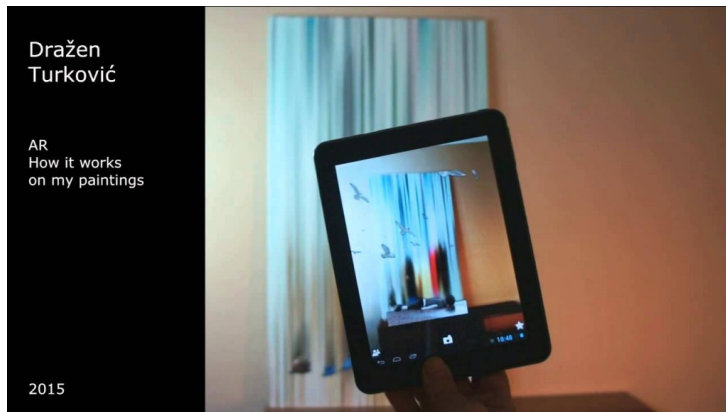


## Augmented Reality vs. classical painting: the works of Dražen Turković



Dražen Turković is a painter who likes to explore new technical possibilities in contemporary art, and in fact his most recent and innovative works start from "classical" painting on acrylic. The paintings are characterized with intense colors and decorated abstract lines with a striving on a linear composition, framed by clear and sharp paint brushes, either in a horizontal or vertical direction.

These artworks "function" either independently as they are, or as the basis for experimenting with digital technology, and are thus empowered with Augmented Reality, to be discovered by the viewer using "special weapons" in his/her hands: a smartphone with a dedicated app. Through the Aurasma application, the user enters into an active view of the image, immersed in the added reality created by the painter, that empowers the static picture with realistic dynamic details.

Dražen has been researching the possibilities of integration of IT technology and fine arts for some years, experiencing and revealing classic painting techniques through new means of expression. In this research there is also an innovative aspect that is connected to the concept of originals and duplicates. In fact, each copy of Dražen's work is as authentic as compared to the original painting, because the application works in the same way either with the original work or with its copy. Thus, AR makes the artwork accessible to everyone in its full experience, but indeed the original painting always remains unique in the classical sense of being a picture on the wall. Also, despite duplicates of the painting can be infinite, the artwork's life is linked to the short-term technology currently available in the market, which would possibly be replaced soon with more advanced tools and developments.



Dražen Turković was born in Pribanjci (Hr) in 1950. He graduated in Ljubljana, after which he enrolled at the Academy of Fine Arts in Milan (Accademia delle Belle Arti di Brera - Milan) and graduated in 1975. He graduated in painting, graphic design, digital graphics and design. He has been grouped and independently exhibited since 1974 at home and abroad. He has been awarded numerous awards at international exhibitions. He lives and works in Pula.

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