

# GESCHICHTEN NEU ERLEBEN

STORYTELLING MIT  
AUGMENTED REALITY



ARTIVIVE





**AUGMENTED REALITY  
REALE WELT + DIGITALE WELT**





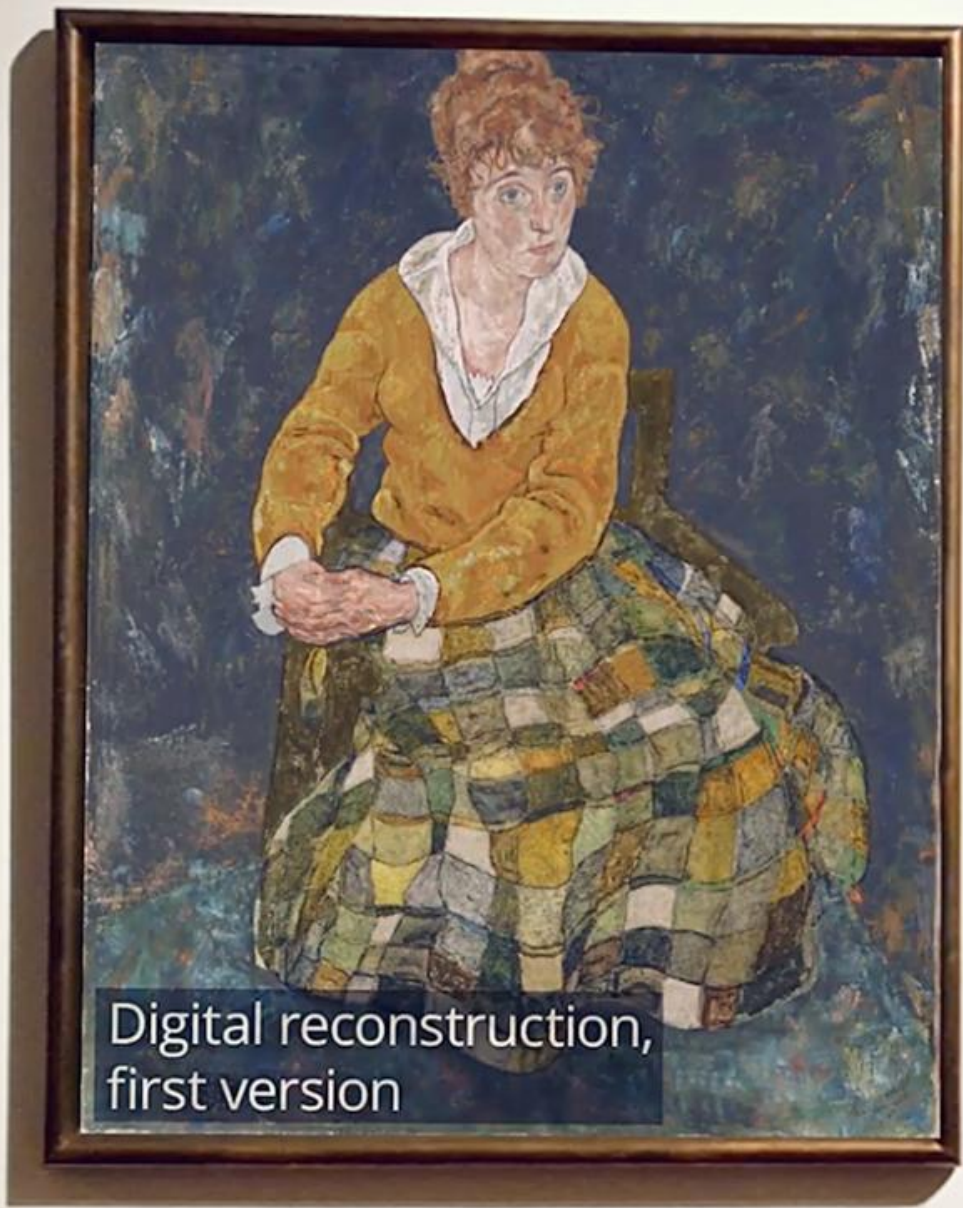




Portrait of a woman in a blue jacket and white skirt, by J.M.W. Turner, 1842. Oil on canvas, 100 x 125 cm. The painting is part of the collection of the National Gallery, London.

Portrait of a woman in a blue jacket and white skirt, by J.M.W. Turner, 1842. Oil on canvas, 100 x 125 cm. The painting is part of the collection of the National Gallery, London.





Digital reconstruction,  
first version

Small informational text block on the left wall.

Small informational text block on the right wall.





