



# Bringing Art Closer to You

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VR-All-Art is a groundbreaking platform for galleries, auction houses and museums to exhibit and trade art in the virtual and augmented worlds.

When viewing art in real life is impossible, the platform gives all art lovers the power to experience artworks in immersive and interactive virtual environments.

Presenting art in virtual spaces offers a substantially fuller and more emotional experience compared with a common 2D online presentation.



**Old Masters**  
**Public Domain Art**

Artistic gallery presents an artistic collection of public domain art pieces that most undoubtedly belong to the invaluable treasure of art history. By exhibiting these old masters and granting access to the cultural heritage for the public, we will demonstrate its power in the process of disseminating the art and culture across.

# Why Exhibit Art In Virtual Reality?

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Impress collectors with the immersive experience of art in VR



## EXTEND TIME

Prolong the lifespan of your exhibitions and make them accessible 24/7/365.



## EXPAND SPACE

Broaden your gallery space and showcase more works of art on the walls of a virtual gallery.



## INCREASE AUDIENCE

Reach global visitors and collectors through the VR-All-Art platform.



# Multi-Platform Accessibility

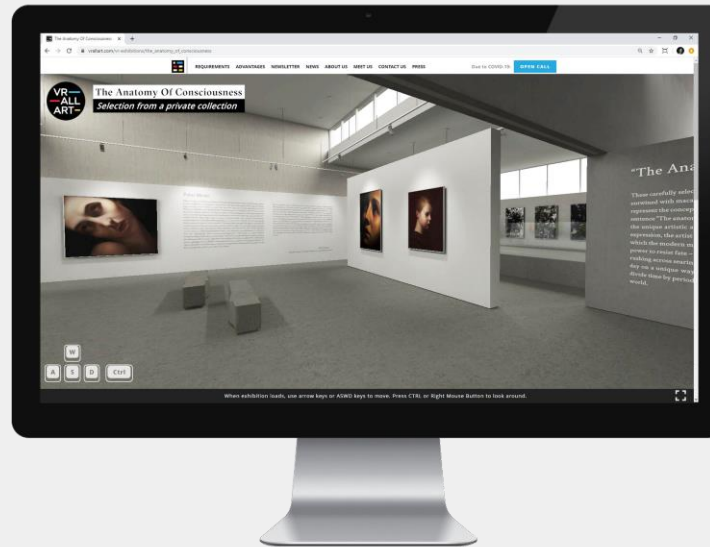
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VR-All-Art exhibition spaces are accessible through all relevant hardware devices.



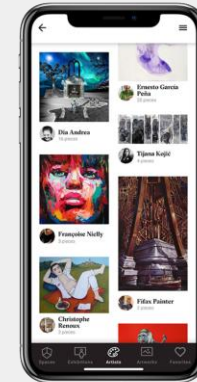
## VR HEADSETS

Using a VR headset your audience can experience your exhibitions anywhere, at any time.



## WEB BROWSERS

Your customers can enter your 3D exhibitions on any computer using standard internet browsers.



## MOBILE PHONES

Using a mobile phone, your customers can access and experience your exhibitions in their own environment.

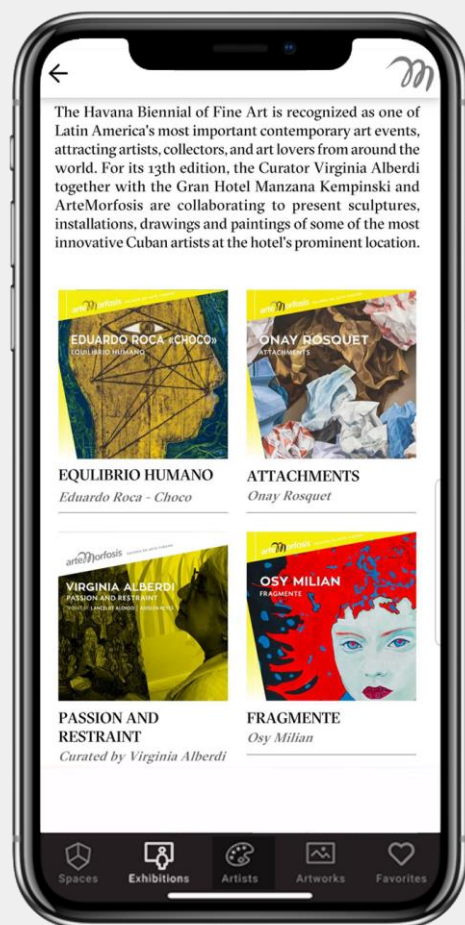
# Exhibit art in Virtual Reality



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**Virtual Reality Exhibitions** are presentations of digitalized artworks organized in virtual spaces. Using tools provided by the VR-All-Art applications, you can curate exhibitions and collections in 3D environments. With the ability to edit your exhibitions, you can arrange artworks within the virtual spaces, change the colors of the walls and adjust the lighting as needed, as well as choose frames that will best fit your vision.

# Exhibit art in Augmented Reality

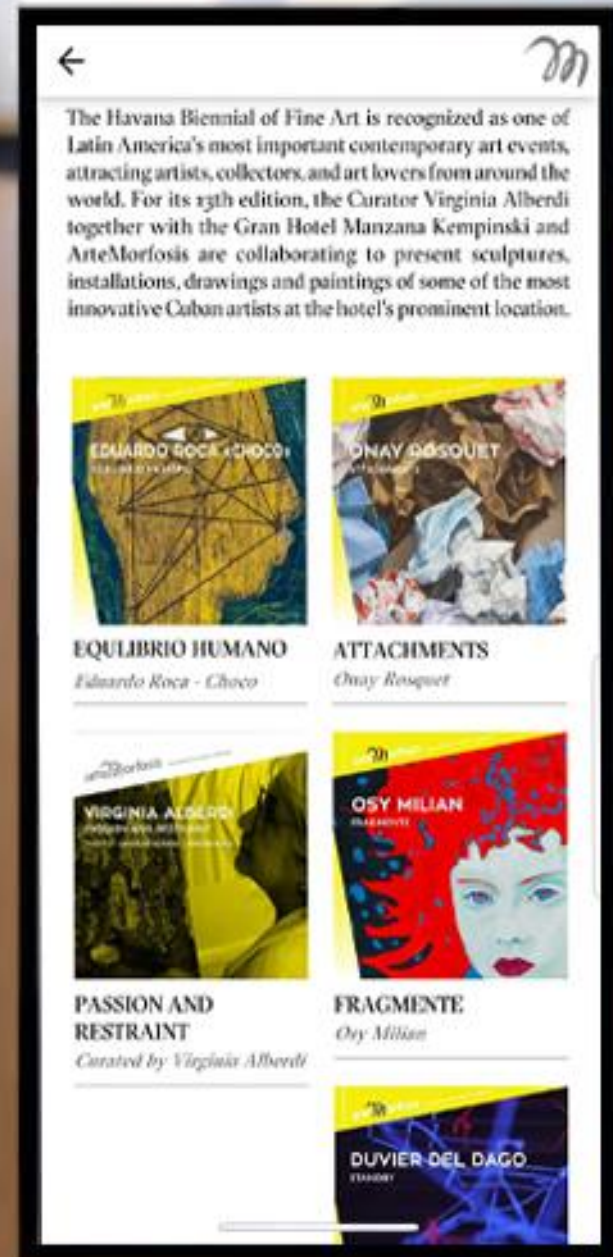


**Augmented Reality** exhibition is a mobile-accessible virtual space that imitates a real-life exhibition. Using Augmented Reality technology, you can visualize virtual objects in your real space through the window of your mobile phone or tablet.



