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Lightborne, FotoFocus and the CAC Announce BLINK AR Experience: ***Multiverse***

CINCINNATI, OH [October 17, 2019] – **Lightborne Communications, Inc.**, creators of cutting-edge video content, **FotoFocus**, the nonprofit arts organization championing lens-based art, and the **Contemporary Arts Center (CAC)** together announce ***Multiverse***, the first Augmented Reality (AR) experience that brings a BLINK projection mapping creation to life in the palm of your hand.

“BLINK is an internationally recognized light, art and projection mapping event that we are thrilled to be a part of, but time and time again we have heard that people were yearning for a way to experience the magic after the event ends,” said Scott Durban, Lightborne’s President. “We saw a unique opportunity to combine Lightborne’s artistic, motion graphics, and 3D animation skills with leading-edge AR technology sponsored by FotoFocus to deliver an awe-inspiring way to experience the work as never before.”

Bringing this new experience to life was in itself a groundbreaking and innovative process. Lightborne worked to design and 3D print a scale model of the brilliant Zaha Hadid-designed CAC structure. Next, Lightborne’s artwork was translated into a format in which it appears to be projected on the model when viewed through a custom app on an iPad that includes the fully scored soundtrack that accompanied the live experience. “With recent advances in mobile devices, the time is now for a technology like AR to take off, and we’re excited to see this type of immersive media allow us to create richer, more memorable experiences,” said Durban.

“FotoFocus jumped at the chance to partner with Lightborne and the CAC to bring ***Multiverse*** to the world,” said Carissa Barnard, Deputy Director of Exhibitions and

Programming for FotoFocus. “Enhancing the physical world through a digital iPad ‘lens’ is an entirely new perspective on the artwork. We also look forward to including the experience in the 2020 FotoFocus Biennial: *light &.*”

Raphaela Platow, Director and Chief Curator of the CAC stated, “We are delighted to partner with Lightborne and FotoFocus to display this revolutionary piece of art. We welcome the city of Cincinnati and beyond to come to the CAC to see, hear and experience *Multiverse* for themselves.”

Those who weren’t able to experience BLINK live can now experience this remarkable projection in a new and immersive way that allows them to zoom, rotate and see multiple sides and angles as never before. *Multiverse* will be on display at the CAC through the end of November.

“This is just the beginning. AR technology opens up a new world of visual possibilities for artists and brands, and it’s a space we’re excited to pioneer and bring to more clients,” said Durban.

ABOUT LIGHTBORNE

Lightborne Communications, a world-renowned video production studio creating visually stunning works for complex multi-disciplinary projects. Specializing in full-service production services for commercial and non-broadcast work as well as motion graphics for large touring music shows, Lightborne’s staff includes directors, videographers, editors, animators, producers and sound designers at their Cincinnati location. Borne Content, a division of Lightborne, offers a full range of creative, strategic and innovative digital video solutions that help brands achieve their marketing objectives. For more information, visit www.lightborne.com or contact Angie Fischer at 513.721.2272 or angie@lightborne.com.

ABOUT FOTOFOCUS

Founded in 2010 in Cincinnati, Ohio, FotoFocus is a nonprofit organization created to celebrate and champion photography as the medium of our time through programming that ignites a dialogue between contemporary lens-based art and the history of photography. This programming includes the FotoFocus Biennial, FotoFocus Symposium, and FotoFocus Lecture and Visiting Artist Series. FotoFocus supports programs throughout the region and has awarded over 500 grants to regional artists and institutions since 2010 for the production and presentation of photography and lens-based art. With the organization's support, world-class artists have visited and engaged with the Cincinnati region, including Doug Aitken, Mamma Andersson, Roe Ethridge, Zoe Leonard, Philip-Lorca diCorcia, Laurie Simmons, Trevor Paglen, and William Wegman. For FotoFocus press information or images, please contact Jill Robinson at jill@culturalcounsel.com. www.FotoFocus.org

ABOUT THE CONTEMPORARY ARTS CENTER

Through world class exhibitions, performances, and educational and hands-on community programs, the CAC provides opportunities for all people to engage with the art, artists, and ideas of our time. Working with its community of visitors, patrons, and partners, the CAC explores the unfolding landscape of art and celebrates creative expression in everyone. Since its founding in 1939, the CAC has been a champion of emerging ideas in contemporary art, and with free admission, the CAC is challenging perspectives and opening minds for ALL that choose to explore. For more information, visit www.contemporaryartscenter.org.