

Golden ARt **Walking Tour**

Contents

Golden ARt Walking Tour.....	2
Development.....	2
Opportunity.....	2
Catalog	3

Golden ART Walking Tour

A beautiful augmented reality experience walking tour through Golden is being designed around the local artistry of C Loren Art. You might have already spotted some of Christina's artwork around town in Bob's Burgers, Café 13, Golden Library or the Picasso mural on the NELI Building at 11th and Washington street.



The augmented reality mobile app leads guests on a walking tour of various C Loren Artwork throughout the town of Golden. Guests are rewarded with augmented reality enhanced animated experiences when they locate one of the C Loren Art pieces with their mobile phone. This tour takes them into businesses and enriches their experience in town as they enjoy the art and animation.

Development

Deja Vu Dimensions has partnered with C Loren Art to deliver this walking tour experience guided by this augmented reality mobile app. Deja Vu Dimensions is run by Daniel Morrison and produces a myriad of media products such as videography, augmented reality, animation, shows, apps and more.

[Augmented Reality](#)

The augmented reality walking app will be delivered as both an Android and iPhone app in the respective Google Play and Apple App stores free of charge.

Each piece of art is enhanced with augmented reality animations to reward viewers with an enhanced digital experience.

[Mike & Me Animation](#) [Jack O' Mines Animation](#)

The digital app also enables guests to record and share their AR experiences on social media.

Opportunity

As a Golden business you are invited to include your business in this walking tour by adopting a C Loren art piece and showcasing it in an accessible location for visitors. The art piece is on loan to you from C Loren Art. The art piece will be located in a foyer, lobby or easily accessed location where passing visitors are welcome to access the art piece without difficulty nor disturbance to your other guests. Inclusion in the walking tour is intended to increase the foot traffic and visitation of your business as well as enhance the experience of guests with great art and whimsical animation.

You are also invited to define a commerce incentive that we might include in the digital app and offer to guests when they visit your enterprise. This is to incentivize visitors to make purchases in your business and not *just* pass through.

Catalog

Please look through the catalog and select your desired artwork(s) to showcase in your business. It is recommended that artwork is not duplicated in multiple locations throughout Golden. You will see a highlight to show which art pieces are already placed. Simply consider which of the other art pieces you'd like to showcase.

If the desired art piece is already placed in a different business, you may still have a print in your business but will be required to purchase it. Both your print and the other will be included in the walking tour.