

SERPENTINE AUGMENTED ARCHITECTURE BRIEF

A global open-call for new forms of architecture in collaboration with Google Arts & Culture and Sir David Adjaye OBE

Applicants are invited to propose imaginary city spaces and speculations on the built environment to be developed and experienced in augmented reality (AR) on site at the Serpentine Galleries in Summer 2019. An emerging tool and medium, conversations surrounding AR today have the opportunity to shape its purpose tomorrow. We are seeking projects that embrace this technology, considering how AR could transform our spatial, social and structural experience of the city now and in the future.

We encourage applications from individuals, studios and collectives from across a range of fields and skills at any career stage - architects, designers, games developers, technologists and artists are all encouraged to apply. Shortlisted commissions will be guided and mentored by advisors from architecture, engineering and immersive technologies to develop their ideas and test their feasibility. A final commission will be supported by a production team led by the Serpentine Galleries.

Serpentine Augmented Architecture builds on the legacy of the annual Serpentine Pavilion commission by connecting the Serpentine's expertise in commissioning new architecture with its work in the field of advanced technologies.

The commission will be selected by:

Virgil Abloh, Artist & Designer; **Sir David Adjaye, OBE**, Architect and Trustee of the Serpentine Galleries; **Amira Gad**, Curator, Exhibitions & Architecture, Serpentine Galleries; **Freya Murray**, Creative Lead, Google Arts & Culture Lab; **Hans Ulrich Obrist**, Artistic Director, Serpentine Galleries; **Yana Peel**, CEO, Serpentine Galleries; **Amit Sood**, Director, Google Arts & Culture; **Ben Vickers**, Chief Technology Officer, Serpentine Galleries; **Kay Watson**, Digital Curator, Serpentine Galleries; **Greg Williams**, Editor-in-Chief, WIRED UK

The Brief

Deadline for Submission 25.02.19 at 10am GMT

Full details at augmentedarchitecture.org

The reality of the city today is a complex layering of topologies where our physical and digital worlds collide. The digital has mechanised the architecture of the city to create an increasingly elaborate relationship between the built environment, networked technologies and human experience. Augmented reality presents a significant moment within architectural practice; one that radically challenges our understanding of city spaces and the environment by creating a highly visible interface between the physical and digital (infra)structures that surround us.

We invite you to consider the role and utility of AR within this complex topography of the city; as a digital layer that offers new opportunities for design, visualisation and experience. Proposals should explore how AR can be used to develop, transform and enact new ideas about how our cities and public spaces are designed.

We're looking for ideas that respond to each of these **three key provocations**.

i. How does your proposal **Reinvent the City**?

Our urban environment is an expression of human needs and desires, situated within complex ecosystems. We want you to take the opportunity to consider how the city can be reinvented to produce new realities through AR. Speculations could play out through buildings, objects, games or interactions.

ii. How does your proposal **Rethink Spatiality**?

AR challenges many of the constraints that have helped shape the way our cities look and function. In AR, ideas no longer need to be binded by space, time or even gravity. Your proposal should be driven by a reconsideration of these conditions in an environment that is non-physical.

iii. How does your proposal **Reactivate the Site**?

The Serpentine is situated in a park filled with natural life and over 12 million visitors each year, in a global city: how you augment this context is important. Your project should have a degree of site-specificity within it.

Finally, we want to highlight that **the rules of augmented reality have not yet been defined**.

We're particularly excited to see concepts that embrace social interaction, collective experience and the unknown.

Proposals can be designed to react or evolve over time through an engagement with generative or real world variables such as public interaction with your piece or external data feeds.

Site and Technical Considerations:

The *Augmented Architecture* commission will be situated in the grounds of the Serpentine Gallery alongside the Serpentine Pavilion 2019. Taking these dimensions into consideration, your proposal should also consider the physical environment within which the AR structure exists, including the use of mobile devices in viewing the structure.

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IN COLLABORATION WITH



MEDIA PARTNER



DIGITAL ENGAGEMENT SUPPORTED BY



ADVISORS



SERPENTINE GALLERIES SUPPORTED BY