## Exhibit art in Augmented Reality

# ARTEMORFOSIS GALLERY AUGMENTED REALITY EXHIBITIONS



## Exhibit art in Augmented Reality

**SCAN THE FLOOR**



Exhibit art in Augmented Reality

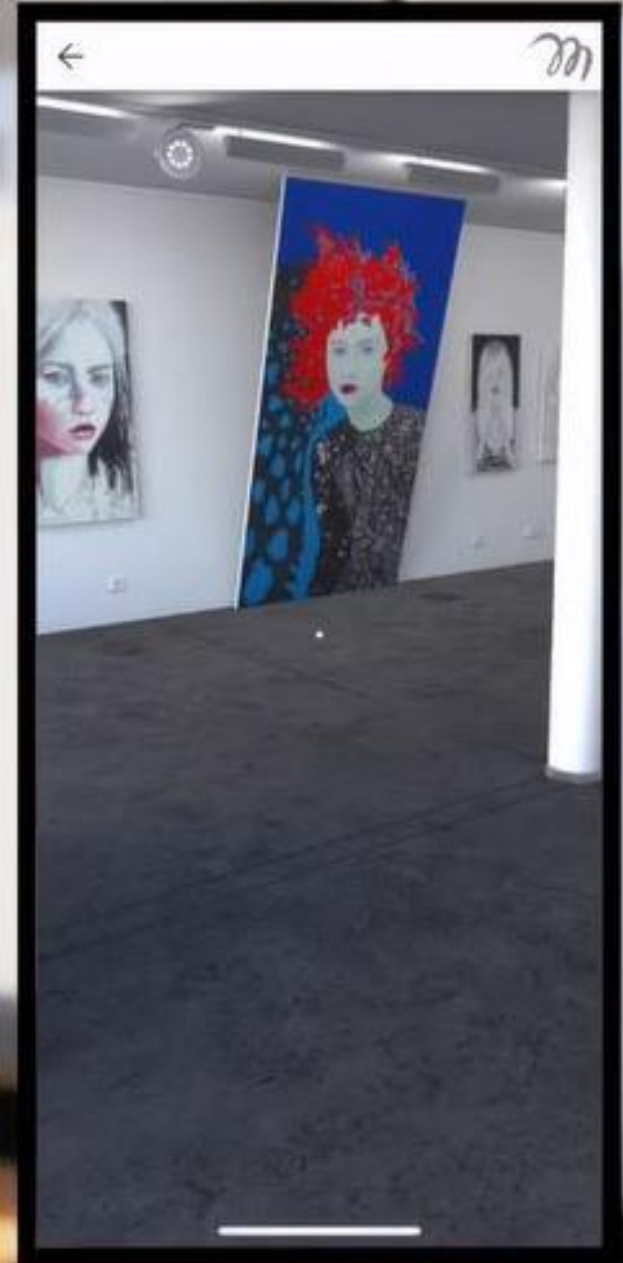
**WALK THROUGH THE PORTAL**





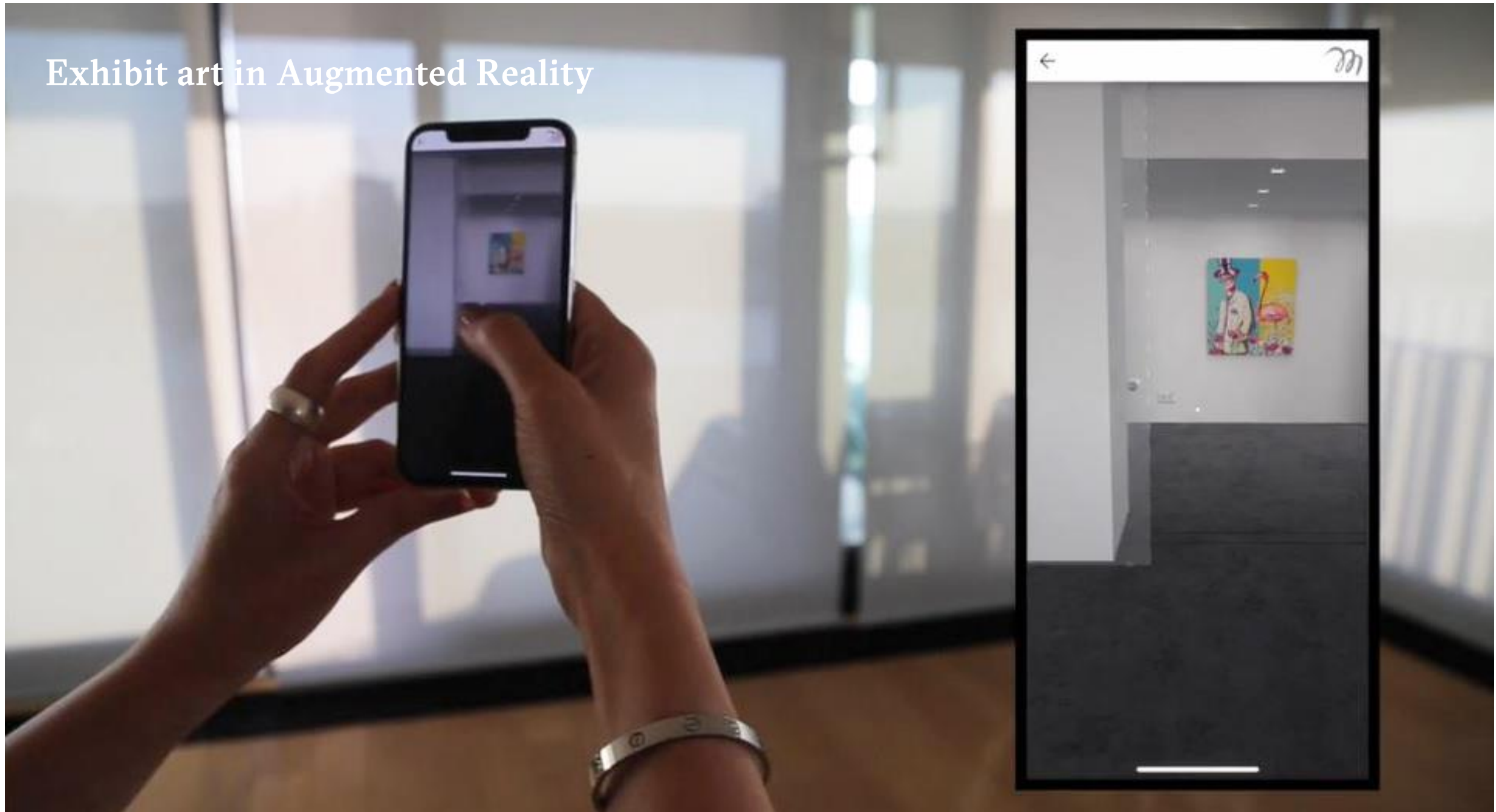
Exhibit art in Augmented Reality

**TAP ON THE FLOOR TO MOVE**

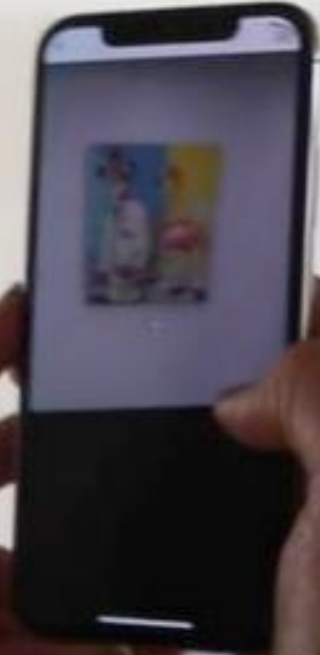




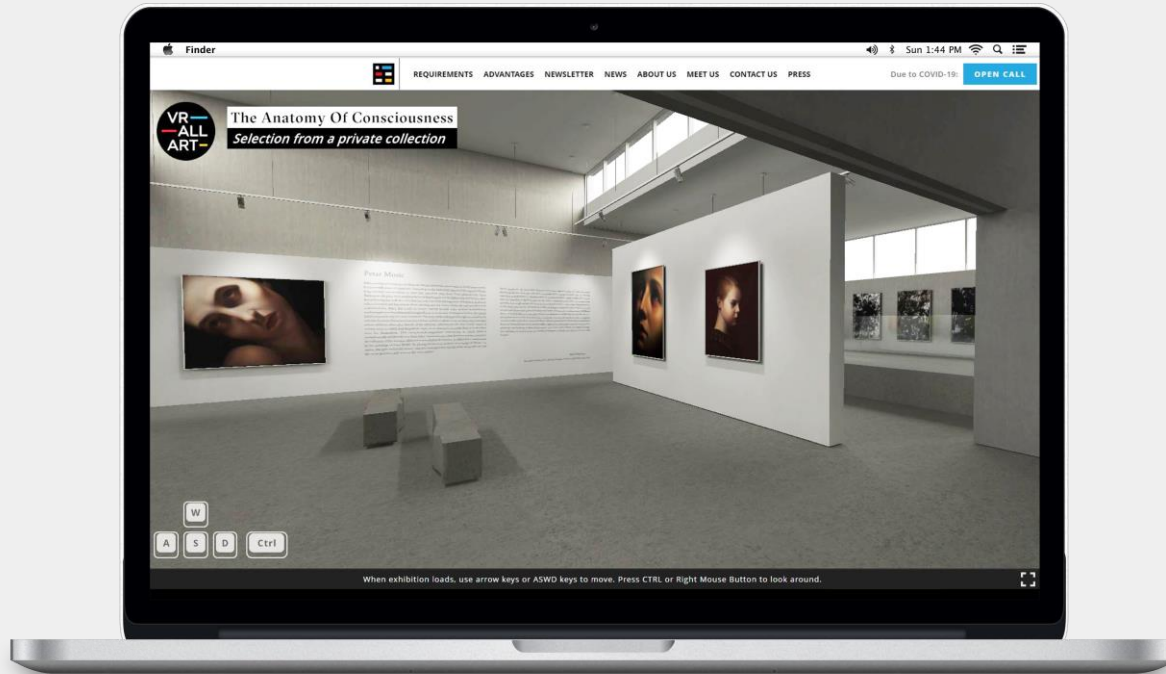
## Exhibit art in Augmented Reality



## Exhibit art in Augmented Reality



# Exhibit art in Web Exhibition Viewer



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**Web Exhibition Viewer** allows your customers to enter your 3D exhibitions on any computer using standard internet browsers.

Exhibitions created in the Virtual Reality spaces of VR-All-Art can also be embedded onto websites and viewed through a 3D walk-through using only a mouse and keyboard.

