

Stephen Friedman Gallery

FAD Magazine
Sketch reveals augmented reality app animating the work of David Shrigley
Mark Westall
17 February 2020

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Mayfair dining emporium sketch has launched its latest technological innovation an interactive app, adding a new dimension to its unique dining experience.

Following the launch of a new website in 2018, sketch has partnered with the celebrated London design studio HATO to bring to life Turner prize-winning artist David Shrigley's artworks, which adorn the walls of its Gallery restaurant.

Through augmented reality technology, guests are invited to create their own immersive world in a uniquely sketch way. The free app is a playful extension of the world of sketch, encouraging guests to meld elements of the digital with their physical surroundings whilst enjoying afternoon tea, dinner or an evening cocktail.

HATO have developed digital versions of several animated characters and motifs found in David Shrigley's work, including a statement news banner, tearful puppy and spray can. Transformed into stickers, the illustrations can be placed in and around the user's immediate environment. Once placed, the stickers animate and interact with surrounding objects using Real World 3D Tracking and Plane/Surface detection technologies.



Unlike other apps harnessing AR technology that are reliant on working only in the location or from the actual artworks, the app developed by HATO can be enjoyed anywhere in any environment. Users are then able to create unique photos and videos with Shrigley's sketch artworks, which can be downloaded and shared on social media.

An ever-evolving destination for food, art, music and design, the app is commensurate to sketch's imaginative spirit and marks the venue's first venture into the AR and app sphere.

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Mourad Mazouz, Founder of sketch, says: “sketch is a unique place and we are always looking for creative new ways to further the dining experience. We want the app to be an extension of the sketch world which engages diners in a creative new way.”