

PRESS RELEASE

MARC LEE – 10'000 MOVING CITIES – SAME BUT DIFFERENT

7. 6. – 13. 7. 2019

Opening: 6 June 2019 | 6 - 9 pm | Bachstrasse 9, 8038 Zurich

Roehrs & Boetsch is pleased to present Marc Lee's internationally renowned work '10.000 Moving Cities – Same but Different' in a VR and AR version.

In this work the artist explores aspects of globalisation and urbanisation in the digital age. In recent years, increasing globalisation and digitalisation have led cities to become more and more similar. One reason is the emergence of so-called 'non-places'; a term coined by French anthropologist Marc Augé, that refers to spaces of transience without any true local identity such as motorways, shopping malls, hotel rooms or airports. The architecture and function of such non-places is similar all over the world, which leads to cities increasingly resembling each other.

In the attempt to stimulate a reflective attitude with the digital society of our time, Marc Lee decided to make use of two new artistic media that both allow for an 'immersive confrontation' – virtual and augmented reality.

In the virtual reality version of '10'000 Moving Cities – Same But Different', Marc Lee projects social network content from a city of choice onto non-descript buildings that could exist anywhere in the world. Upon entering the work via HTC Vive glasses, visitors find themselves in the midst of a virtual city with tall towers rising at different heights to form a skyline. On the surfaces of the buildings, a display of images and videos is constantly changing, fed by posts shared publicly on social networks such as YouTube, Flickr or Twitter. Walking through collages of these personal statements streamed in real time, visitors can glimpse the ever-evolving city and explore cultural and local peculiarities. By doing so, Marc Lee visualises the interrelation of outward similarity and local difference in global cities and invites visitors to explore this in his interactive installation.

With the augmented reality app '10.000 Moving Cities – Same but Different' one moves between the imaginary buildings using a tablet or smart phone and participates in real time digital communication streams and social movements by means of inserted Twitter posts. Buildings can be destroyed and rebuilt by the users. The more buildings disappear, the more creatures appear ... The digital content and the physical backdrop are both Zurich related, as only tweets within a 2000 meter radius around the gallery are streamed and the whole scenery unfolds itself in the gallery courtyard. In an immersive, playful and interactive manner the AR version of 10.000 Moving Cities brings to mind how places are constantly changing, language diversification, plant and animal species are diminishing and buildings, shopping malls and cities are taking over; accompanied by a growing resemblance and lack of true local identity.

For further information on the exhibition and press materials, please contact Nina Roehrs at the gallery (press@roehrsboetsch.com, T +41 43 539 56 74).

Marc Lee (1969, Switzerland) is a Swiss media artist who creates network-oriented interactive art projects by experimenting with information and communication technologies. With a special focus on contemporary online culture, Lee's works critically reflect creative, cultural, social, economic and political aspects.

Lee's work has been exhibited internationally in museums and new media art exhibitions such as ZKM Karlsruhe, New Museum New York, Transmediale Berlin, Ars Electronica Linz, HMKV Dortmund, HeK Basel, Fotomuseum Winterthur, Read_Me Festival Moscow, CeC Dehli, MoMA Shanghai, ICC Tokyo, Nam June Paik Art Center Seoul, Media Art Biennale and MMCA Seoul.

Work by Marc Lee is represented in museum collections, including including the Swiss Confederation Federal Art Collection Bern, HeK Basel, Fotomuseum Winthertur and the ZKM Karlsruhe.

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