# Take Your Exhibitions With You Wherever You Go

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Transform your exhibition space into a mobile gallery and take it with you when you travel



## BRING TO MEETINGS

Show collectors your past and current exhibitions in your virtual gallery space.



## TAKE TO ART FAIRS

Present an unlimited number of artworks and exhibitions regardless of your booth size.



## SHARE ONLINE

Share a link to your exhibition with anyone who has VR equipment. Embed exhibitions on your website.

# In-House Use Of Virtual Reality Headsets

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Add Virtual Reality technology to your gallery and access new possibilities



## ARCHIVE EXHIBITIONS

Prolong the lifetime of previous exhibitions by keeping them in Virtual Reality.



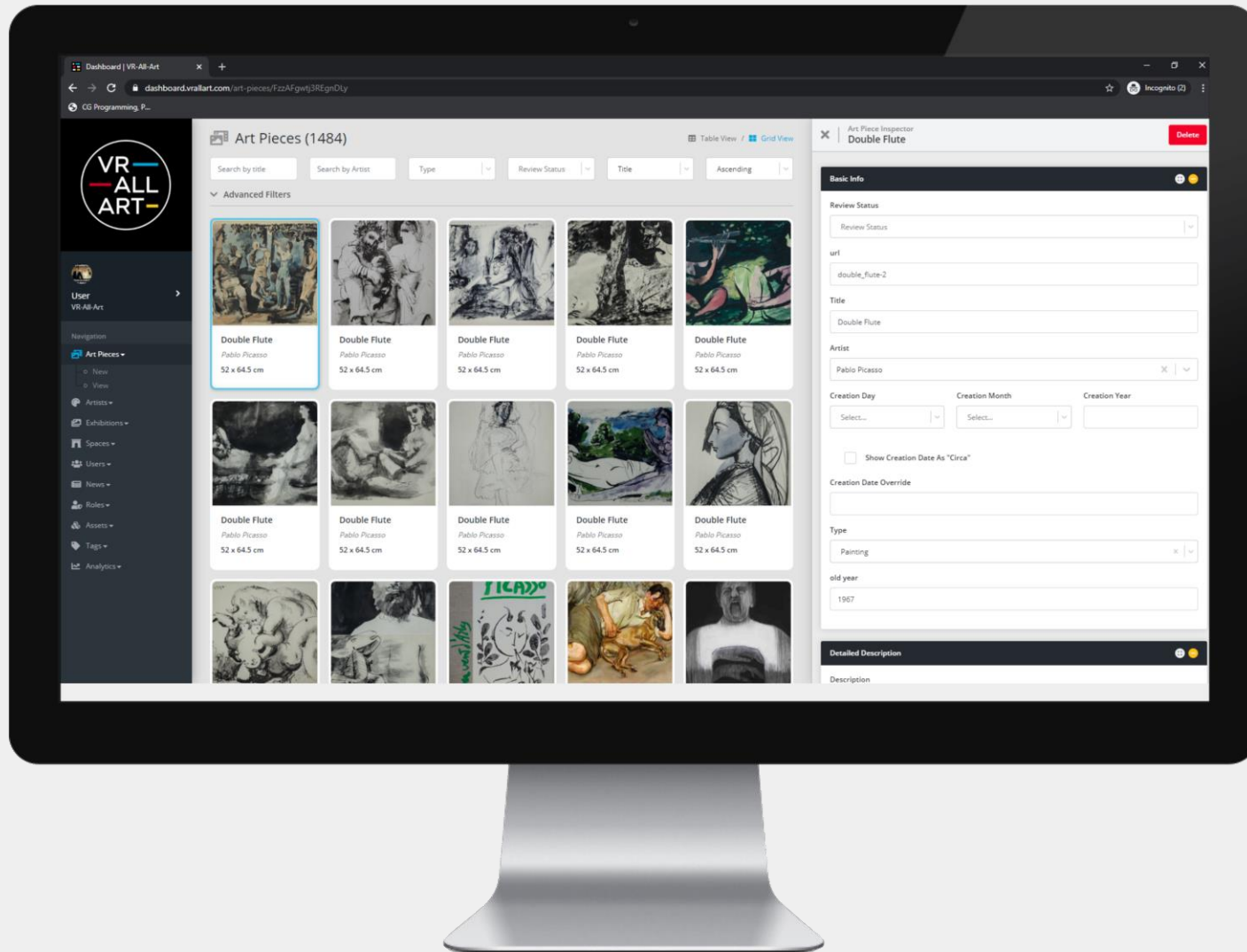
## EXHIBITION PLANNING

Envision, plan and curate future exhibitions in VR before setting them up physically.



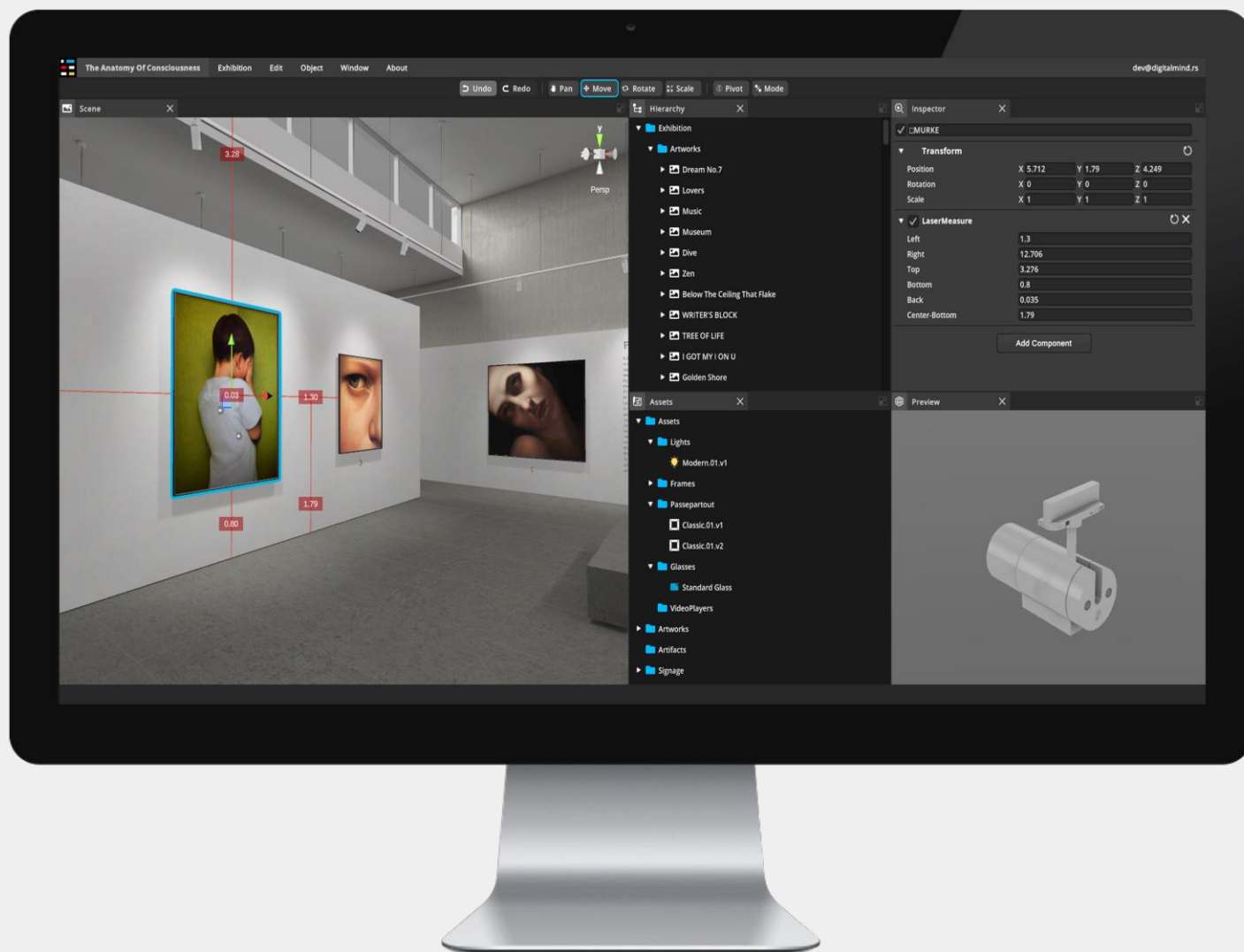
## ADDED VALUE

Attach video or audio files to artworks and elevate your audience's experience.



## Web Dashboard

Manage your artist profiles, artworks, and exhibitions through a web interface in VR-All-Art's responsive and fast dashboard.



# Web 3D Exhibition Editor

Web 3D Exhibition Editor  
Create and setup your exhibitions  
in any web browser with  
the Editor's drag-and-drop interface  
and easy-to-use tools for curation.



