



# WE EMPOWERED ARTISTS TO DISPLAY WORKS IN VR GALLERIES



## Objective

Develop a fully immersive VR art gallery experience for artists to showcase their works to a larger audience in a custom space.

## Solution

Seisan developed a Virtual Reality experience for the Meta Quest 3 delivering artists with a tool to upload imagery, descriptions and titles for their artwork and display them in a gallery, expanding their reach.

### LEVERAGED TECHNOLOGIES

- Unity
- 3D Asset Models
- Meta Quest
- Web VR
- WebGL
- C#

### PLATFORM INTEGRATION

- Web XR Controls

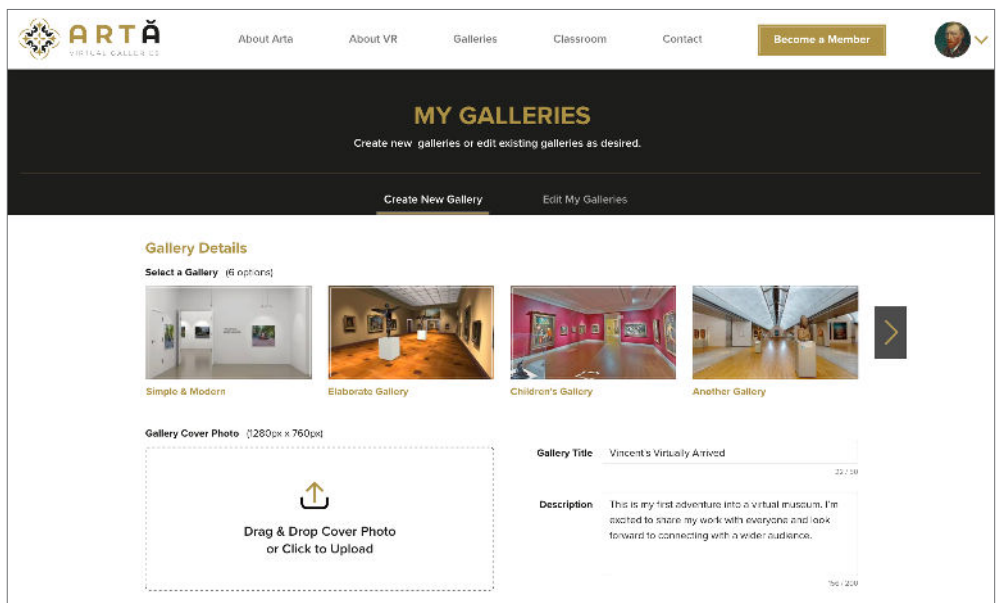
### CORE CAPABILITIES

- Dynamic VR Experience
- Performant Web VR
- Emerging Technology
- VR Commerce

### EXTENSION OPPORTUNITIES

- Live Gallery Viewings

Seisan worked with Arta to develop a VR gallery application enabling artists to showcase their artwork in various gallery experiences, expanding their reach regardless of geographic location.



Arta Virtual Galleries is a first of its kind VR gallery experience. Seisan worked closely with Arta to develop an immersive virtual reality experience to showcase artist's works in a gallery of their choosing. Along with the Meta Quest 3 VR user experience, a tool was developed to enable artists to upload images of

their artwork and select where and how to display them within the virtual space. Gallery visitors can view the artwork as the artist intended and inquire about purchasing the physical piece, or prints if available. This greatly increased the artists footprint, and put their art where it is needed most, in front of a wider audience.

# SEISAN'S APPROACH / VR APP DEVELOPMENT

## PROJECT OVERVIEW

Seisan partnered with Arta to develop a groundbreaking virtual reality (VR) gallery experience, enabling artists to showcase their artwork in immersive virtual spaces. Designed for the Meta Quest 3, the app provides a platform for artists to upload their artwork, including images, titles, and descriptions, and curate their pieces within customizable gallery environments. This allows artists to present their work as intended, bridging geographical barriers and reaching a broader audience.

In addition to the VR experience, Seisan extended the platform into a WebVR setting, making the galleries accessible to users who may not have VR devices. A complementary web interface was also developed, allowing artists to manage their artwork with ease. Through this interface, artists can upload and

organize their pieces, configure gallery layouts, and integrate payment options. The system incorporates Stripe as the payment processor, enabling secure and seamless transactions for purchasing physical artwork or prints, further enhancing the reach and utility of the platform.

## TECHNOLOGY DETAILS

The Arta VR gallery experience was developed using Unity, leveraging its powerful rendering capabilities to create visually compelling environments tailored for the Meta Quest 3. The application was built using C#, ensuring a responsive and high-performance experience. Custom 3D asset models, realistic texturing, and dynamic lighting were integrated to deliver an immersive gallery environment that highlights each artist's work.

To complement the VR experience, a WebVR version was created, allowing users without VR

headsets to explore the galleries through web browsers. A web-based interface for artists was also developed, enabling them to upload, organize, and curate their artwork within virtual galleries. This interface seamlessly integrates Stripe as the payment processor, allowing for secure purchases directly through the platform. The user interface was designed to enhance engagement and usability, providing a cohesive and intuitive experience across both VR and web platforms.

## RESULTS

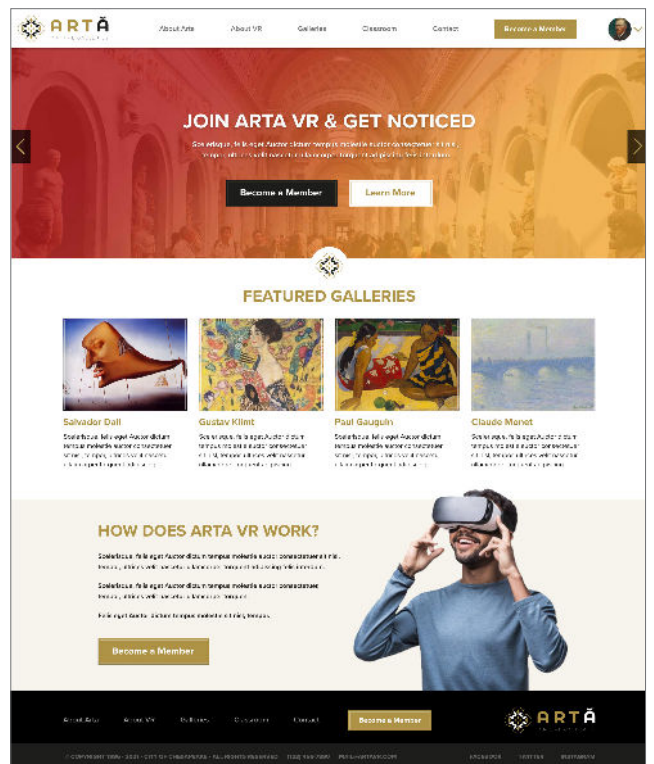
Seisan delivered a comprehensive VR art gallery experience that allows artists to exhibit their creations in diverse gallery settings, broadening their audience without being limited by geographical boundaries. In addition to the application, Seisan enhanced Arta's web presence to more effectively highlight their application's capabilities.



### META QUEST 3

We chose to utilize the power and cost-effectiveness of the Meta Quest 3 and its Touch Plus Controllers for the Arta VR app.

With its competitive price point, Arta was able to purchase more units to showcase the VR applications capabilities.



### UPDATED WEB PRESENCE

Seisan developed an updated web presence to further expand Arta's marketing efforts and increase app onboarding.