

Fwd: Radiance announces the launch of the Radiance VR App

Info | Art Collision <info@artcollision.ca>

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À : Alexandre Potvin <alexandre@artcollision.ca>

Radiance Email #2

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From: **Tina Sauerlaender (RadianceVR)** <tina@radiancevr.co>

Date: Mon, Dec 13, 2021 at 11:19 AM

Subject: Radiance announces the launch of the Radiance VR App

To: <info@artcollision.ca>



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



Radiance has released their new virtual reality app, Radiance VR App, to the public.

The Radiance VR App is the first of its kind, allowing you to see unique and rare VR artworks on your Oculus Quest or Oculus Quest 2 head-mounted display, and to explore new and exciting VR artworks in a digital realm.

From December 24th through January 1st, 2022, the entire Radiance VR App content will be free to watch for anyone with a Quest headset who downloads the app. Before and after this time, you'll be able to rent VR videos for a limited time and choose from a rotating collection of free artworks.

Participating 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

[Download Press Kit](#)



Radiance is an online database of artistic VR experiences that was launched in September 2017 and now features 193 artworks by 180 artists or artist collectives from 38 countries.

The Radiance VR App was launched in April 2021 by co-founders Philip Hausmeier and Tina Sauerlaender. The VR application will bring to the public an exclusive selection of the latest and most exciting VR art experiences, following two successful collaborations with the VR Art Prize and Gazelli Art House.

Starting in December, a selection of well-known virtual reality artworks will be available exclusively through the Radiance VR App for Oculus Quest headsets, resulting in a new way of experiencing this current and advanced art medium. VR usage has risen dramatically in the last two years, and with the pandemic, it has become a new method to connect with others and enjoy unique experiences from the comfort of one's own home. Radiance is at the cutting edge of XR technology, pushing the medium's frontiers through a curated selection of high-end artworks.

[Download the App](#)



“We are very happy and proud to finally launch the Radiance VR App. 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.” **Tina Sauerlaender, co-founder and CEO of Radiance VR**

Credits: Tina Sauerlaender, photo by J. Pegman, 2020

Inspiring Virtual Reality Experiences in Visual Arts, Radiance invites you to immerse by downloading the Radiance VR App. We welcome all feedback and inquiries

at contact@radiancevr.co

Contact:

Art Collision, on behalf of Radiance

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Radiance VR App, on behalf of Radiance

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Credits GIF:

The Swan Collective, Here We Are - A Turing Torture, 2018 // Séamus Gallagher, House of Haraway, 2018 // Sandrine Deumier, Falling, 2019 // Patricia Detmering, Aporia, 2020 // Ora Ruven, King David Plays For Me When I Am Sad, 2019 // Olivia McGilchrist, MYRa, 2020 // OLEK, All Dreams Are Weaved From The Same Web, 2021 // Mohsen Hazrati, QQQ, 2020 // Matteo Zamagni, Nature Abstraction, 2015 // Lauren Moffatt, Image Technology Echoes, 2021 // Hana Yoo, Rapture, 2019 // Francois Knoetze, Virtual Frontiers, 2017 // Evelyn Bencicova + Arielle Esther + Joris Demnard (Ikonospace), Artificial Tears, 2019 // Erin Ko + Jamie Martinez, The Neo Kingdom (Ch. 1), 2018 // Bianca Kennedy, VR All In This Together, 2018 // Banz and Bowinkel, Poly Mesh, 2021 // Armin Keplinger, The ND Serial I, 2020



Radiance VR



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