

# BROADWAY AUGMENTED



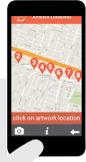
1

Download the free Broadway Augmented App.



2

Launch the Broadway Augmented App.



3

Use the Map inside the BA app to find one of the sixteen art locations.



4

Click on one of the art locations to discover where to point your device.



5

Click on the camera icon in the app and point your device at the trigger image. Watch the art come to life.

## OPENING RECEPTION:

Saturday, September 13th, 2014

2421 17th Street

4:00 - 9:00pm

Hosted by Sacramento Republic FC

[BROADWAYAUGMENTED.NET](http://BROADWAYAUGMENTED.NET)

Public art, virtually installed, superimposed on the real world through your phone.

DISCOVER OUR CREATIVE SIDE  
*in five steps*

Advances in technology are changing the way the world looks by opening up new possibilities for artists, architects, and engineers to use materials, envision and build infrastructure, and play with scale and shape in ways they've never done before. From "Leap", the giant red rabbit sculpture by Lawrence Argent at the Sacramento International Airport, to any building designed by Frank Gehry in the last 15 years, technology continues to drive what is possible to build in the world.

Technology is also helping us understand and even experience a place before it is built. When artist and New Media Professor Rachel Clarke and I began discussing a virtual public art project two years ago, I was unaware of the technology she described. Last month, I took a tour of the Sacramento King's Experience Center. In the center of the lobby, an iPad sat on a plan view of the new arena design. When I picked up the iPad and moved it across the plan, I could see the arena in 3D. This new tool helped me get closer to understanding

what it will be like to watch a basketball game in that built space.

Inspired by the collaboration between the Greater Broadway Partnership Business District and the Urban Land Institute to study and create a master plan for the district, we decided to employ this cutting edge technology in a temporary public art project. Eleven artists were commissioned from Sacramento, around the Country, and from Canada to create 16 site-specific artworks between 21st and 9th Streets on Broadway. These designs were then translated into three-dimensional computer-generated "augments" so that they could be viewed in the real-world environment using a smart phone or tablet.

**Broadway Augmented** and corresponding exhibitions and education events were designed to engage the City and neighborhood in experiencing, understanding, and planning the community. The artworks are the

catalyst to look more carefully at this eclectic place, appreciate what is distinct, and perhaps be inspired to imagine what Broadway might be in the future.

The project was produced by the Sacramento Metropolitan Arts Commission; the College of Arts and Letter, California State University, Sacramento (CSUS); and the Greater Broadway Partnership Business District with funding and in-kind contributions from the National Endowment for the Arts, and dozens of individuals, organizations, and Sacramento businesses. I especially want to acknowledge the participating artists; Geoffrey Alan Rhodes (project technical coordinator); the students at CSUS for their incredible work, and Teresa Roche and Rachel Clarke without whom this project would not have been possible.

Shelly Willis, Director,  
Sacramento Metropolitan Arts Commission

## EXHIBITIONS:

**Broadway Re-Imagined:** New Work by Emily Schleiner, Mark Lanning, Chris Daubert, and Andrew Connelly  
**September 13 – October 31, 2014**

**2412 17th Street**

**Hours: Monday – Saturday, 8am – 5pm**

The Broadway corridor is alive with activity, businesses that reflect the ethnic diversity of the surrounding neighborhood, and two of Sacramento's most iconic landmarks – the Old City Cemetery and Tower Theater. New work by Sacramento artists Emily Schleiner, Mark Lanning, Chris Daubert, and Andrew Conneley capture the essence of this very unique Sacramento neighborhood. The exhibition features installations, interactive artworks, photography and sculpture about the life and commerce on Broadway, the transformation of the neighborhood over time, and the daily patterns of the people who work, live and play on Broadway.

**A Vision for Broadway**  
**September 9 – October 31, 2014**

**Robert T. Matsui Gallery** (at Sacramento City Hall)

**915 I Street**

**Opening Reception: September 9, 2014**

**Hours: Monday – Friday, 8am – 5pm**

Sponsored by the Urban Land Institute, **A Vision for Broadway** combines concepts and ideas for transforming Broadway with virtual sculptures and 3-D renders the design development of artworks for Broadway Augmented. The exhibit features artworks by Ben Hunt and Malcolm Cochran.

## GUIDED TOURS:

**September 13 – October 25, 2014**

**10am & 4pm Saturday: September 13, 20, 27 and October 4, 11, 18, 25**

Tours start at the Greater Broadway Partnership office, 2411 15th Street

Tours are guided by Luke Sanders, a Studio Art major at California State University, Sacramento. Mobile devices are available to use during tours. Tour reservations are required.

