africa project was awarded the contract at the end of 2020.
- Since the conception of the project, designers, programmers, art and culture professionals as well as cultural mediators have been working on it.
- For the acquisition of artists, contact was made with institutions in Africa, media in Africa were briefed and the African embassies in Germany were contacted. Existing contacts to African and Black artists and social media channels were also used.
- To date, almost 70 artists have published their profiles on the arxafrica.net portal. A total of around 160 artists have registered so far. The community is growing steadily.
- The artists come from the entire African continent - from sub-Saharan Africa to North Africa as well as from the diaspora.

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