

## Virtual Worlds – Experience History with Augmented Reality

---

Visitors can get a virtual take on history during the festival week with **two innovative online formats**: the **MauAR app** uses augmented reality to bring the Berlin Wall to life on smartphones and tablet devices, offering a unique visualization of the city's decades-long division and a virtual experience of the Wall along its former course. Users can trace the development of the Wall from an improvised barbed wire fence to a massive concrete wall flanked by a so-called "death strip". A host of interactive stories offer insights into life in the shadow of the Wall in both East and West. **Five special episodes** developed for the festival week recount key events of the Peaceful Revolution at the sites where they unfolded. MauAR can be downloaded free of charge at [www.mauar.berlin](http://www.mauar.berlin):

History will also come to life in **over 30 augmented reality stories** that can be accessed on **Facebook Messenger** via QR codes at historical sites. Users can discover previously untold stories and hit the streets with skateboarders at the East Side Gallery or join the "Wall-peckers" at the Brandenburg Gate. One story even brings to life Birgit Kinder's world-famous mural at the East Side Gallery depicting a Trabant car breaking through the Berlin Wall.

### Experience the Peaceful Revolution with augmented reality stories on Facebook Messenger

Augmented reality technologies create a virtual, enhanced experience of the real-world environment using smartphones and tablet devices. During the festival week, visitors can explore history from a new perspective through **30 interactive augmented reality (AR)** stories that were developed in cooperation with **Facebook and ZDF**. The stories can be unlocked with a smartphone or tablet device by scanning QR codes located on the ground at the seven festival venues. To access the stories, users must have Facebook Messenger installed or download and install the app when they scan the code. The stories blend virtual content with real-time images of the local environment. The AR stories include historical images and brief explanatory texts. Users can watch Christoph Hein's speech on Alexanderplatz on 4 November or join young "Wall-peckers" at the Brandenburg Gate as they chip away at the Wall. Other stories offer a more playful experience, such as a virtual tour into the Gethsemane Church to a light candle as a sign of protest, just as opposition activists and demonstrators did there thirty years ago.

The AR stories will be available via Facebook Messenger exclusively during the festival week from 4 – 10 November 2019.

**Christina Keller**, Director Creative Shop Central Europe at Facebook, says of the project: *"We are thrilled to have developed over 30 augmented reality filters in cooperation with Kulturprojekte Berlin and ZDF Digital, offering an entirely new perspective on the fascinating stories surrounding this historic event"*.

**Jonas Schlatterbeck**, Head of Social & Distributed Media, ZDF Digital: *"We got involved because we want to tear down walls in people's minds by enabling users to immerse themselves in and relive this formative chapter of German history using AR technology."*

### **MauAR – The Berlin Wall in 3D**

The **MauAR app** is also uses augmented reality technology, but takes a different approach to exploring history: When the app is opened along the former course of the Berlin Wall, a movable **3D model of the Wall** will appear on the smartphone or tablet display. The app enables users to explore the Wall and various structures such as watchtowers from all angles – with the difference that today there is nothing to prevent them from crossing the border however and whenever they wish. Users can switch between three different points in time – 1961, 1971 and 1981 – to see how the Wall and its system of barriers evolved into a lethal fortified border that shaped the cityscape and the lives of Berlin's inhabitants over several decades. Complemented by **interactive stories** that offer a glimpse into life in the shadow of the Wall in both East and West, the app highlights the scale and consequences of the city's division.

**Five new episodes** were developed especially for the festival week in collaboration with the app's creators at **BetaRoom**. The episodes offer a different perspective on the events of the Peaceful Revolution and enhance the festival's programme by adding an interactive, multi-media dimension. The five episodes cover key events that occurred in 1989 at the Gethsemane Church, the Brandenburg Gate, Alexanderplatz, the Stasi headquarters and on Kurfürstendamm.

Staff will be on hand at the festival pavilions to show visitors how to use the app and activate the AR stories. Visitors can also borrow tablets free of charge at festival pavilions to watch the episodes.

*The MauAR app was developed by Beta Room (Lead: Peter Kolski); the special episodes were created in cooperation with Kulturprojekte Berlin. The augmented reality stories for Facebook Messenger were developed and produced by Kulturprojekte Berlin, Facebook and ZDF Digital.*

For further information and images for download, please see [www.mauerfall30.berlin](http://www.mauerfall30.berlin).

### **Press Contact**

Susanne Galle

+49 (0)30 247 49-864

[s.galle@kulturprojekte.berlin](mailto:s.galle@kulturprojekte.berlin)