

# MEDIA RELEASE:



Monday 19 September 2011

## FOR IMMEDIATE RELEASE

### PeepShow AR SMARTPHONE APP TO LAUNCH 15–16 OCTOBER 2011

Created by **Queen Street Studio, MOB Labs & Righteye Creative**

Presented by **Lost At E Minor, FBi Radio & The Brag**

An associated event of **Art & About Sydney 2011**

Produced by **City of Sydney**

*Ever wanted to take a walk, get lost, kill a couple of hours and discover the stories from the local culture? Wanted to know what creative businesses and quirky experiences exist in your neighbourhood? Where the locals go for some fun, where they meet people and get inspiration?*

Launching from **Heffron Hall** on Saturday 15 & Sunday 16 October 2011 is **PeepShow AR**, a smartphone app created for the curious, which uses cutting edge augmented reality technology to offer curated tours of the Surry Hills and Darlinghurst areas through the eyes of artists and creatives who live, work or play within the 2010 postcode.

While the app can be downloaded well into the future, the FREE launch weekend during **Art & About Sydney** is the public's first chance to explore this unique creative resource, with participating locations providing pop-up performances, interactive twitter challenges, freebies, discounts and more.

Plus, launch participants will have the chance to collect the clues at select "hotspots" throughout the area, leading to an exclusive launch party where they can share their own stories on Sunday 16 October at 6pm at a venue to be discovered...

With 270+ points of interest built into the app, **PeepShowAR** is designed to celebrate the Surry Hills and Darlinghurst suburbs and tell just some of the stories housed in the minds of locals, within the cracks of the pavement and behind closed doors.

Locations include cultural industries, creative retail spaces, art galleries, public art, historical points of interest including Razor and Queer history, unique bars, and even the famous Crown Street Dog.

Come walk in our shoes and find out why we live, work and love this place.



Righteye Creative



Image credit Righteye Creative, image courtesy of Friends Of Leon.

## KEY INFORMATION

Sat 15 – Sun 16 October

11am–5pm (tours commence on the hour, every hour)

Cnr Burton & Palmer Streets, Darlinghurst

**FREE** – no bookings required

## MORE INFORMATION

[queenstreetstudio.com/PeepShowAR](http://queenstreetstudio.com/PeepShowAR)

[www.artandabout.com.au](http://www.artandabout.com.au)

Get a taste of augmented reality (AR) technology:

[http://youtu.be/b64\\_16K2e08](http://youtu.be/b64_16K2e08)

Download the **PeepShow AR Launch Guide & Hotspot Map** from Monday 10 October

## ENGAGE ONLINE

Twitter: [@queenststudio](https://twitter.com/queenststudio)

#PeepShowAR

Facebook: [Queen Street Studio](https://www.facebook.com/QueenStreetStudio)

## MEDIA ENQUIRIES:

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