# Choose Your Virtual Exhibition Space

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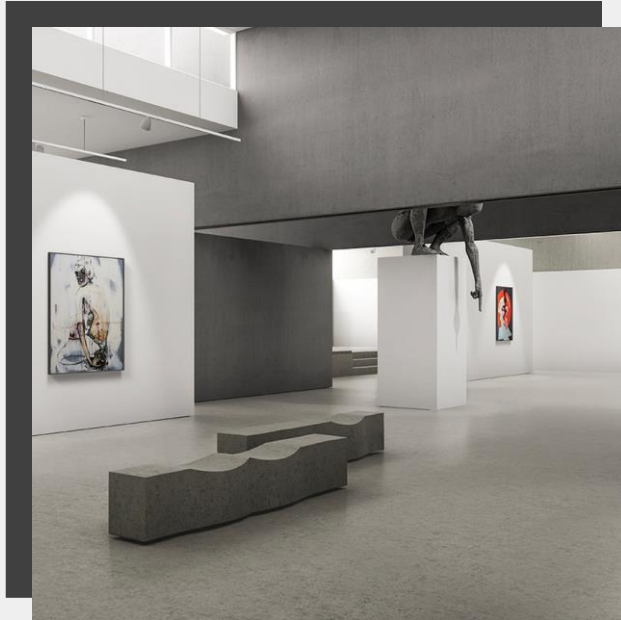
VR-All-Art gives you the freedom to present your artworks in any environment that suits your needs.

Why use VR? Every artistic expression needs a space to take shape and manifest itself. Detaching the idea of “space” from the real-world and expand it into mixed and virtual realities opens new horizons. Discover new art spaces throughout all realities on one platform.

# Choose Your Virtual Exhibition Space

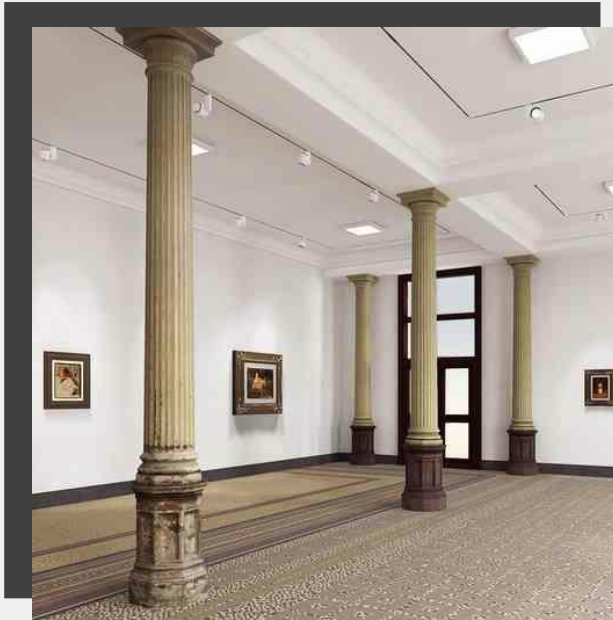
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VR-All-Art gives you the freedom to represent your artworks in any location that suits your needs.



## USE A PRE-DESIGNED GALLERY SPACE

Browse existing VR-All-Art exhibition spaces and customize them to your needs.



## CLONE YOUR OWN BRICK & MORTAR GALLERY

Scan and reproduce your gallery in Virtual Reality with the help of our Experts.



## CREATE A TAILOR-MADE EXHIBITION SPACE

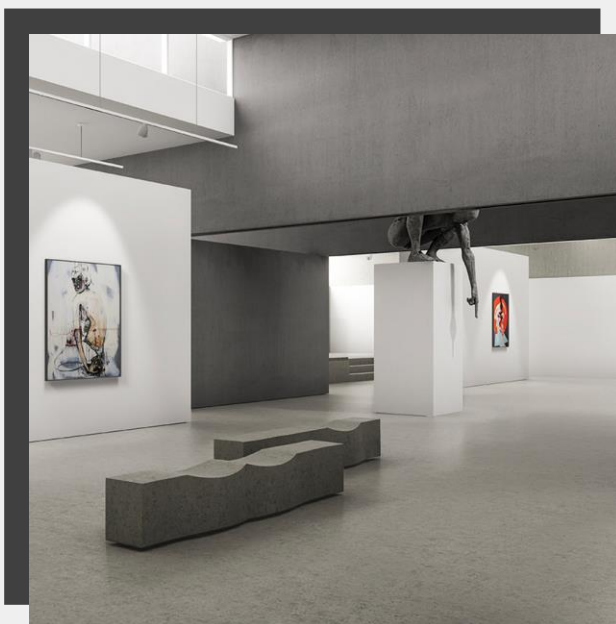
Design a unique and personalized gallery with VR-All-Art architects and 3D specialists.

# VR Galleries

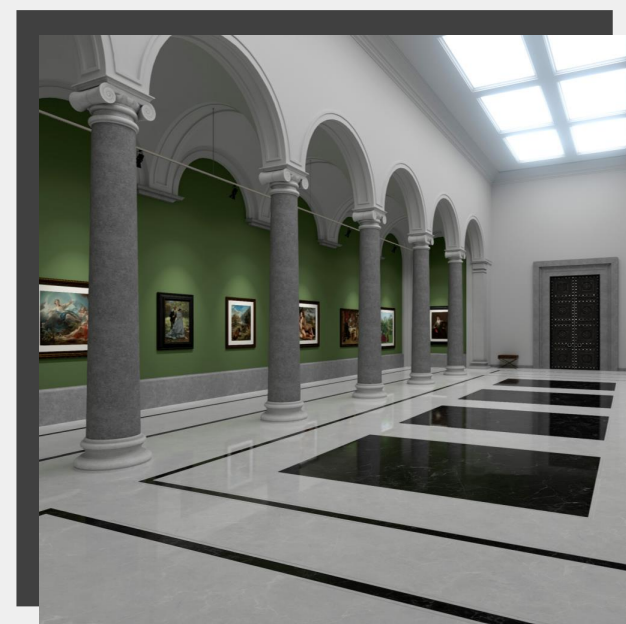
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**VRAA Pavilion**



**AUREUS VR Gallery**



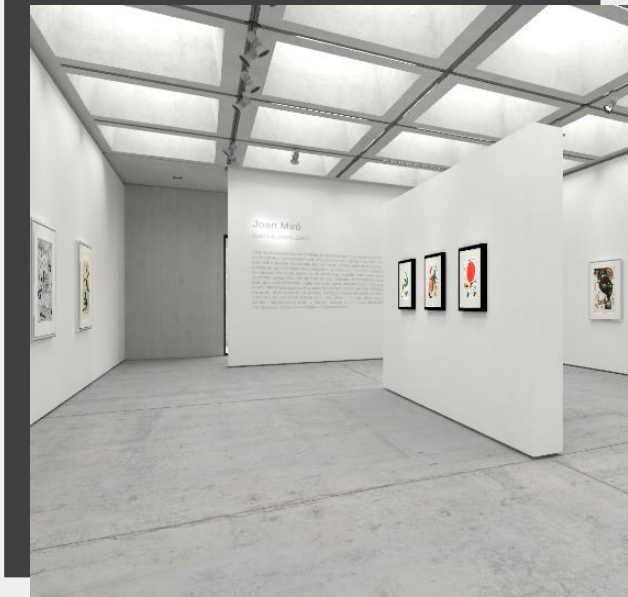
**ARCADE VR Gallery**

# VR Galleries

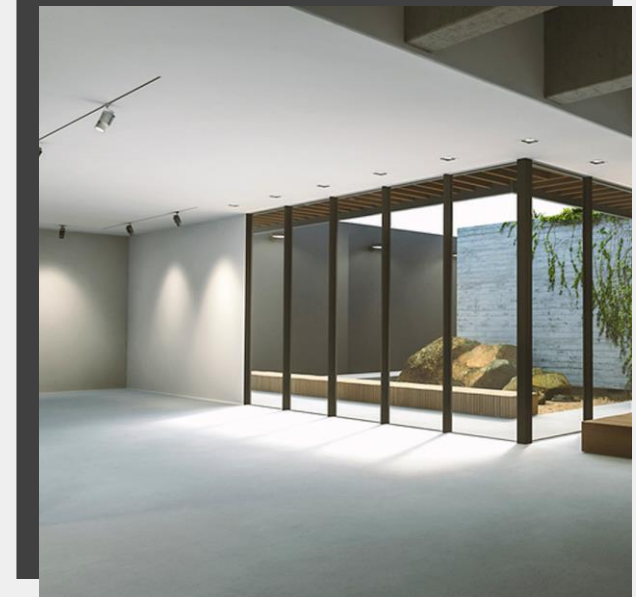
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**MOSAIC VR Gallery**



