

Beyond the Frame: Launch Party & Artist Panel

Celebrating an innovative project that unleashes new dimensions in art



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An exciting new initiative at the Art Gallery of Hamilton is enabling visitors to interact with pieces in the permanent collection like never before. Funded by the incite Foundation for the Arts, [*Beyond the Frame*](#) is a groundbreaking art-activation project that uses audio, video, and augmented reality to provide interpretive, sensory, and reimagined experiences to activate selected works from the AGH Collection.

By scanning QR codes next to selected works on display, visitors can access such features as video interviews with artists, music written specifically for *Beyond the Frame*, and rough sketches from the creative process.

The public and the media are invited to attend [*Beyond the Frame: Launch Party & Artist Panel*](#), which will be held at the AGH on Thursday, March 27, 2025 from 6:30 to 9:00 pm.

"We are very grateful to the incite Foundation for the Arts for their generous sponsorship of *Beyond the Frame*," says Shelley Falconer, President and CEO at the Art Gallery of Hamilton. "Thanks to their support, the AGH is able to provide a whole new level of interactivity to visitors. We invite everyone to attend our *Launch Party & Artist Panel* on March 27, where you can learn more about how the innovative use of technology is opening up new possibilities at the Gallery."

Guests at the *Launch Party & Artist Panel* can explore 20 *Beyond the Frame* activations before the program begins, featuring audio and video interviews with artists, artistic reinterpretations, and cutting-edge augmented-reality experiences that bring artwork to life in entirely new ways.

Event Highlights:

- **6:30 PM | Artist Panel:** Featuring *Beyond the Frame* collaborators *Jeremy Greenspan, Simon Frank, Ravinder Ruprai, and Janice Reid*. Gain behind-the-scenes insight into their artistic processes, interpretations, and experiences being part of *Beyond the Frame*.
- **Q&A Session:** Have your questions answered by participating artists and the *Beyond the Frame* project leads.

"The incite Foundation for the Arts is proud to be supporting *Beyond the Frame* at the Art Gallery of Hamilton," says Liz Stirling, the Foundation's Executive Director. "By providing a new depth of experience for visitors at the AGH, *Beyond the Frame* is enriching the cultural fabric of our community through the arts – just as Kate and Carl Turkstra were inspired to do when they founded the incite Foundation."

Please join us for an evening of celebration and creativity as we unveil *Beyond the Frame* — which reimagines our permanent collection through digital access, artist insights, and augmented reality. Don't miss this chance to step *Beyond the Frame* and experience the future of art through fresh perspectives and innovative storytelling!

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About the Art Gallery of Hamilton

Founded in 1914, the Art Gallery of Hamilton is the oldest and largest public art gallery in southwestern Ontario. Its permanent collection, which is focused on historical Canadian, International, and Contemporary art, numbers more than 11,000 works and is recognized as one of Canada's finest. The AGH is a vital creative hub and centre of lifelong learning that enables people of all ages to enrich their lives by gaining a deeper understanding of art.

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