



Adapting to the Times: Creating an Immersive Art Experience

Fine artist & designer create "augmented reality" gallery
and share how they did it!

(May 6, 2020, Mamaroneck, New York) In light of social distancing and a pause in our art shows scheduled this year, we've created an "augmented reality" gallery from our home computers to introduce you into our space and utilize today's technology to push the limits on sharing art in today's world.

Jill Krutick, owner and fine artist, curated a virtual art show in her Mamaroneck studio/gallery with the help of designer, Simone Kurtz. Several new pieces, old favorites and work that is currently overseas or out of state is featured.

Jill Krutick says, "We have created a rendering of the studio with these works as if they are actually there. Today we wanted to share the final proofs of this multi-week process as well as two videos that capture a behind the scenes look at how we put this project together."

Simone Kurtz added, "Creating this virtual experience was based on a process that was similar to creating mockups in preparation for our museum shows."

In the video called "Art Today: Creating A Virtual Visit," we discuss the curatorial process as well as how the show was digitally built using Adobe Photoshop to realistically scale, place and finalize the paintings on the walls. Some of the works featured appeared in museum exhibitions over the past year; Jill Krutick had solo

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exhibitions at the Coral Springs Museum of Art in Coral Springs, Florida and the Yellowstone Art Museum in Billings, Montana. The music for the nine-minute video was composed and performed by Casey Lakrtiz.

We hope you enjoy this “virtual visit” and recognize that the work can just as easily “visit” a space that is special to you. Please follow us on instagram @jillkrutickfineart and visit jillkrutickfineart.com for the latest pieces.

ABOUT JILL KRUTICK

Jill Krutick is the owner and fine artist who runs Jill Krutick Fine Art. Ms. Krutick is a contemporary abstract expressionist whose paintings trace the artist’s joyful path of self-discovery and creative exploration. Influenced by modern and contemporary masters such as Van Gogh, Monet, and Rothko, Krutick combines abstract expressionist gestures, impressionist luminosity, and personal symbols of change. Krutick painted privately for over 30 years and studied at The Art Students League of New York. In 2010, she began publicly exhibiting her work. She has been praised by world-famous art critics including Donald Kuspit, Annette Blaugrund and Anthony Haden-Guest. Her work is in over 100 private and public collections as well as the permanent collections of the Coral Springs Museum of Art and Yellowstone Museum of Art.

ABOUT SIMONE KURTZ

Simone Kurtz is a graphic designer, teacher and illustrator with advanced Adobe Suite skills. A 2015 graduate of Pratt Institute majoring in illustration, Ms. Kurtz has worked in corporate, entrepreneurial, educational and service sector settings. She is the Gallery Manager & Production Designer at Jill Krutick Fine Art, Mamaroneck, New York.

ABOUT CASEY LAKRTIZ

Casey Lakrtiz is a seasoned professional musician and composer with expertise in music education, theory, ear training, and composition with an emphasis on piano and guitar. A graduate of The New School and New York University specializing in music

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business, performance and composition, Casey Lakrtiz has worked as an artist manager, musical director, music teacher and performer.