**DIVIDED VR Gallery**



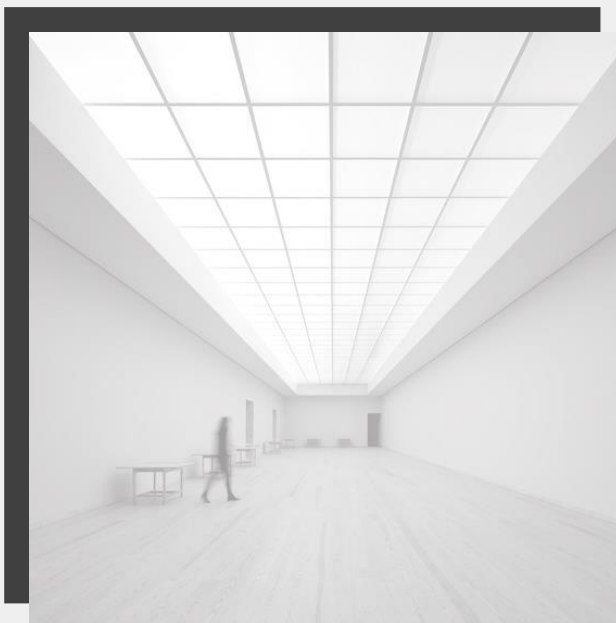
**SPECTRA VR Gallery**

# VR Galleries

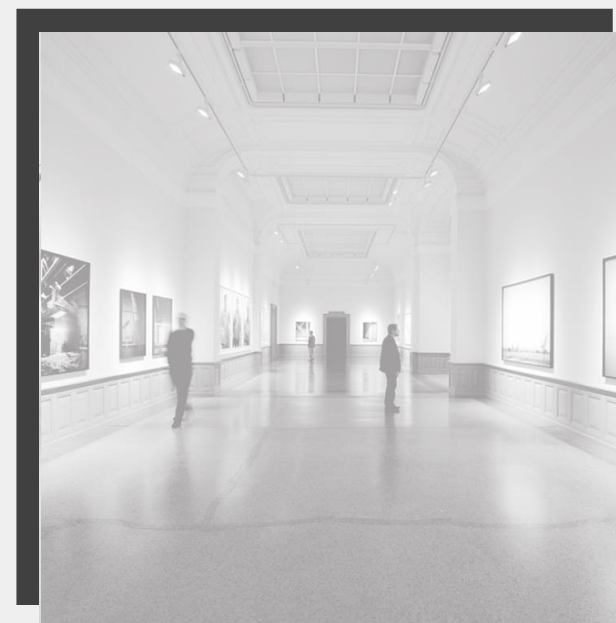
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**SALON MPC VR  
Gallery**



**IN DEVELOPMENT**



**IN DEVELOPMENT**



# VRAA Pavilion

Limitless Art Space



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The exhibition space of the VRAA Pavilion is characterized by overlaying passages in an open-air simulation. This virtual structure inspires wondering and allows visitors to choose their own paths as they explore exhibitions. Designed with the idea of unlocking limitless space and possibilities, this space is a architectural fantasy created to serve the art world.

# VRAA Pavilion

Limitless Art Space





# VRAA Pavilion

Limitless Art Space



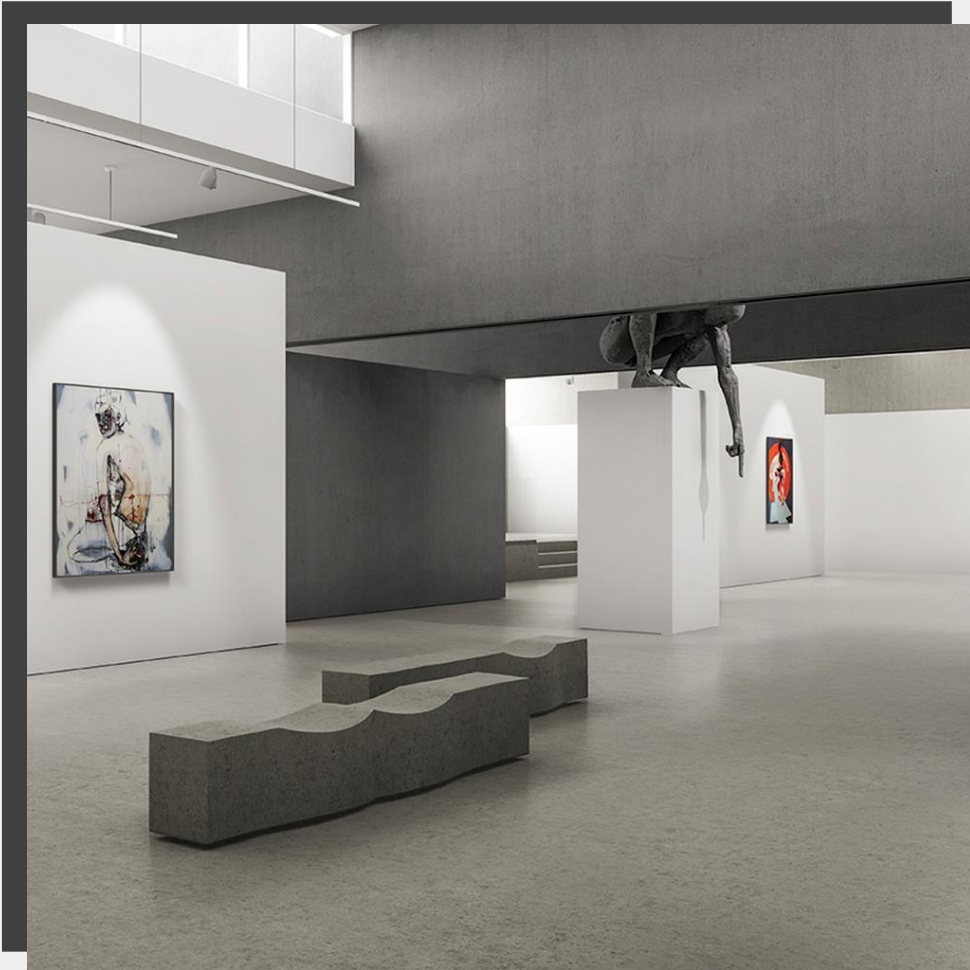
# VRAA Pavilion

Limitless Art Space



# AUREUS

## Contemporary VR Art Gallery



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Style: Contemporary architecture.

Aureus is an open space art gallery. The interior is lit by indirect sunlight so the atmosphere of the space is transparent and almost lucent. The gallery is suitable for exhibiting contemporary as well as classical art pieces.

Walls: 166 running meters of wall space

Floor area: 625 sqm

Ceiling height of the side areas: 6 m

Ceiling height of the central zone: 8 m

Additional exhibition / hanging space is available through the installation of temporary movable walls



# AUREUS

Contemporary VR Art Gallery



AUREUS

Contemporary VR Art Gallery



# AUREUS

Contemporary VR Art Gallery





# ARCADE

## Classical VR Gallery



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Style: Classical architecture.

The space is dominated by beautiful white marble arcades, inspired by the art of ancient Greece and Rome. The Gallery exudes simplicity and clarity. The gallery is suitable for exhibiting classical art pieces.

Walls: 90 running meters of wall space

Floor area: 580 sqm

Ceiling height of the side areas: 6 m

Ceiling height of the central zone: 11 m

Additional exhibition / hanging space is available through the installation of temporary movable walls



# ARCADE

Contemporary VR Museum

## Old Masters Public Domain Art

ArCADE Gallery presents an exclusive collection of public domain art pieces that most unfortunately belong to the immediate domain of an insurer. By archiving these old masters and granting access to this cultural heritage for the public, VR AR can demonstrate its power in the process of democratizing the art and culture sector.



# ARCADE

Contemporary VR Museum





# ARCADE

Contemporary VR Museum



# MOSAIC

## Contemporary VR Art Gallery



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Style: Contemporary architecture.

The Gallery stark, clean lines with slightly industrial finish. Dominating in the space is a geometric fracture of the building's anatomy, which creates four partially separated exhibition zones. The gallery is suitable for exhibiting contemporary as well as classical art pieces.

Walls: 84 running meters of wall space

Floor area: 230 sqm

Ceiling height: 4.5 m

Additional exhibition / hanging space is available through the installation of temporary movable walls



