

ARTS AND ENTERTAINMENT

Sotheby's leverages VR for surrealism auction

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Sotheby's Masters of Surrealism exhibit, photo by Ian Gavan

By STAFF REPORTS

Auctioneer Sotheby's has brought surrealist masterpieces to life by using virtual reality, further demonstrating technology's place in the art world.

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Sotheby's created a 360-degree virtual reality film, viewable on YouTube and heightened through Google Cardboard, that brings viewers within the surrealist paintings included in its March 1 auction in London. Sotheby's Surrealist Art Evening Sale is being held at 8 p.m. GMT/3 p.m. EST, wrapping up its Masters of Surrealism exhibit at the auction house's New Bond Street galleries.

A new view

Sotheby's Surrealist Art Evening Sale includes four works by Salvador Dal, Paul Delvaux, Andr Masson and Ren Magritte. The artist's paintings were then brought to life through the use of virtual reality, allowing potential buyers and art lovers to explore the piece in a new, interactive way.

Mr. Dal's 1930s "Moment de transition" allows the viewer to explore the desert landscape and rock formations that make up the scene. Likewise, for Mr. Magritte's "Le Repas de Noces," viewers can explore the room where a lion sits in front of a fragile egg set on a table top.

The video also displays the expected auction price to pique viewers' interest in placing a bid.

Masters of Surrealism: A 360 virtual reality experience

In addition to the four paintings, Sotheby's surrealist auction includes works by Joan Mir, Francis Picabia, Oscar Domnguez and a rare piece by Marcel Duchamp.

At Sotheby's New Bond Street gallery in London, guests were encouraged to use Oculus Rift headsets to experience the pieces in virtual reality.

The art world is increasingly seeing an intersection of art, technology and design.

For example, online art destination Artsy is teaming with Microsoft for an immersive mixed-reality experience at

The Armory Show 2017 March 2-5 in New York.

Held on Piers 92 and 94, The Armory Show is an annual art fair displaying important works from 20th and 21st century artists. During The Armory Show, organizers use technological innovations to showcase artist's works through events and exhibitions throughout New York.

For the 2017 Armory Show, Artsy has partnered with Microsoft to create a digital environment that intersects art, technology and design using the tech brand's HoloLens, the world's first self-contained holographic computer ([see story](#)).

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