

The Danger Tree: world's first Augmented Reality fine art exhibition



The Danger Tree / A Groundbreaking Visual Arts Experience

1st ? 31st July 2016

Riverside Unit, New Capital Quay, Greenwich, London SE10 9FR

Further UK exhibitions throughout Oct-Nov 2016 in Birmingham, Manchester and Liverpool.

World's First Augmentist 30 year old artist Scarlett Raven unveils her ambitious, groundbreaking visual arts experience, **The Danger Tree** this summer. Scarlett is the first oil painter to work in the exciting world of augmented reality and reveals the deeply personal process of creating her multi-layered, experiential art.

Working exclusively with Blippar, world leaders in the field of augmented art, the viewer can use their smartphone app to unlock Scarlett's poignant work, stripping away the countless layers of paint to reveal the creative journey beneath each painting.

On 1st July 2016 Scarlett Raven will launch her trailblazing new project **The Danger Tree** to commemorate the 100th anniversary of the Battle of the Somme. Award winning film set designer Kave Quinn will magically transform a 2,000ft space in Greenwich to create a blown out building from the French/Belgian borders. Parts of the exposed roof and walls will echo to the sounds of war, as each of Scarlett's paintings appear hanging from the walls still extant, each beautifully lit and positioned to take the viewer on an incredible journey. We begin the experience at the danger tree, through to the moving penultimate painting **Black Poppies** and the final painting, **The Soldier**, a reflection on all we have seen. The collection will challenge us to view alternative versions of the multi-layered, immersive work, seen through the words of the war poets and movingly expressed by leading British actors, Sean Bean, Christopher Eccleston and Sophie Okonedo.

Please download the Blippar app and scan the images below to activate and preview some of the augmented reality digital content embedded in Scarlett's oil paintings.



Left: Scarlett Raven, augmented reality painting Dulce et Decorum Est, narrated by Christopher Eccleston, 2016
Right: Image taken from Scarlett Raven's Dulce et Decorum Est

Scarlett's new collection of work is inspired by her father and the legendary WW1 poets Wilfred Owen, Siegfried Sassoon and Rupert Brooke and is a memorial tribute to the Newfoundland Regiment who used a tree about halfway into "No Man's Land" to gather. Regrettably the tree was highly visible to German artillery resulting in many casualties and it became known amongst the soldiers as The Danger Tree, a replica of the twisted tree now stands to mark the spot.

Following the launch in London, The Danger Tree will tour the UK throughout October and November, exhibiting in Birmingham and Manchester and finally in Liverpool.

In May, Scarlett created an augmented reality painting for mental health charity MIND which fetched £13,000 at an auction to tie in with MIND's 70th anniversary.

Scarlett Raven: Biography

Scarlett is the daughter of acclaimed saxophonist Raphael Ravenscroft. As a second year student at Central St Martins in 2009, Scarlett became one of the youngest painters ever to hold a solo exhibition at the prestigious Cork Street Gallery. A further successful show in 2010 was Paint at Hackneys Printhouse Gallery and in 2012 once again at Cork Street Gallery she presented Flight. Her solo exhibition The Eleventh Hour at Castle Galleries, Bruton Street in 2014 was in collaboration with The Royal British Legion, commemorating the centenary of WW1 and emphasised the importance of remembrance and the enduring symbolism of the poppy. Scarlett's work is exclusively published by Washington Green Fine Art, the UK's leading art publisher, and is available to buy from Castle Fine Art galleries nationwide.

The Blippar Experience: Download the free Blippar app on your smartphone to unveil Scarlett Raven's augmentist paintings.

Further information at www.blippar.com.