# MOSAIC

Contemporary VR Art Gallery



# MOSAIC

Contemporary VR Art Gallery





# MOSAIC

Contemporary VR Art Gallery



# MOSAIC

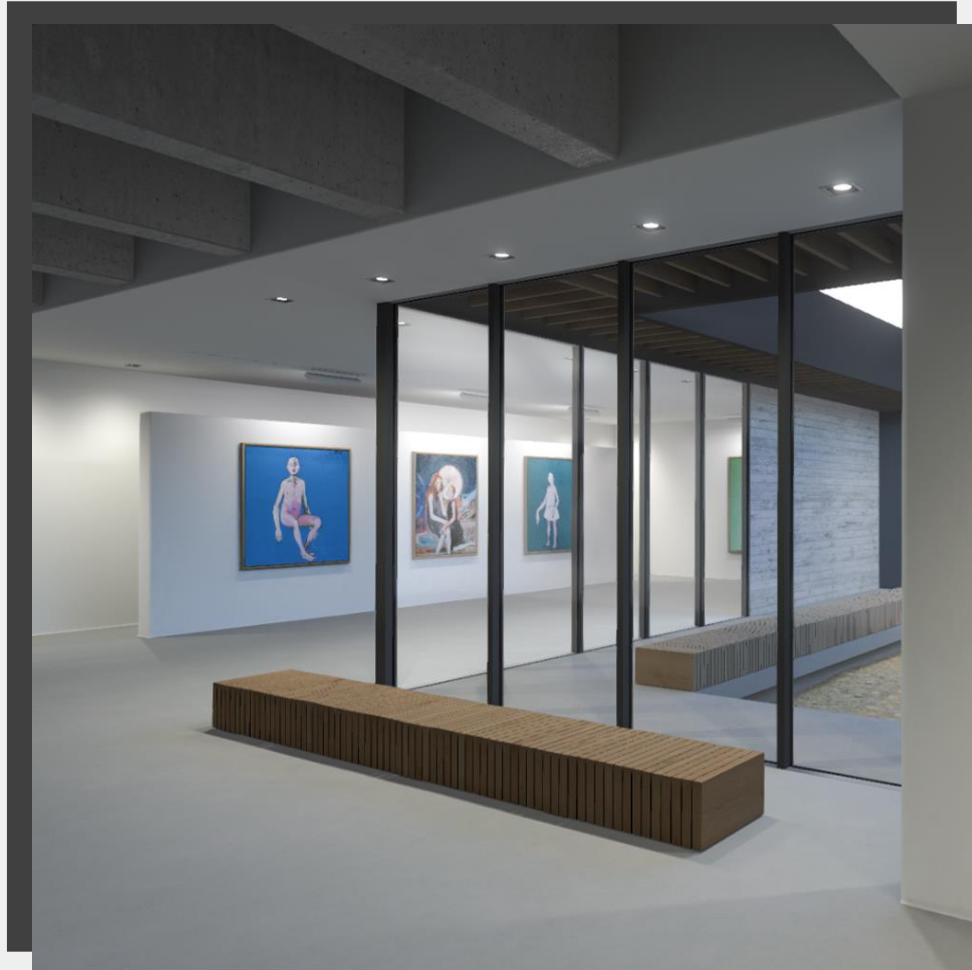
Contemporary VR Art Gallery





# SPECTRA

## Contemporary VR Art Gallery



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Style: Contemporary architecture.

A minimalist small-scale gallery space for solo or limited group exhibitions. With the open space outside of the showcase area, it makes the viewer more comfortable and art exhibitions more real life-like.

Walls: 42 running meters of wall space

Floor area: 140 sqm

Ceiling height: 3.5 m

Additional exhibition / hanging space is available through the installation of temporary movable walls

# SPECTRA

Contemporary VR Art Gallery



## Carlos Quintana ( \*1966

As a young painter and autodidact, into contact with contemporary Cu took part in exhibitions. In 1993 h Spain and stayed abroad for more He traveled widely and exhibited Costa Rica, Mexico and the United others. During his travels and e consolidated his work, which beca independent and finally earned hi recognition. Since 2006 he lives in e he travels all over the world. Mea become one of the internationally n Cuban contemporary artists.

# SPECTRA

Contemporary VR Art Gallery





# SPECTRA

Contemporary VR Art Gallery



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f introversion or rather to contemplation. They  
de of the visible or internally. The figures are of  
ckground and without a concrete environment  
ism' (the title of the exhibition) is consequently  
emach implicitly, 'unfinished' and thus develo  
d imagination - thus animating the audience  
red by the artist into and for himself.



# SPECTRA

Contemporary VR Art Gallery



# DIVIDED

## Contemporary VR Art Gallery



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Style: Contemporary architecture.

The gallery is defined by minimalist small-scale space most suitable for solo or limited group exhibitions. The square openings of the cassette ceiling allow plenty of natural light to fill the space.

Walls: 38.5 running meters of wall space

Floor area: 90.5 sqm

Ceiling height: 4.0 m

Additional exhibition / hanging space is available through the installation of temporary movable walls

# DIVIDED

Contemporary VR Art Gallery



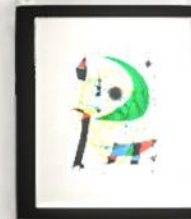


# DIVIDED

Contemporary VR Art Gallery

6  
-1983

the constraints of traditional painting, creating works "conceived with  
executed with clinical coolness," as he once said. Widely considered  
surrealists, though never officially part of the group, Miró pioneered  
style of Automatism—a method of "random" drawing that attempted  
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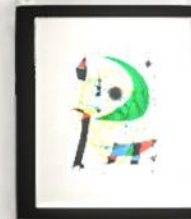


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e on Abstract Expressionism.



# MPC | SALON

Classical VR Gallery



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Style: Classical architecture.

This small-scale gallery space is characterized by the wooden floors and venetian blinds, giving the entire space a cozy, intimate atmosphere, and making visitors warm and comfortable.

Walls: 30 running meters of wall space

Floor area: 135 sqm

Ceiling height: 3.5 m

Additional exhibition / hanging space is available through the installation of temporary movable walls

# MPC | SALON

Classical VR Gallery





# MPC | SALON

Classical VR Gallery





# MPC | SALON

Classical VR Gallery



# Clone Your Gallery

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Owning your own virtual gallery gives you a unique virtual signature in the online world.

We can create a realistic virtual reproduction of your own gallery space. Then, you can use this space to plan and create future exhibitions, but also to reproduce previous shows for the audience that missed it. If you need more exhibiting space, the virtual clone of your gallery can be artificially extended to accommodate more rooms giving you a larger wall surface for hanging artworks.

Take a look at some examples we have created for our clients

# Clone Your Gallery

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Scan and reproduce your gallery in Virtual Reality with the help of our experts



## SHOWCASE

Photo of real  
Art Gallery



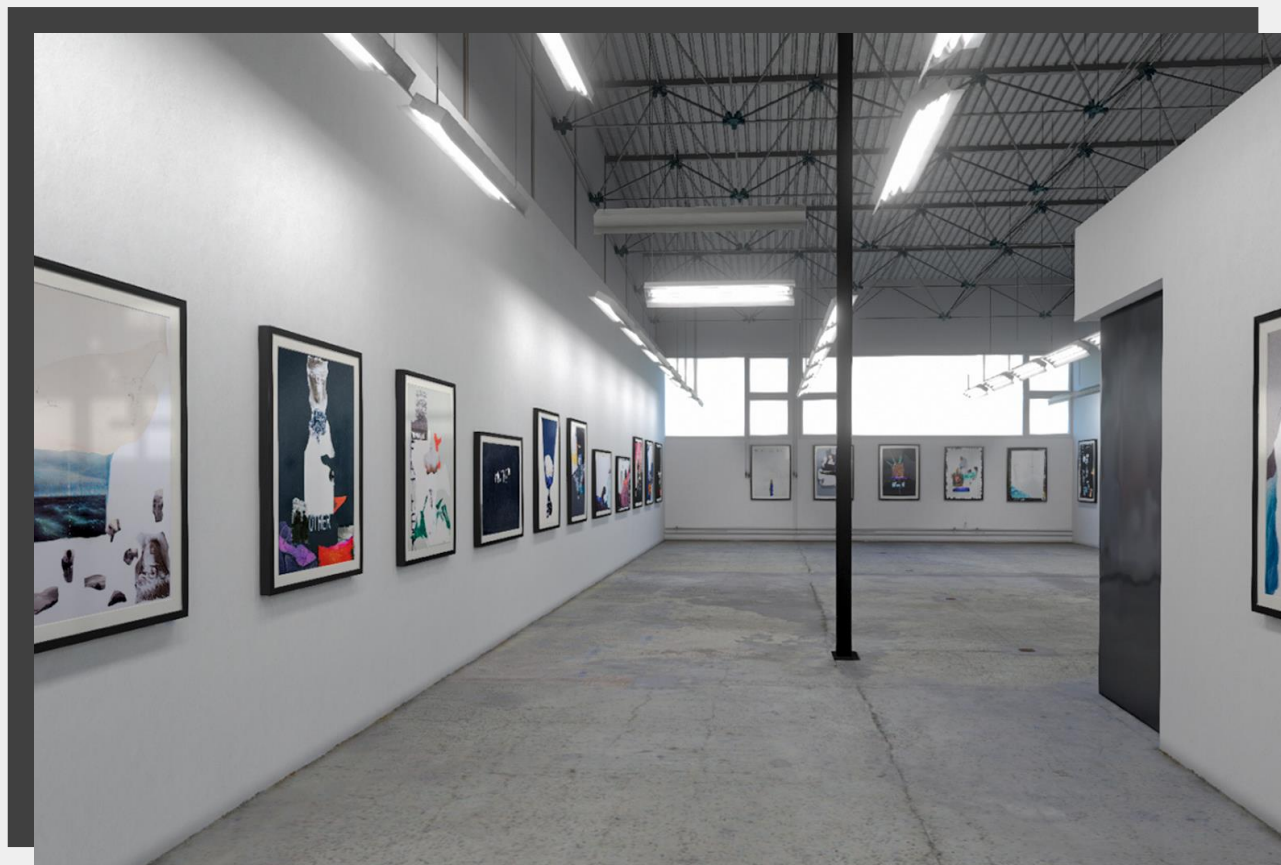
EUGSTER || BELGRADE



# Clone Your Gallery

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Scan and reproduce your gallery in Virtual Reality with the help of our experts



