PRESS RELEASE

RADIANCE
The App for inspiring VR Experiences in Visual Arts

December 13, 2021 – [Radiance](#) announces the official launch of the Radiance VR App, with an exclusive offer during the Holidays

Radiance announces the public release of their new virtual reality application: Radiance VR App. The first of its kind, the Radiance VR App enables you to watch unique and rare VR artworks on your Oculus Quest or Oculus Quest 2 head-mounted display, providing a digital space to experience new and existing VR artworks. Inviting everyone who has a Quest headset to download the app, the entire Radiance VR app content will be free to watch from December 24nd to January 1nd, 2022. After this period, you will be able to rent VR videos for a limited amount of time and a rotating selection of artworks will be available for free.

Launched in September 2017, Radiance offers an online database of artistic VR experiences, currently representing 193 artworks by 180 artists or artist collectives from 38 countries. In April 2021, Philip Hausmeier and Tina Sauerlaender, co-founders of Radiance, launched the Radiance VR App. After two successful collaborations with the [VR Art Prize](#), and [Gazelli Art House](#), the VR application will present to the public, an exclusive selection of the latest and most inspiring VR art experiences.

Tina Sauerlaender, co-founder and CEO of Radiance VR: "We are very happy and proud to finally launch the Radiance VR App which is an outstanding selection of 22 VR artworks by 22 artists from 14 countries. More will be added every month. Our app provides a new business model for VR art. Users can rent VR artworks for a small amount of money for 48 hours to stream or download the work and watch it with their Oculus Quest headset. We apply a model from the film industry to VR art to enable artists to earn revenues from their VR artworks that are expensive to produce. We aim for a sustainable sales model for VR art for the future that renders VR art visible and accessible to a large audience."

Starting this December the selection of renowned VR artworks will be accessible exclusively via the Oculus App, manifesting and creating a new way of experiencing this contemporary and progressive art medium. VR consumers have increased significantly throughout the past two years, and with the pandemic this has become a new way to reach out to people and share unique experiences from the safety of one's home. Radiance is at the forefront of exciting XR technology, furthering developments and pushing boundaries of the medium through curated high-end artworks.

Featured Artists:

- ☐ Banz & Bowinkel
- ☐ Patricia Detmering
- ☐ Sandrine Deumier
- ☐ Séamus Gallagher
- ☐ Olivia McGilchrist
- ☐ Mohsen Hazrati
- ☐ Bianca Kennedy
- ☐ Francois Knoetze and Amy Wilson
- ☐ Jakob Kudsk Steensen
- ☐ Erin Ko and Jamie Martinez

- ☐ Lauren Moffatt
- ☐ Ora Ruven
- ☐ The Swan Collective
- ☐ Hana Yoo
- ☐ Armin Keplinger
- ☐ Evelyn Bencicova and Arielle Esther and Joris Demnard (Ikonospace)
- ☐ OLEK
- ☐ Matteo Zamagni

How to use the Radiance VR App

0. Create a new account on https://Radiancevr.app/

1. Download the latest version of the app on Radiancevr.app to your computer (.apk file)

2. Install the free app SideQuest, and sideload the app to your Oculus Quest headset

3. Open the Radiance app on your Oculus Quest headset (it is stored in the Oculus menu, under "Unknown Sources")

5. Enter the authentication code displayed there in your Radiance VR account to connect your headset

6. Watch the VR art experiences on your Oculus Quest headset

   (We recommend using the download function for the best viewing experience)

7. Select and buy VR experiences through your Radiance VR account on your computer

For a more comprehensive Manual of How To Install and Use the Radiance VR App, please visit this site.

For further information about the Radiance VR app, please visit: **www.radiancevr.co/vr-app**

CONTACT:

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About Radiance VR

Radiance is the International Research Platform for VR Experiences in Visual Arts. Its mission is to present artists working with VR from all over the world to create visibility and accessibility for VR art and for faster adoption of virtual technologies. The platform works closely with artists, institutions and independent curators to select the highest quality of virtual art for public institutional exhibitions. Currently the website https://www.Radiancevr.co/ representing 193 artworks by 180 artists or artist collectives from 38 countries.

About Radiance VR App

The Radiance VR app, available for free, distributes immersive artworks in virtual reality. The VR app, available exclusively for Oculus Quest and Oculus Quest 2, aims to take works from established and emerging artists and make them more accessible to the public. Founded by curator Tina Sauerlaender and artist-technologist Philip Hausmeier, the Radiance VR app is like a gallery for immersive art only, sitting between art and cutting-edge technologies.

About TINA SAUERLAENDER, Co-Founder of Radiance

Tina Sauerlaender is the co-founder and CEO of Radiance VR. She is an art historian, curator, speaker and writer based in Berlin. She focuses primarily on the impact of the digital and the internet on individual environments and society. She is artistic director of the VR Art Prize by DKB in cooperation with CAA Berlin. She is co-founder and director of the independent exhibition platform *peer to space*, which was founded in 2010.She is founder of the SALOON, an international network for women working in the arts. Tina Sauerlaender lectures internationally on VR Art and Curating Digital Art i.a. at re:publica (Berlin), at ZKM (Karlsruhe), at New Inc (New York), or Kunsthalle (Munich).

About PHILIP HAUSMEIER, Co-Founder of Radiance

Philip Hausmeier is the co-founder of Radiance VR. He is Professor for Experience and Narrative Design in Expanded Realities at the University of Applied Sciences Darmstadt. With his Silicon Valley-based company Metaphysics VR, funded by Boost VC, he curated and produced NAUSEA, a VR group exhibition for HTC Vive which was shown at the CHM Mountain View and at the ZKM Karlsruhe, and then acquired by the Zabludowicz Collection London. He is the founder of the VR Berlin Meetup, one of the biggest VR communities in Europe. For 10 years, he also has been working as a professional artist. He holds an MFA from Slade School of Art, London.