



## EXPERIMENTAL

# A new virtual reality art exhibit wants to unframe our world

by Caty McCarthy

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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.

[Alfredo Salazar-Caro](#), "Portrait of Elizabeth Mputu," 2016.

"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).

[Rindon Johnson](#), "Photographed Still from Meet in the Corner (Publishing House, 2016)."

"The international group exhibit shows works which bind the virtual

environment together with the physical exhibition space,” reads [the exhibit’s description](#). Nothing resides alone in the virtual world, nor in the physical one we dwell daily, within any of the exhibit’s installations. Everything is intertwined forever, just like life.

*“The Unframed World” will be on display in 2017 from January 19th to March 5th at [HeK – House of Electronic Arts Basel in Switzerland](#).*

*Photos – Header image: (c) [Li Alin](#).*

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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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