## SHOWCASE

Screenshot from  
VR Gallery



EUGSTER || BELGRADE

# EUGSTER || BELGRADE

Photo of real Art Gallery





# EUGSTER || BELGRADE

Screenshot from VR Gallery





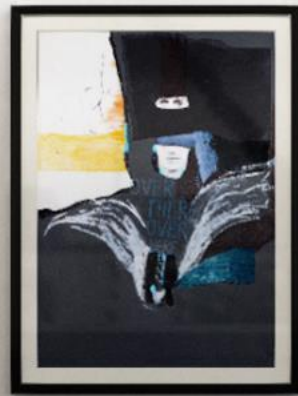
# EUGSTER || BELGRADE

Photo of real Art Gallery



# EUGSTER II BELGRADE

Screenshot from VR Gallery



# EUGSTER || BELGRADE

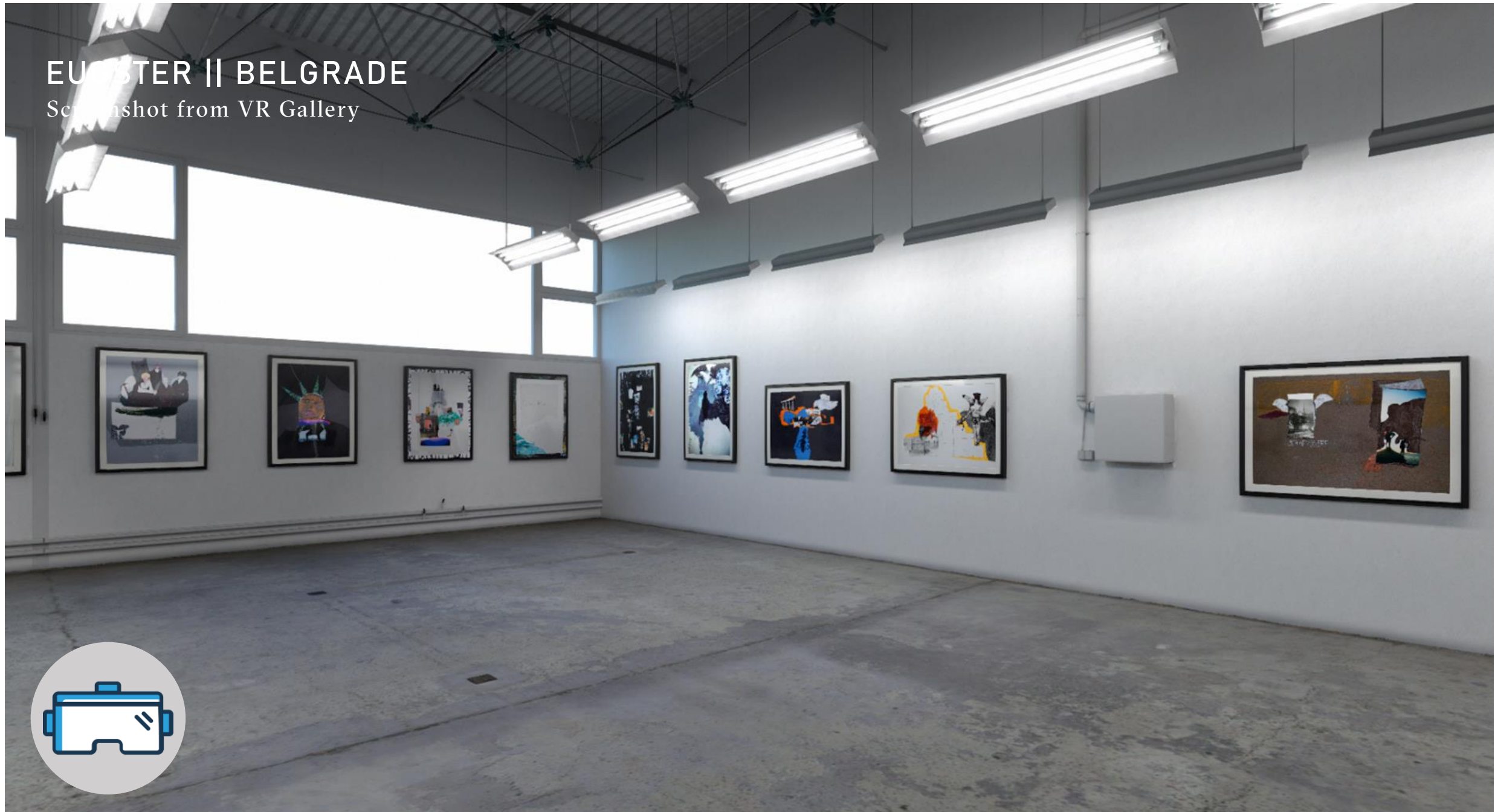
Photo of real Art Gallery





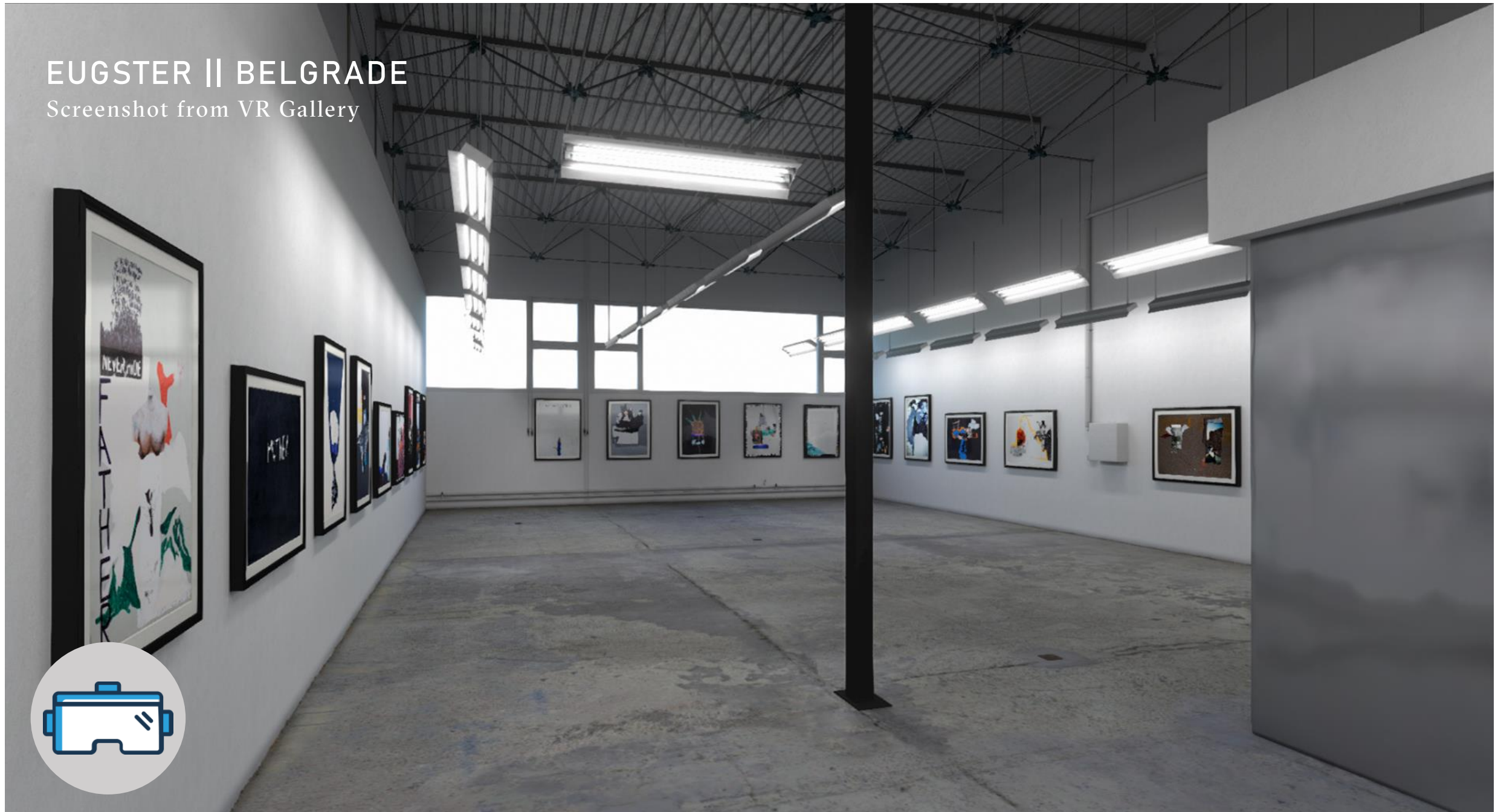
# EUROSTER II BELGRADE

Screenshot from VR Gallery



# EUGSTER II BELGRADE

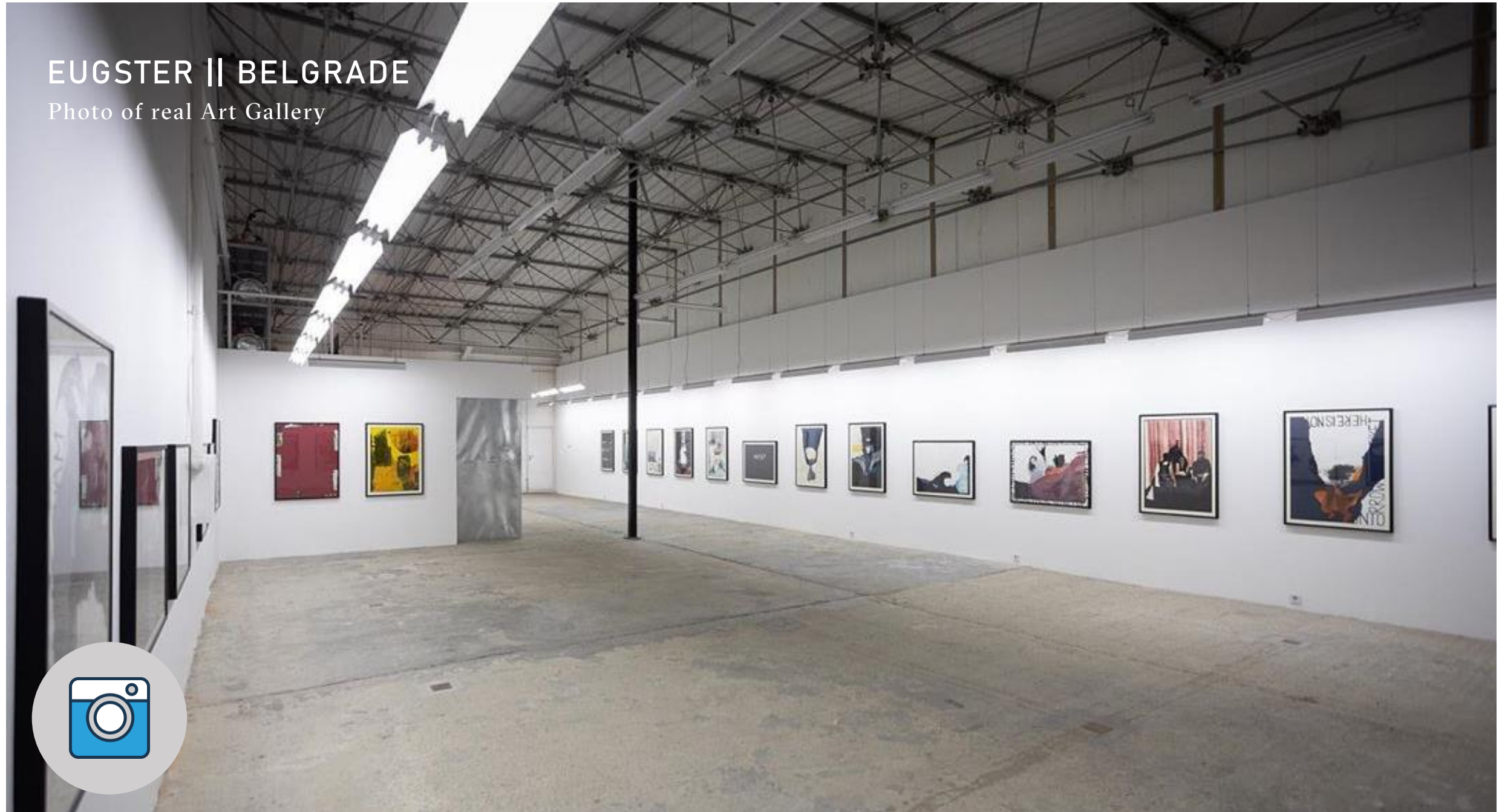
Screenshot from VR Gallery





# EUGSTER II BELGRADE

Photo of real Art Gallery





# Clone Your Museum

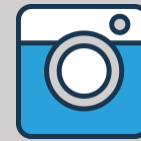
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Scan and reproduce your museum in Virtual Reality with the help of our experts



## SHOWCASE

Photo of real  
Museum



# Clone Your Museum

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Scan and reproduce your museum in Virtual Reality with the help of our experts



## SHOWCASE

Screenshots from  
VR Museum







