We’ve seen virtual reality art installations in the past, but Switzerland’s latest wants to unbind those preconceived expectations. Starting on January 19th, the Tina Sauerländer (peer to space)-curated exhibition “The Unframed World” will be on display at HeK – House of Electronic Arts Basel in Switzerland. And with it, more VR art installations to unravel expectations.

“The Unframed World” will feature digital media artists from all around the globe, from the Swiss-based interaction design studio fragment.in to the United States’ own Rachel Rossin. For the installations, artists are tying together the physical space with the virtual one. An example of this includes modding tangibility (and cuteness) onto a Google Cardboard with artist Martha Hipley’s saccharine VR boyfriend simulator “ur cardboard pet” (which will be on display at “The Unframed World” with an updated edition).

“The international group exhibit shows works which bind the virtual
“The Unframed World” will be on display in 2017 from January 19th to March 5th at HeK – House of Electronic Arts Basel in Switzerland.

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Caty McCarthy is a San Francisco-based writer and designer. She enjoys watching anime, playing quirky video games, and is also a firm believer that Persona 3 is better than Persona 4.

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