

Stereoscopic 3D Art Exhibition explores the magical world of fine art stereography. It will feature a wide-ranging collection of stereoscopic images and formats to be viewed using a variety of techniques. Both the content and its methods of presentation will carry equal importance.

As new ways of thinking in art have emerged, the demands on design require **new interpretation**. By taking advantage of emerging and more available 3D hardware & software technologies, this show will be among the first to bring stereo imaging as a **visual art form** to a wider audience.

Historically, broad acceptance of 3D has been limited by analog technologies of the time. Presenting stereo images was problematic and the results caused eyestrain and headaches. But emerging digital projection and display technologies combined with the accuracy of CGI are **revolutionizing** stereoscopic content creation and delivery.

An exciting era of 3D imaging has begun and I see it as a technique with the **potential** for many fine art, multimedia and commercial applications.

Unique experience of viewing 3D images is difficult to explain – it must be **seen** in person. When properly created and presented, the boundaries between the illusion and reality can become blurred like in no other visual medium.

We have two eyes but perceive a single picture of our **surroundings**. Each eye sees slightly different two-dimensional images representing two perspectives of the same object (known as [parallax](#)), and the brain uses the differences to reconstruct the third dimension (visual perception called [stereopsis](#)).

Stereoscopy (also referred to as **stereoscopic imaging** or **three-dimensional imaging**) is a technique to create the illusion of true depth experienced in a real world, by taking advantage of the binocular nature of human vision. The scene is photographed, painted, or computer-rendered from two viewpoints. The resultant pair of 2D pictures is then presented to each eye individually through a special viewing device, such as 3D displays or projectors, producing a striking effect of volume, giving viewers a feeling of being **immersed** into real space.

Ideally, the following presentation and viewing methods will be used but can be modified depending on budget constraints:

Presentation methods:

- Prints
- Displays & Computer Monitors
- Digital Projection
- CAVE - [Cave Automatic Virtual Environment](#) ([immersive virtual reality](#) room-sized cube)

Viewing methods:

- Naked eye - a.k.a. Freevision, Autostereo, Cross-eye (gallery patrons view the 3D work without the use of a viewing aid)
- prism viewers (helps patrons to look at Parallel-eye pairs)
- Glasses:
 - red-blue glasses, for viewing [Anaglyphs](#) (classic red-blue images), including [Phantograms](#) (uncanny virtual images that appear to be standing up when viewed from the proper angle)
 - polarized glasses
 - shutterglasses (synchronized with the display / projector)

Techniques / Media:

- Photography
- Paintings / Fine Arts
 - Though notable artists such as Marcel Duchamp, Man Ray, Salvador Dali, Magritte and Oskar Fischinger have created work in the genre, stereoscopic paintings are very rare in the world of fine art and remain difficult to accomplish. Left and right-eye images are painted on side-by-side canvases.
- Computer Renderings
- Video (live and computer animations)
- combined techniques

Themes:

- patterns, abstract, architecture, people, nature, still life...
- **your** company's logo & ads in 3D stereo?

Additional content and entertainment can be added, such as:

- two video or web cameras for interactive real-time stereoscopy
- stereo displays placed in street-level window can be used to engage passer-bys
- stereo viewing device becomes an art object in itself, a wall-mounted or free-standing sculpture through which the 3D image is perceived

As a demonstration of new artistic possibilities, the show's intention is not just to cultivate visual literacy and an understanding of design, but also to examine more closely the inter-relationship between **overlapping worlds** of visual art, architecture and new technologies.

ArchiCulture Studio is actively looking for support from sponsors and venues interested in presenting the **Stereoscopic 3D Art Exhibition**.

3D imaging has a striking effect on viewers, and has great marketing potential. If you would like to discuss how this emerging technology can benefit you and your organization, or would simply like more information, please [contact us](#).

Pending Grant applications for the Stereoscopic 3D Art Exhibition:

- New York Foundation for the Arts 2008
- Art in General 2008

Artist's Statement >>

While much of my education and professional background was in the field of architecture, I have evolved into a multidisciplinary designer and visual artist working in three-dimensional media. I've used stereoscopy consistently in my work to the point where it has become a favorite mode of artistic expression. Intrigued and inspired by its visual possibilities and how it exposes unexplored territories of human perception, I've investigated how the creative and expressive potential of interactive virtual and immersive environments can benefit modern art, architectural designs, and its presentation.

- Zoran Zelic

To experience the wonderful world of the third dimension, please see our [3D Stereoscopy](#) section.