

PRESS RELEASE

ARt - The Dachau concentration camp in drawings

The new augmented reality app at the Dachau concentration camp memorial site

Berlin/Dachau, 07.09.2021. "ARt - Dachau Concentration Camp in Drawings" is the name of the second augmented reality app, which was developed in cooperation between ZAUBAR and the Dachau Concentration Camp Memorial. ARt will be available for download free of charge in the AppStore and PlayStore from 10 September 2021.

ARt has the motto: Art meets Augmented Reality. With the help of location-based augmented reality, drawings made by prisoners of the former Dachau concentration camp are retraced on the historical grounds of today's concentration camp memorial. The individual drawings and paintings, which are displayed location-based on the grounds in AR, provide insights into the experiences and thoughts of the inmates and their artistic processing of these. Visitors to the memorial see the artistic content in the places where the prisoners located it. In addition, ARt also contains parts of graphic novels, which were created by descendants of the former prisoners and other artists. The 22 pictures are supplemented by a detailed audio guide, which explains the pictorial memories of the prisoners, as well as a virtual route guide, which leads to the individual stations.

ARt is the follow-up project to "The Liberation" (2020), which was nominated several times, including for the Grimme Online Award 2021 (Knowledge & Education) as well as the Prix Europa (Digital Media), and took 2nd place at the delina-award 2021 in the category "Society and Lifelong Learning".

ZAUBAR was responsible for the technical implementation, design and conception of the site-based AR. The project was also supported by the Foundation "Erinnerung, Verantwortung und Zukunft" (EVZ), the Bavarian Sparkassen Foundation (Bayerische Sparkassenstiftung) and the "Education & Science" Foundation of the Sparkasse Dachau.

About ZAUBAR

ZAUBAR is a startup from Berlin that enables a platform for building novel, immersive tours using augmented reality technology. For this, historical photos, drawings, audio guides and films are transformed into 3D experiences that feel like time travel - directly at the places of interest. ZAUBAR creates virtual tours with location-based augmented reality and modern machine learning.

ZAUBAR is an official partner of Google as a partner for Google ARCore's Earth Cloud Anchors, which enable markerless content placement for the first time.

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