

P R E S S R E L E A S E

AN EXHIBITION IN VIRTUAL REALITY

A WALK INTO STREET ART

Curated by Yannick Boesso, Urban Art Fair director

For UMA's second exhibition in virtual reality, Yannick Boesso, Urban Art Fair director, has selected some of the masterpieces of Street Art.

The visitor will be able to walk through the streets of a city that was dreamt and built for the occasion. Iconic walls by Banksy, JR, Obey, Jef Aerosol, Ernest Pignon Ernest rise up next to graffiti by pioneers of the movement and historic 1980s New York subway trains.

While the artworks often stay affixed to the places where they were created, UMA offers to make them travel beyond the constraints of reality. "A Walk Into Street Art" is a unique opportunity to discover an emblematic selection of one of the greatest art movements of our time in an unprecedented environment.

Street Art is rocked by an endless quest for legitimacy when it comes to its relationship with museums or with the forefathers of graffiti. The exhibition in virtual reality on UMA answers this twofold aspiration by giving the artworks a museum space without breaking up with urban identity. Because of its diversity, its popularity and its integration into our time, Street Art acts as a prism for thought accessible to all. This is a strong argument for UMA, Universal Museum of Art, the first museum in virtual reality accessible to anyone, anywhere, anytime, for free.

LAUNCHING DATE:

April 3rd, 2018

PARTNER OF URBAN ART FAIR

UMA will present the exhibition in VR
Booth E8 from April 12th to 15th

UMA'S PRESS KIT:

www.the-uma.org/images/Press-Kit-UMA.pdf

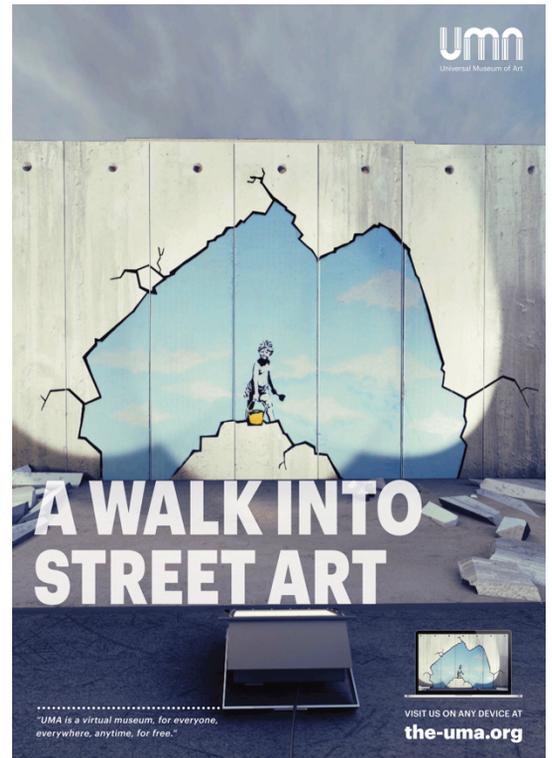
EXHIBITION PREVIEW (non-definitive) :

PLEASE DO NOT PUBLISH THIS LINK BEFORE APRIL 3rd

www.the-uma.org/exhibition/street_art

CONTACT :

Mathilde Louette, Communication Manager
mathildelouette@the-uma.org



SUBWAY ART

Henry Chalfant

Within "A Walk Into Street Art", a chapter devoted to Subway Art finds its place. Thanks to Henry Chalfant's photographs, the old R38 New York trains are gifted a second life under the paint of graffiti pioneers such as Futura 2000, Blade, Seen, Crash or Lee.

Those trains were illegally painted in the early 1980s. Since then, they have been painted over, destroyed or replaced. Their memory lives on only thanks to the invaluable images by photographer Henry Chalfant, also a fellow traveller of the artists.

UMA has created a station where trains put side by side reconstitute the long gone, open-sky museum. This unique museum, only virtual reality could retrieve it.