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SHELDON ART GALLERIES TO OPEN *VITA ERUHIMOVITZ: UN/VIRTUAL*, A NEW MEDIA INSTALLATION FEATURING AUGMENTED REALITY APPLICATIONS AND PROJECTIONS

ST. LOUIS, MO - The Sheldon Art Galleries presents *Vita Eruhimovitz: Un/Virtual*, June 2 – September 23, 2017 in the Bellwether Gallery of St. Louis Artists. **An opening reception is scheduled for Friday, June 2 from 5 – 7 p.m.** and the galleries will be open until 9 p.m. for First Fridays in Grand Center. The Sheldon Art Galleries are open Tuesdays, Noon – 8 p.m.; Wednesdays - Fridays, Noon – 5 p.m.; Saturdays, 10 a.m. – 2 p.m. and one hour prior to Sheldon performances and during intermission. Admission is free. For more information on exhibitions, visit the galleries' website at TheSheldon.org.

An unprecedented exhibition for the Sheldon Art Galleries, *Vita Eruhimovitz: Un/Virtual* uses a combination of augmented reality and video projection to explore the phenomenon of smart phone and tablet-mediated vision and our relationship to the landscape.

The exhibition is a chapter in Vita Eruhimovitz's (pronounced *Ye-roo-he-mo-vich*) exploration of the relationship between "*Homo Technicus*" (*Technical Man*) and environment. In her current body of work, the artist examines the merging of physical

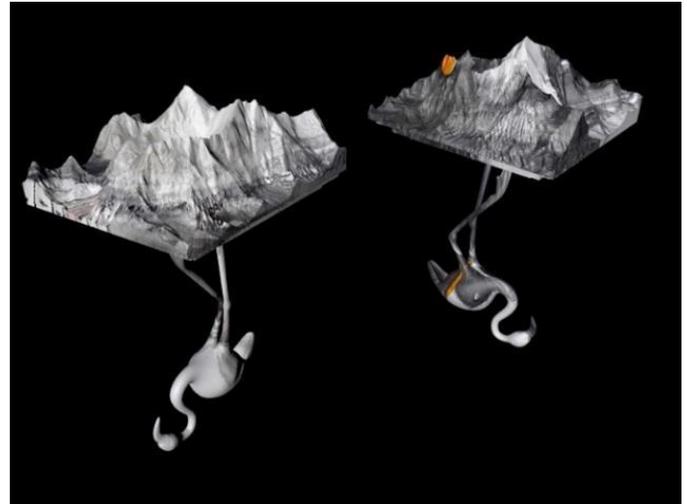


space and virtual space by focusing her attention on the mobile device as the mediator and the gateway between the two. In the exhibit, Eruhimovitz combines augmented reality (AR) accessed by touch-screen tablets in the gallery or by personal smart phones via an app, and video projections on the gallery walls. Both the AR and the video projections deal with technology-mediated vision of one's surrounding. Free of traditional "art objects," the gallery hosts wall-based images that trigger the AR, video projections, wall drawings, and a set of everyday items manipulated to divorce them from their physicality and turn them into "virtual-physical objects."

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In *Un/Virtual*, the mobile device is the medium and the subject. The exhibit taps into the nature of users' relationship with their mobile devices by manipulating the viewer's behavior just as such devices do. Ironically, while serving as windows into the digital realm, mobile device screens are also barriers that create a separation between the physical and the virtual.

Vita Eruhimovitz grew up in Israel and currently lives and works in New York and St. Louis. She holds a B.F.A. from Shenkar College background in computer science and bioinformatics and her and an M.F.A. from Washington University in Saint Louis. Her interest in science and technology inspire and inform her work. Eruhimovitz works in multiple media such as sculpture, installation, digital media, drawing and painting. Her work has been shown nationally and internationally, including at the Mildred Lane Kemper Museum in St. Louis, and at the San Diego Art Institute Museum. Recently her work has been shown at the Chashama Art Space and Black and White Gallery in New York City, and her public sculpture won the Best Artwork Award at the Murmuration Art Science and Technology festival in St. Louis. More of Eruhimovitz's work can be seen at www.vitaeruhimovitz.com.



The not-for-profit Sheldon Art Galleries exhibits works by local, national and international artists in all media. Over 6,000 square feet of the galleries' spaces on the 2nd floor are permanently devoted to rotating exhibits of photography, architecture, music art and history and children's art. A sculpture garden, seen from both the atrium lobby and the connecting glass bridge, features periodic rotations and installations, and the Nancy Spirtas Kranzberg Gallery on the lower level features art of all media. The Sheldon actively supports the work of St. Louis artists in all mediums and features a dedicated gallery with museum-quality exhibits by St. Louis artists, past and present. Financial Assistance to the galleries are provided by the Missouri Arts Council, a state agency and by the Regional Arts Commission and the Arts and Education Council.

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Image caption, page 1: Vita Eruhimovitz, *Desktop Everest*, 2017, digital model, courtesy of the artist.

Image caption, page 2: Vita Eruhimovitz, *Who Holds the Data Mountains?*, 2017, digital model, courtesy of the artist.