

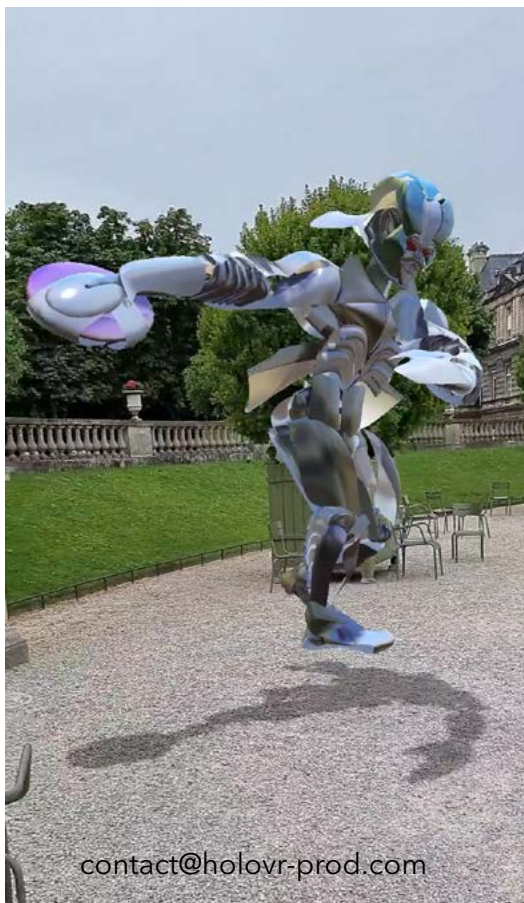
Holoman

Digital Street-Pop Artist



Street Art in Augmented Reality

«The Olympians»



Digital Street Art According to Holoman «The Olympians» Project

The Digital Art Revolution in Urban Spaces:

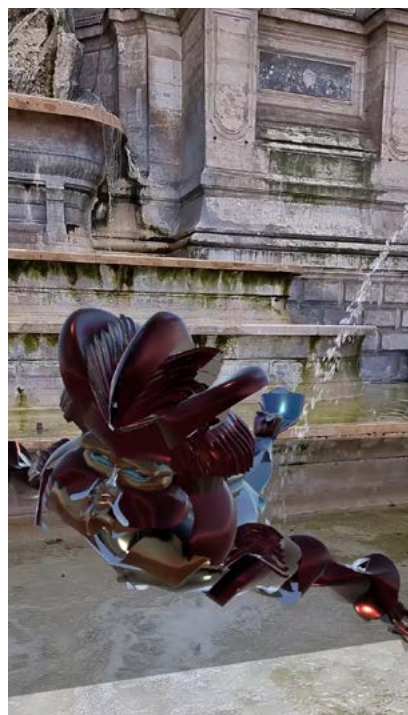
Holoman reimagines urban spaces with his «**The Olympians**» project, which stands out for its respectful and innovative integration of digital art in the streets of Paris. In anticipation of the **2024 Olympic Games**, this ambitious project aims to transform the city into an open-air art gallery **without cluttering or polluting public spaces**.

Harnessing Digital Material:

«The Olympians» features **digital sculptures created in Virtual Reality**. Each piece is virtually sculpted by Holoman, utilizing advanced techniques that marry art and technology. Holoman's digital art does more than «augment reality»; **it creates a new form of expression that fully leverages the potential of code and the advanced graphical capabilities of contemporary technology**.

Interaction and Accessibility Through Mobile Technology:

This project stands out for its accessibility. Holoman's digital sculptures are designed to be experienced via smartphones using augmented reality applications. Passersby can discover and interact with these works using just their phones, **democratizing access to art and organically integrating it into the daily life of city dwellers**.



Art That Respects the Urban Environment:

«The Olympians» perfectly illustrates how digital art can **enrich public spaces without altering them**. Holoman's sculptures, while grandiose and captivating, **leave no physical footprint in the urban landscape**. They offer an immersive and spectacular experience that coexists harmoniously with the environment, **highlighting the artist's commitment to sustainable and contextually respectful art**.

Digital Street Art:

Holoman's «The Olympians» project is more than just a digital art exhibition; **it's a reflection on the coexistence of art and technology in an urban world**. By utilizing augmented reality and virtual sculptures, the artist invites the public to reconsider the possibilities of art in public spaces, offering a futuristic and respectful vision of urban art.



Holoman

Digital Art and Augmented Reality

Artist Biography:

G rard Bernasconi, better known as Holoman, has navigated through various creative realms before firmly establishing himself in the digital arts field. After an initial career as a musician-composer, Holoman delved into graphic arts.

Since 2005, he has been imparting his expertise by teaching at the Gobelins School, where he developed an innovative program dedicated to «Content Writing in Virtual Reality.» The author of the eBook «Writing Immersive Contents,» Holoman is at the forefront of exploring new media possibilities, combining artistic creativity with technological advancements to develop works that evolve with their times.

Career and Innovation:

Holoman founded HoloVR Prod, a multimedia production company, with the goal of revolutionizing artistic performance through holographic speed sculpting, where virtual reality art creation merges with narration and dance for a live spectacular experience.

Flagship Projects:

- The Olympians: A digital street art initiative in augmented reality that transforms the streets of Paris into a living gallery in anticipation of the 2024 Olympic Games, demonstrating how art can integrate into urban spaces and interact with the public in new and exciting ways.
- Luna Dolph, the lost echo: A 360  dome film written by Holoman, scheduled for late 2024 in Italy, immersing viewers in a sci-fi adventure, prompting them to reflect on humanity's impact on the environment.
- IAAL/Ar'Kros The Digital Alchemist: This immersive theater project, financially supported by the City of Paris only for its writing phase, merges traditional theater elements with augmented reality innovations to create a spectacular experience that pushes the boundaries of traditional staging.

Commitment to Virtual and Augmented Reality:

Holoman creates VR sculptures and digital street art in AR, using cutting-edge technologies to develop interactive and immersive works. Each work is designed to be an experience, not only visual but also auditory, allowing collectors and the public to fully immerse themselves in Holoman's creative universe.

Contact and Additional Resources:

For more information on the artist's projects or to arrange an interview, please contact: contact@holovr-prod.com. For a deeper dive into his artistic world, follow him on [Instagram](#). Watch the [video teaser](#).

My other digital works: [Crypto Art Gallery](#)

Live Speed Sculpting on stage: [Earth Legacy](#)

Download the [Android App](#) and [iOS links](#)



Other works: Crypto Art Gallery

