




ARTS IN YOUR NEIGHBOURHOOD

12 - 29 November 2020

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Art Exhibition At Block 70 Geylang Bahru Main Office: The Great Story of The Infinite Drawing by Elly Oldman

In collaboration with the National Arts Council, we have installed a wall mural outside Jalan Besar Town Council Main Office in support of Arts in Your Neighbourhood (AYN). AYN brings enriching arts experiences to everyone at their doorsteps.

This visual arts exhibition was created by a young French illustrator, Elly Oldman and Electroni[k] mixing drawing and augmented reality.

Part of an endless drawing, a whole exhibition project called “The Great History of the Infinite Drawing”, tells an incredible wacky fable with an ecological and environmental background.

Join in the fun by simply downloading the application via the steps below and participate in a treasure hunt game!

HOW TO PARTICIPATE



How to download the application:

Step 1: Make sure you have a good quality WiFi connection

Step 2: Check your storage space on the tablet prior to download the app.

Step 3: Download the application via the URL link: <https://apps.artefacto.fr/9/EllyOldman/Applications/>

OR

Step 4: Download the application via the QR Code: Make sure you have an application that can read QR Codes. If not already installed on the device, download any free QR reader app from the Play Store or Apple Store.

Step 5: Open the QR Code reader application and scan the QR code below (it's the same than the one on the tutorial poster)

Step 6: Open the QR Code link and download the Elly Oldman.apk file

Step 7: As the application is not from a regular store, it may happen that some devices ask for permission to install. A window might appear on the screen asking for installation permission. You have to accept and authorise.

Step 8: If no window appears:

With an Android device: go to device settings and allow to install applications that are not from the Google Play Store.

With a device that works with IOS: go to Settings, in "General" then in "Device management" and authorise your device to trust Artefacto.

THE GREAT STORY OF THE INFINITE DRAWING

ELLY OLDMAN

INTERACTIVE GIANT FRESCO



TECHNICAL DATA SHEET

An original work of art from Elly Oldman, supported and produced by Electroni [k], in co-production with Le Cube, Center for digital creation, Stereolux and with the support of Artefacto.

ARTISTIC VISION

PRESENTATION

It all started back in the Spring of 2017 with a crazy idea from the young French illustrator Elly Oldman: stuck in her bed following an accident, she embarked on the creation on Instagram of an endless drawing: @theinfinitedrawing.

She deploys in it all her creativity and her overflowing imagination in her very personal graphic style. 200 Instagram posts, 15 meters of drawing and 18,000 followers later, she now works with Electroni[k] on the creation of a giant and evolving interactive fresco, mixing drawing and augmented reality.

The whole exhibition project - called "The Great History of the Infinite Drawing", is displayed both on a wall and on the ground like a giant puzzle. Elly Oldman tells us an incredible wacky fable with an ecological and environmental background.

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Jalan Besar
TOWN COUNCIL



NATIONAL ARTS COUNCIL
SINGAPORE