Go to: [www.broadwayaugmented.net](http://www.broadwayaugmented.net)

## EVENTS:

**Broadway Augmented: A Virtual Technology Demo by Mario Sotelo**

Saturday September, 13th at 2:00 pm  
2412 17th Street

New media artist and Broadway Augmented lead modeler Mario Sotelo will show how Broadway Augmented artworks from early experiments to final designs, were created.

**Design and Technology: How artists and designers are using technology to bring their ideas to clients and to the public.**

Thursday, October 16, 2014, 5:30 to 8 pm  
The Avid Reader  
1600 Broadway, Sacramento

**Broadway Augmented: How to make invisible art for Broadway**

**Panel discussion:** moderated by Rachel Clarke with Gioia Fonda, Chris Manzione, Joesph Delappe

October 29, 6:30-8:00pm  
Verge Center for the Arts  
625 S Street, Sacramento

## OPENING RECEPTION:

Saturday, September 13th  
2421 17th Street, 4:00 - 9:00pm

## ORGANIZING PARTERS:

Sacramento Metropolitan Arts Commission, Greater Broadway Partnership, California State University, Sacramento

## SPONSORS

National Endowment for the Arts, North West Landpark LLC, Sacramento Republic FC, Sac 365

## SUPPORTERS

Verge Center for the Arts, The Avid Reader, Center for Sacramento History, Center for Contemporary Art, Sacramento

1&13

**Gioia Fonda**  
*Over and Over Again*



Building on a fascination with our collective choices about what is built, preserved and celebrated versus what is demolished, abandoned or forgotten, *Over and Over Again* exploits the fact that the artworks of Broadway Augmented are fantasy, not necessarily meant to ever be built in the brick-and-mortar world. Familiar craft materials like cardboard, glitter, beads and wire engage with the surrounding architecture. Among the forms is the letter

"S" in a heart shape, a reference to the long forgotten minor league baseball team, the Sacramento Solons, whose field once stood nearby.

2&9

**Benjamin Hunt**  
*Floating City*



The work created for the Broadway Augmented public art project are lanterns in the shape of a house that will float above the sidewalk. These Lanterns have been inspired by signage mounted outside a Chinese "Benevolent Society". The signage, located above the doors, are in the shape of lanterns, of which each is adorned with Chinese character. Much of Broadway and the joining neighborhoods have deep-rooted generational connections to many Asian cultures. This project consists of two versions of

Asian style lanterns, which display the characteristics of many houses found in Sacramento and all over North America.

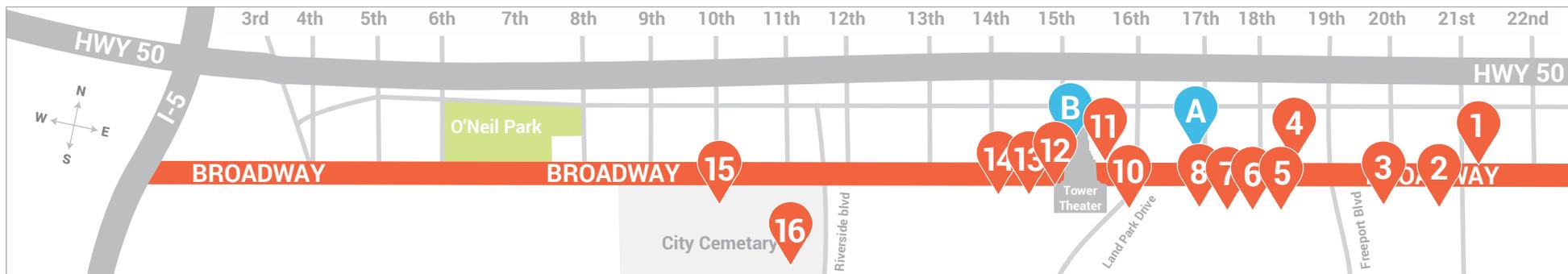
3

**Chris Manziona**  
*Portal Station*



This two-part artwork includes an archway overlaid onto the existing arch at the light rail station – a portal – and a group of "stones" that travel through the portal and along the train tracks. These objects are inspired by traditional scholar stones, rocks used as a tool for contemplation of the environment from which they came – in this case, the

digital environment.



4&11

**Sabrina Ratté**  
*FAÇADES*



*Façades* is a video diptych inspired by the round windows of Bac Hoa Viet and Miso, two restaurants on Broadway. These windows are virtually transformed as short video loops show altered versions of the restaurants' façades. The architectural qualities of each restaurant appears to be melting into light and colors.

