

Greenway Conservancy Announces Augmented Reality Experience

In partnership with Overlay and Boston Cyberarts, Greenway Conservancy presents historical and contemporary images which explore the past, present, and future of transportation.

May 16, 2019 – Boston, MA – The [Rose Kennedy Greenway Conservancy](http://RoseKennedyGreenway.org) today announced the launch of our augmented reality experience, part of the Conservancy’s [2019 Public Art exhibition, The Auto Show](#). The Greenway Conservancy’s Augmented Reality (AR) exhibit blends interactive digital elements into our real-world environments through the overlay of historical imagery and contemporary art responding to the ever-changing nature of what once was a major transportation corridor through downtown Boston.

In partnership with [Boston Cyberarts](#), the Greenway Conservancy commissioned three prominent AR artists and a local historian to conceptually explore the themes of transportation and the automobile superimposed with views of The Greenway, combining the past, the present, and the future.

The historic photographs shown within the augmented reality exhibit narrate more than a century of growth and change along the The Greenway. These images capture the city’s changing economic prospects, its accommodations for new modes of transportation, and its embrace of city planning and modern engineering to address successive eras of challenges.



“This exhibit merges historical and contemporary images onto our everyday reality, creating a new dimension for visitors to experience on The Greenway,” said Lucas Cowan, Greenway Public Art Curator.

Anyone can experience the content of the exhibit on their phone, at one of the 16 stations along the park, by tuning into *TheGreenway* Augmented Reality channel in the [Hoverlay app or camera browser](#). Stretching over 1.5 miles, it is one of the largest AR art installations ever deployed in North America.

“Augmented Reality is a formidable new medium for public spaces to tell stories, offer new perspectives, and educate the public,” said Nicolas Robbe, CEO and co-founder of Hoverlay. “We’re thrilled to partner with the Greenway Conservancy and Cyberarts in bringing such an experience to Boston.”

Boston Cyberarts is an organization that encompasses any artistic endeavor in which computer technology is used to expand artistic possibilities and where the computer's unique capabilities are integral elements of the creative process in the same way that paint, photographic film, musical instruments, and other materials have always been used to express an artist's vision. Most of the artists Boston Cyberarts presents regard computer code as their creative medium.

“Augmented Reality art stretches the limits of our imagination, melding the virtual world with the real world,” says Boston Cyberarts Director George Fifield. “I’m thrilled to be bringing AR sculpture to the landscape of The Greenway this summer. This groundbreaking work will be a dynamic new direction for public art in New England.”

The following contemporary artists are featured in this AR exhibit.

[John Craig Freeman](#) uses emerging technologies to produce large-scale public work at sites where the forces of globalization are impacting the lives of individuals in local communities. He seeks to expand the notion of public by exploring how digital technology and mobile networks are transforming our sense of place.

Roadside Detritus, 2019

Fossil Fueled, 2019

[Will Pappenheimer](#) is a Brooklyn artist working in new media, performance, and installation. He has pioneered augmented reality art for nine years. His projects have been featured at venues including the Whitney Museum of American Art, LACMA, Los Angeles, the San Francisco MOMA, and Bloomberg TV’s Art + Technology series.

CarPark-X, 2019

CarDrop-X, 2019

[Nancy Baker Cahill](#) is the founder of 4th Wall, a free AR app. A 2018 TEDx speaker, she was also profiled in Bloomberg’s Media Art + Technology series. She is a Desert X 2019 Biennial artist and received an LA City Hall "Impact Maker to Watch" Award.

Collision, 2019

Speed, 2019



MEDIA CONTACT: Rachel Lake
617-603-7738; rlake@rosekennedygreenway.org

Public Art on The Greenway is funded exclusively through competitive grants and private sources, including The Barr Foundation, The Boston Foundation, Goulston & Storrs, Robert & Doris Gordon, New England Foundation of the Arts, CV Properties LLC, and Oxford Properties.

The augmented reality installation is part of a year-long celebration of the 10th Anniversary of The Greenway. Other initiatives include Greenway street pole banners from the North End to Chinatown, stretching the entire 1.5 mile length of the park for the first time. Additionally, 10,000 new bulbs are blooming in the Carolyn Lynch Garden, a new 7000 SF wildflower meadow has been planted, and the Conservancy has recently installed beehives on The Greenway. Other initiatives will be announced this summer.

About Hoverlay

[Hoverlay](#) puts the power of the spatial web in the hands of individuals, artists, brands, content creators, cities, and enterprises. Their turn-key suite of technologies revolutionizes the creation and distribution of augmented reality content into physical locations. Hoverlay provides today's most powerful spatial computing capabilities, while ensuring a seamless integration into today's user journeys.

About Boston Cyberarts, Inc.

[Boston Cyberarts, Inc.](#) supports and encourages experimentation in the arts through exhibitions, events, educational programs and collaboration with like-minded groups in an effort to foster the development of new practices in contemporary art making. Launched by George Fifield in 1999 with seed funding from the Massachusetts Cultural Council, Boston Cyberarts, Inc. is an umbrella for several ventures - The Boston Cyberarts Gallery, Art on the Marquee at the Boston Convention and Exhibition Center and numerous public art projects throughout New England. The Boston Cyberarts Gallery, located in the Green Street station on the MBTA's Orange line in Jamaica Plain is the only independent art organization in Massachusetts focusing on new and experimental media. With an interest in technology based, innovative combinations of sculpture, installation and live performance. Boston Cyberarts brings together members of the new media community as well as the general public, supporting emerging and established artists alike.

Boston Cyberarts is grateful for the support of many generous individuals and institutions, including the National Endowment for the Arts, the Massachusetts Cultural Council and the Massachusetts Convention Center Authority.

About The Greenway and the Greenway Conservancy (www.rosekennedygreenway.org)

The Greenway is the contemporary public park in the heart of Boston. The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore. The Greenway Conservancy is



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the non-profit responsible for the management and care of The Greenway. The majority of the public park's annual budget is generously provided by private sources.

The Greenway Conservancy Public Art Program brings innovative and contemporary art to Boston through free, seasonal exhibitions, engaging people in meaningful experiences, interactions, and dialogue with art and each other. Over the past 6 years The Greenway has been awarded 7 Public Art Network Awards through the Americans for the Arts, placing the Greenway Conservancy in a preeminent position among nonprofits. Past Greenway exhibitions can be viewed on [the Conservancy's website](#).

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