

Aurélien Jeanney
Purple Rain

Fresco | Animated images in augmented reality



Purple Rain is about four plant lovers, patiently waiting for the rain to bring their flowers to life. Augmented reality gives us a second narrative, a sequel to the image painted on the wall.

Purple Rain doesn't just decorate a wall, it's a story of connection between man and nature, a story of wonder and contemplation. It invites passers-by to pause, to lift their eyes to the sky to admire the ephemeral beauty of purple rain, and to meditate on the transformative power of nature.

Step 1: Download and open the "Maison Tangible" application on the store corresponding to your smartphone (Apple Store, or Google Play for Android)

Step 2: Open the application. If a "Allow the camera to access your photos" window appears, accept

Step 3: Choose "Purple Rain" on the menu, then click on the "Download" button.

Step 4 : Once the download is complete, click on the "Play and animate" button, then aim at the mural to see the augmented reality animation appear!

Founder of *Maison Tangible*, an illustration workshop as well as a laboratory for augmented reality experiments and a publishing house, **Aurélien Jeanney** is an artistic director and multidisciplinary artist whose work has been exhibited and rewarded on numerous occasions, notably in Canada, Brazil, France, Latvia, India and Sri-Lanka.

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Artist : Aurélien Jeanney

Creation : 2024

Production : « Purple Rain » is co-produced by La Route des Villes d'Eaux du Massif Central / **VIDEOFORMES** avec le soutien de la Ville de Saint Honoré les Bains, Antony Squizzato, dans le cadre du projet Culture Bains #2.

Technical:

Can be printed in the dimensions you require.

Size of fresco : 4 sections of 18,50m² each

Supplied:

HD file to be printed by the organizer

QR Codes

Documentation :

Artist's website : <https://www.maison-tangible.fr/a-propos>

Artist's instagram account : <https://www.instagram.com/aurelienjeanney/>



Purple Rain, Aurélien Jeanney | © Photo : Maison Tangible
| Culture Bains #2, Saint-Honoré-les-Bains, 2024



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