5

**José Carlos Casado**  
*Dis-placed Phone*



Remember public pay-phones? In the age of cellphones, texting and social media, coin-operated phones are disappearing. This piece is a ghost of a public payphone, its presence familiar, but out of reach because of its scale and semi-transparency, a reminder of how quickly technology changes.

6&8

**Mark Emerson**  
*PICTURE MOTION*



**Broadway Augmented** affords Mark Emerson the opportunity to transform the color arrangement (pattern) as the viewer observes the artwork. He finds it both interesting and exciting that the artwork will start with a still image and within twenty seconds become a related but rather different rhythmic structure giving "motion to the picture."

7&15

**Rebecca Krinke**  
*Unknown/Known*



*Unknown* is a memorial honoring the many anonymous individuals buried in the City Cemetery. The monument overlays the memorial to John Sutter, the "founder of Sacramento," and asks, who is a hero? What is a life? Who do we remember and why? *Known*, the Wong Family Benevolent Association, honors prominent Chinese Americans from Sacramento. Photographs of County Board of Supervisor Jimmie Yee; author Lawrence

Tom; and award-winning businesswoman, Lina Fat float inside frames, overlapping each other with varying degrees of transparency.

10&12

**Rachel Clarke**  
*Tower Comics*



*Tower* (16th and Broadway) is both a celebration of the Tower Records Company, founded in 1960 by Sacramento native, Russell Solomon, and an acknowledgment of the ultimate demise of music chain stores due to changes in technology. It is an assemblage of music media memorabilia from a recently bygone age.

*Comics* (1508 Broadway) Walking into the comic store on Broadway Rachel Clarke stepped into a vibrant world of comic book teen sub-culture that she thought no longer existed; a culture where American brands like Marvel continue to thrive. This piece riffs on comic book imagery and pop culture references.

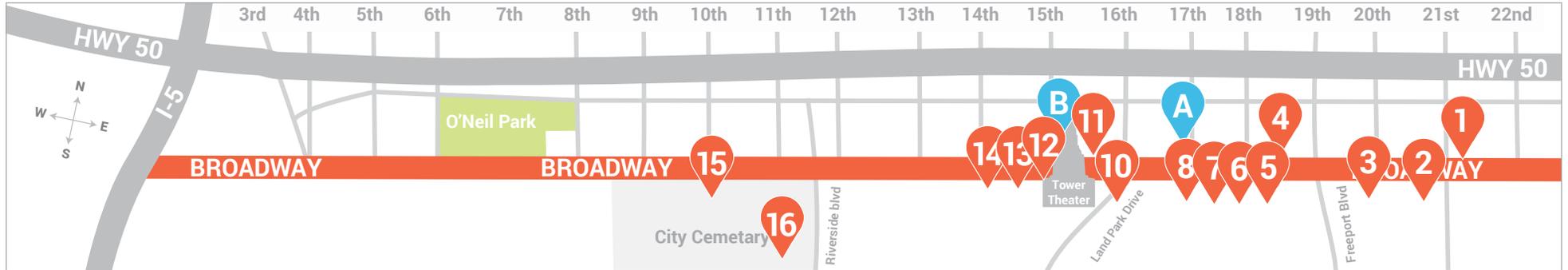
14

**Michael Rees**  
*Knot Naught Not*



*Knot Naught Not* is like a movie set located at the XO Lounge in the form of a game. It mashes up first person shooter games where the player interacts with a sculpture. A gun is aimed at a virtual sculpture. Shooting the gun sculpts the piece. The viewer is engaged in an act of creation no matter how they interact with the program. The sculpture reprograms games and gaming to creative ends while providing entertainment in a public sculpture context. The title refers to a riddle to be solved

(knot), to the notion that the game has no impact on matter in a significant way (naught), and an act of negation of game and sculpture which are pitted against each other.



16

**Malcolm Cochran**  
*The Peaceable Kingdom*



Inspired by a solitary child's gravestone amid an otherwise crowded cemetery, this work populates the space around the grave with virtual sculptures derived from toys and animal sculptures from the artist's childhood.



**Joseph Delappe**  
*Drones Over Broadway*



MQ1 Predator drones flying over Broadway. Over the past decade+ of war, our military and intelligence services have enthusiastically embraced the use of armed, unmanned aerial vehicles (UAV) as weapons of choice in the Iraq war, Yemen, Afghanistan and Pakistan. The intention is to create an unexpected experience in a typical domestic context by simulating what it might be like to live in a war-zone – creating a brief moment for Americans

to contemplate just what it might be like to live under droned skies.

A

**Sacramento Republic Offices**  
2421 17th Street  
*Exhibition space and home base for Broadway Augmented*

B

**Greater Broadway Partnership**  
2411 15th Street