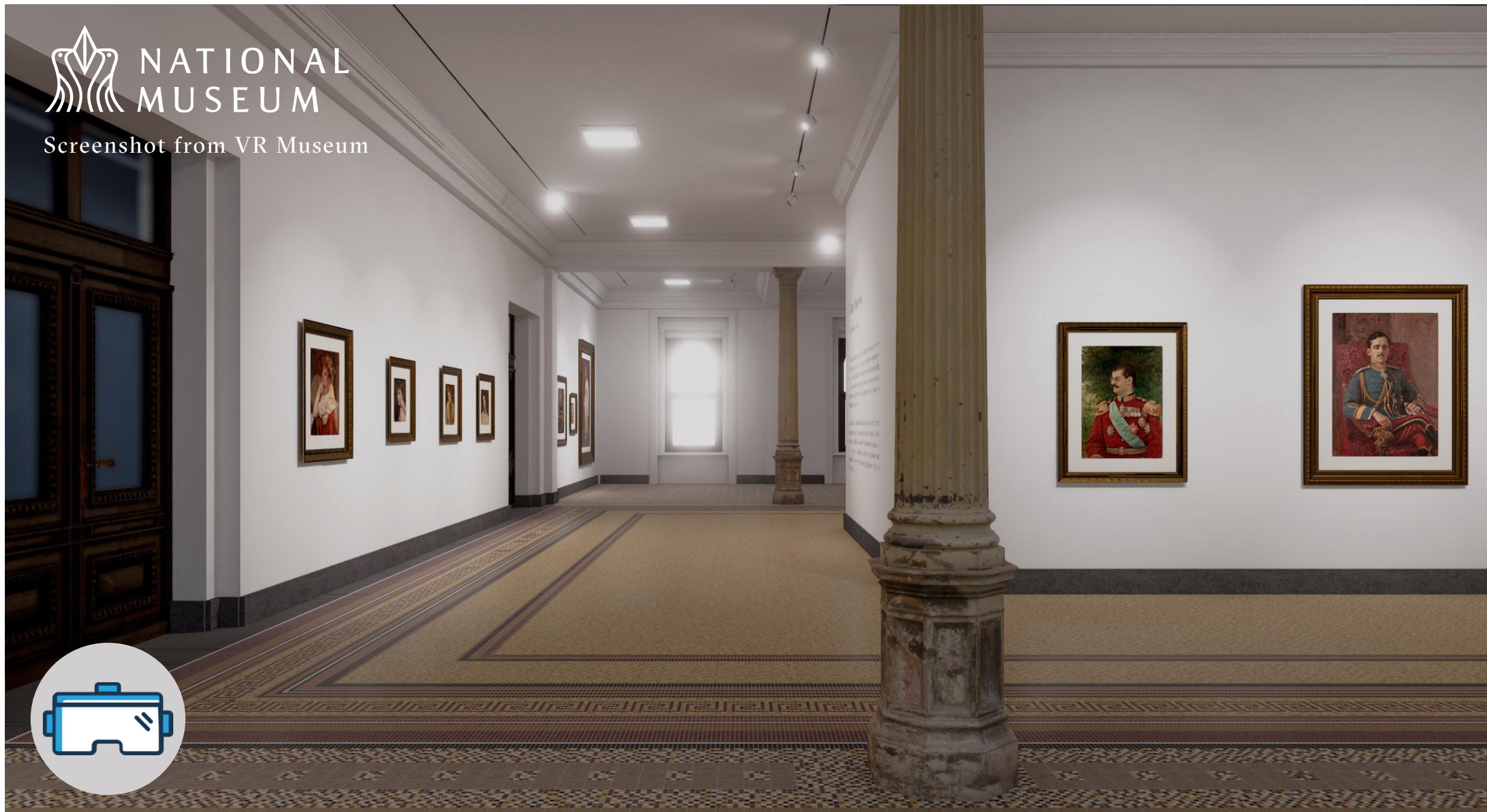
Photo of real Museum







Screenshot from VR Museum





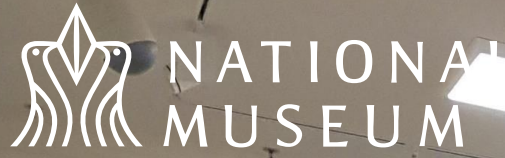
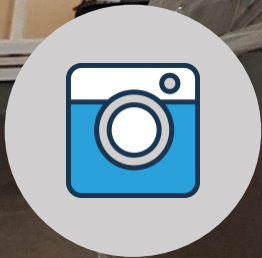


Photo of real Museum







## Vlaho Bukovac

### Izabrana dela

The National Museum is fortunate to hold twenty three paintings by Vlaho Bukovac - today scarce in his collection, between the portraits of Queen Natalija Obrenovic from 1882 and the portrait of King Alexander created just before Bukovac's death, there is a small, but thematically and stylistically diverse gallery of the achievements of this significant artist.

According to the established chronology and defined thematic categories of the artist's work, these Bukovac's art pieces from the collection of National Museum fit into almost all phases of his painting career - academicism, realism, impressionism and symbolism, and so much they are brought together for the first time in one place.





# vrallart.com

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Zurich, March 16th, 2020

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