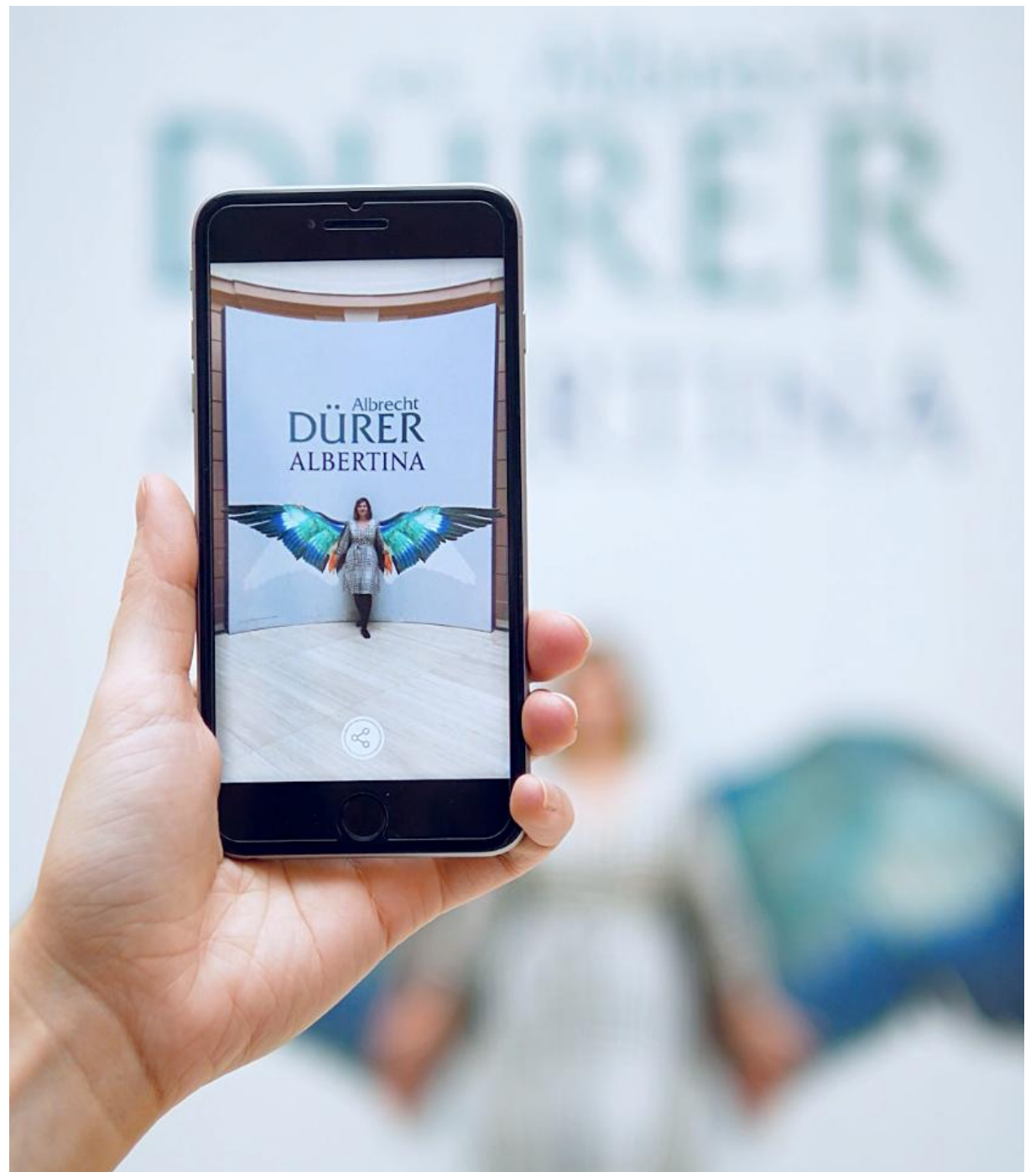


Informational text panel on the wall to the right of the painting.

























thesuperama



ju\_schnee



d.okuart



tactatt



bondtruluv



**Settings**

Animation

**Transform**

X:	0	Y:	0	Z:	-0.1
X:	0	Y:	0	Z:	0
X:	0.31	Y:	0.31	Z:	0.31

**Transparency**

Color:

Threshold:  0.34

**Adjustments**

Scale & Crop to Trigger Image

Crop Reset Crop

**Fade In**

3D Viewport

0B / 5MB Artwork Info

Animation [Dropdown]

Trigger Image

2D 3D



# AR CONTENT CHECKLIST

- ✓ User Experience (Value, Touchpoints, Time)
- ✓ Story = Trigger + Digital Extension
- ✓ Content = Video, Animation, Audio, ...
- ✓ Test & Iterate
- ✓ User Experience
- ✓ Promote
- ✓ Feedback







**DANKE!**

**Sergiu Ardelean**  
Artivive.com



[linkedin.com/in/sergiu-ardelean](https://www.linkedin.com/in/sergiu-ardelean)