

Artists Shuli Sadé and Richard Humann present works on new augmented reality fine art platform Aery

New York Sep 30, 2019

The inaugural exhibitions are on display at High Line Nine, Hudson Yards, West Chelsea, Kasmin Gallery, Margaret Thatcher Projects and UNIX Gallery. Aery is a partnership of Related Companies and Membit, a premier augmented reality developer.

Artists Shuli Sadé and Richard Humann today unveiled exhibitions on Aery, a new platform that extends exhibition space beyond the physical limitations of galleries and museums by displaying fine art in digital form. A partnership between Related Companies, a global real estate and lifestyle company known for large-scale, public art installations, and Membit, a premier augmented reality developer, Aery includes an AR art app, currently in beta, that enables the public to seek out and experience augmented reality art anchored in the real world. Aery's tools also enable galleries to exhibit multiple shows by various artists concurrently in the same space. The inaugural Aery exhibition is currently on display at High Line Nine in West Chelsea, a concept gallery specifically designed for experiences and short-term exhibitions, with additional works on display at Hudson Yards and throughout West Chelsea. Kasmin Gallery, Margaret Thatcher Projects and UNIX Gallery will also host Aery pilot exhibitions in the coming weeks.

Paul Kasmin, founder of Kasmin Gallery, said, "We recognize that AR is going to be both a new medium for artists to work in and a new tool for galleries to use in our communication with collectors of physical art. Aery is one of the leaders in this new field."

The augmented reality art exhibition entitled "Art Has No Limits" at High Line Nine, Gallery 9, simultaneously features unique bodies of work by photographer Shuli Sadé and neo-conceptual artist Richard Humann. Capitalizing on the freedom of augmented reality, each artist's work can be viewed independently of each other while still cohabiting the exhibition space. Sade's work speaks to land, nature and metropolis through 3D photographic sculptures while Humann looks to the sky using digitally suspended celestial bodies to form a new class of mythology and folklore. The exhibition launch includes artist talks, educational sessions and guided tours through West Chelsea and Hudson Yards where visitors can view additional pieces hidden in plain sight. Artist Jonathan Paul aka Desire Obtain Cherish will have an AR version of his new public sculpture entitled "Lucky Break" installed in Hudson Yards in collaboration with Aery and UNIX Gallery on the same day that the physical sculpture is unveiled at South Park Commons in Los Angeles.

"We opened High Line Nine last year to expand opportunities in the gallery world with new experiences for gallerists, artists and art appreciators, and are thrilled to build on that forward-thinking vision with the

unveiling of Aery,” said Greg Gushee, a Related executive vice president, who spearheaded the joint venture. “Aery’s technological advancements redefine the limits of the physical gallery, making it possible for artists to deepen connections with their audience while adding to the vibrancy of the surrounding neighborhood.”

In addition to installing augmented reality art in galleries and the real world, Aery includes artist services to assist emerging digital artists realize their vision to create and sell new AR or VR native art. Aery will also serve as a creative and technology partner for brand sponsored AR activations using AR art to create unique content and experiences to break through media clutter and drive engagement.

“Content is the most valuable asset in the digital age,” said Jay Van Buren, co-founder and CEO, Mabit Inc. “Aery empowers fine artists to execute their vision in the growing medium of AR and VR, creating deeper and more impactful human connections through their work.”

Located beneath the world-famous High Line park between West 27th and West 28th Street and adjacent to Zaha Hadid’s only residential condominium building in New York City, High Line Nine embodies Related’s continued commitment to preserve the cultural character of West Chelsea by building on the traditions of the art district, providing an incubator for innovative exhibitions like Aery.

High Line Nine exhibition curator Olivia Davis added, “What we wish to impart on the viewer is the transcendence that comes from experiencing artists creating fine art in new dimensions of reality. By using AR we can still see the individual beauty of art but now with no boundaries or limitations. It’s a new world for fine art to inhabit.”

Images of the Aery exhibition available [here](#).

For more information on High Line Nine, please visit www.HighLineNine.com.

High Line Nine:

508 West 28th Street and 507 West 27th Street,
New York, NY 10001

Gallery Hours: Tuesday-Saturday 10am-6pm

Cafe Hours: Daily 8am-9pm

About Related: Related Companies is a global real estate and lifestyle company defined by innovation and the most prominent privately-owned real estate firm in the United States. Formed over 40 years ago, Related is a fully-integrated, highly diversified industry leader with experience in virtually every aspect of development, acquisitions, management, finance, marketing and sales. Headquartered in New York City, Related has offices and major developments in Boston, Chicago, Los Angeles, San Francisco, South Florida, Washington, D.C., Abu Dhabi and London, and boasts a team of approximately 4,000 professionals. With over \$60 billion in assets owned or under development including the 28-acre Hudson Yards neighborhood on Manhattan’s West Side, The Grand and Related Santa Clara in California and The 78 in Chicago. Related also developed, owns and operates the High Line Nine. Related was recently named to Fast Company Magazine’s list of the 50 Most Innovative Companies in the World. For more information about Related, please visit www.related.com.

About Membit:

Membit is an augmented reality company focused on creating human connection through AR/VR in a number of verticals. The company's Human Positioning System (TM) allows for augmented reality to be used anytime, anywhere, by anyone and powers Membit's photo sharing app that allows pictures to be placed and viewed in the exact location they were captured. Aery represents one of several forthcoming partnerships to monetize Membit's core technologies in different areas.

About Aery:

Aery is poised to be the leader in augmented reality art through its app, services and experiences in the art world. Founded by a team of artists, curators, technologists and business leaders, Aery enables art to be seen in a digital form without the physical limitations of the analog art world. The Aery AR App and its associated services and experiences not only provide technologically enabled tools for gallerists and collectors to view, sell, buy and collect analog art, but Aery is enabling and driving an entirely new art form. There are four primary focuses of Aery including: gallery tools; artist services; experiences and events, providing creative and technology to support brand-sponsored AR activations; and Aery Explore, installing AR art throughout the world publicly available on the Aery App.

About High Line Nine:

A hybrid art fair, exhibition and event space, High Line Nine is a unique collective of galleries under one roof that is redefining how art is showcased and experienced. With architecture as evocative as what is on view inside, the reinvented European arcade sits beneath the High Line, steps from Hudson Yards. High Line Nine has nine move-in ready, sky-lit galleries ranging 650 to 1800 square feet and offers an innovative turnkey solution for galleries seeking street-level visibility in the heart of Chelsea—without the investment or hassle of maintaining a conventional retail space. More than a typical retail lease, flexible licenses combine a multitude of costs associated with leasing into one monthly fee. The process of acquiring and managing a gallery space has been completely streamlined. High Line Nine galleries are open Tuesday to Saturdays from 10am to 6pm. Il Piccolo Ristoro, High Line Nine's on-site café and terrace, is open daily from 7am to 10pm. For more information on High Line Nine, please visit

www.HighLineNine.com.

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