

**DIGITAL ART EDUCATION IN 3D: THE SCHIRN DEVELOPS A NEW INTERACTIVE OFFER FOR THE EXHIBITION "PLASTIC WORLD"**

## **NEW DIGITAL EDUCATION OFFER: SCHIRN 3D PARCOURS**

On the occasion of the exhibition "Plastic World," the Schirn Kunsthalle Frankfurt presents, for the first time, the new digital education format SCHIRN 3D PARCOURS. The innovative application offers a low-threshold multidimensional encounter with artistic and scientific content. The free service enables users to move around in virtual spaces that are independent of the exhibition, and to experience in an explorative way the varied material history of plastic in art as well as the change in its social assessment. By means of 3D technology, an audio track, informative texts and a sound collage, an immersive experience is created, which was especially developed and optimized for mobile use. Based on the content of the exhibition, a predefined path leads users through four rooms in which the euphoria of pop culture, the futuristic influence of the Space Age, the critical examination of plastic waste, and the ecological consequences of microplastic in the world's oceans can be experienced. Users can move deeper into the diverse world via vertical scrolling, while layers of mediation fade in at various hotspots. As a digital platform, the SCHIRN 3D PARCOURS connects the exhibition with additional discourses and cross-references, and creates an interdisciplinary knowledge transfer between art and natural sciences, which is based on a cooperation with the researchers of the Senckenberg Naturmuseum Frankfurt.

The SCHIRN 3D PARCOURS is now available in German and English at [plastic.schirn.de/en](https://plastic.schirn.de/en).

Dr. Sebastian Baden, director of the Schirn Kunsthalle Frankfurt, explains: "With the SCHIRN 3D PARCOURS, we are expanding our digital strategy for art education into virtual three-dimensional space on the occasion of the exhibition 'Plastic World'. We invite our audience to navigate, regardless of location, through an interactive world of experience that presents the material history of plastic in art in a differentiated way. The SCHIRN 3D PARCOURS combines perspectives, media and creative moments of experience, and in this way enables the audience to delve deeper in a way that is playful and informative, as a supplement to the exhibition visit."

With the SCHIRN 3D PARCOURS, the Schirn is expanding its range of digital mediation formats and taking the engagement with art to the next level. For many years, the Schirn has focused on digital art education, and it uses new technologies to make the themes and backgrounds of the exhibitions accessible to a broad audience outside the exhibition space. Digital formats such as the Digitorial® or the WiFi Guide have already established themselves as extremely successful offerings for preparing or intensifying a visit to an exhibition. In addition, there is the SCHIRN MAGAZIN, an important medium for the contemporary art and culture scene, as well as the SCHIRN PODCASTS. The portfolio also includes a wide range of film formats, from exhibition films to SCHIRN SHORTCUTS, as well as interviews with artists, tours with curators, and cinematic insights on Instagram, TikTok, and Facebook.

The SCHIRN 3D PARCOURS is made possible by [experimente#digital](#) – a cultural initiative of the Aventus Foundation.

# SCHIRN KUNSTHALLE FRANKFURT

## **THE EXHIBITION “PLASTIC WORLD”**

Through to October 1, 2023, the Schirn Kunsthalle Frankfurt is dedicating, for the first time, a large thematic exhibition to the eventful history of plastic in visual art. The exhibition opens up a broad panorama of the artistic use and assessment of the material from the 1960s until today. The spectrum extends from the euphoria of pop culture to the futuristic influence of the space age, and from the trash works of Nouveau Réalisme to the ecocritical positions of recent times; it includes architectural utopias as well as experiments with material properties. Objects, assemblages, installations, films, and documentation show the diversity of the substances, forms, and materials, and thus also reflect the respective social contexts. “Plastic World” brings together around 100 works by over fifty artists who work with plastic in diverse ways, including Monira Al Qadiri, Archigram, Arman, César, Christo, Haus-Rucker-Co, Eva Hesse, Hans Hollein, Craig Kauffman, Kiki Kogelnik, Gino Marotta, James Rosenquist, Pascale Marthine Tayou, and Pınar Yoldaş.

The exhibition “Plastic World” is supported by the Kulturfonds Frankfurt RheinMain.

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**HASHTAGS** #SCHIRN3DPARCOURS #PLASTICWORLD #SCHIRN **FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM, PINTEREST, TIKTOK, SCHIRN MAGAZIN** [www.schirn.de/en/magazin](http://www.schirn.de/en/magazin)

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