

Elke Reinhuber: FACE VALUE I&II

The current economic crisis in the Euro zone looks like a loss of trust in every direction. Elke Reinhuber responds with hugely enlarged eyes from banknotes in her series *Face Value* to question the importance of currency trading and capital movements. Via an added Augmented Reality (AR)-layer, she emphasises the artistic value of paper money as enumerated editions of intaglio prints. The eyes of honest sovereigns, great thinkers or inventors gaze from the past as if they want to scrutinize the vendors and buyers of today how they deal with values. While the first version of *Face Value* comprised a world-wide overview, only banknotes from countries which replaced their tender with the Euro are shown in the edition for V&A Digital Futures, London.

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The images are printed on Tyvek in the dimensions of 33" by 33", the additional layer can be accessed by any mobile device which supports Aurasma (free to download from the App- or Play-Store).

Please search then for the channel 'Face Value' or scan the QR code and go on your mobile device to <http://auras.ma/s/LsxLP>



On display on Monday, July 6th at V&A Digital Futures, EVA London Conference 2015, Lime-Wharf on Vyner Street in E2 9DJ London, UK

For further information on Singapore-based artist Elke Reinhuber, her current projects and research please visit www.eer.de

[With kind support of ADM/NTU, Singapore]



ITL



ATS



DEM



YUN



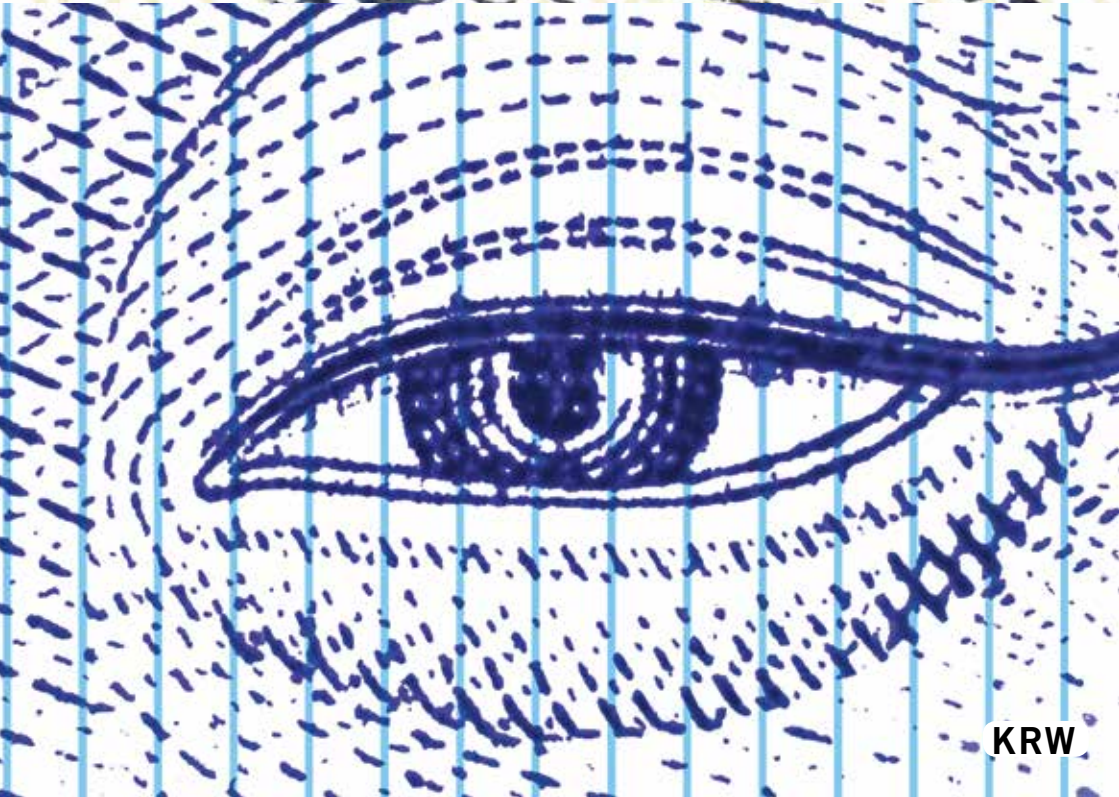
GRD



SGD



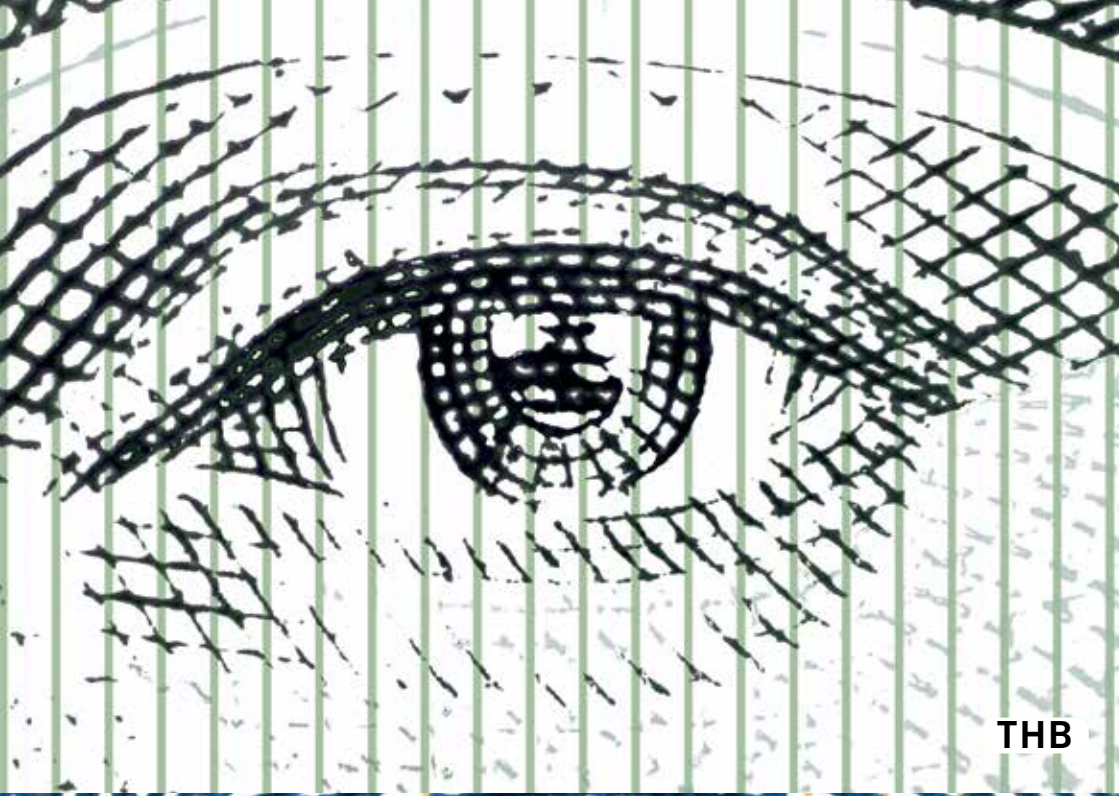
USD



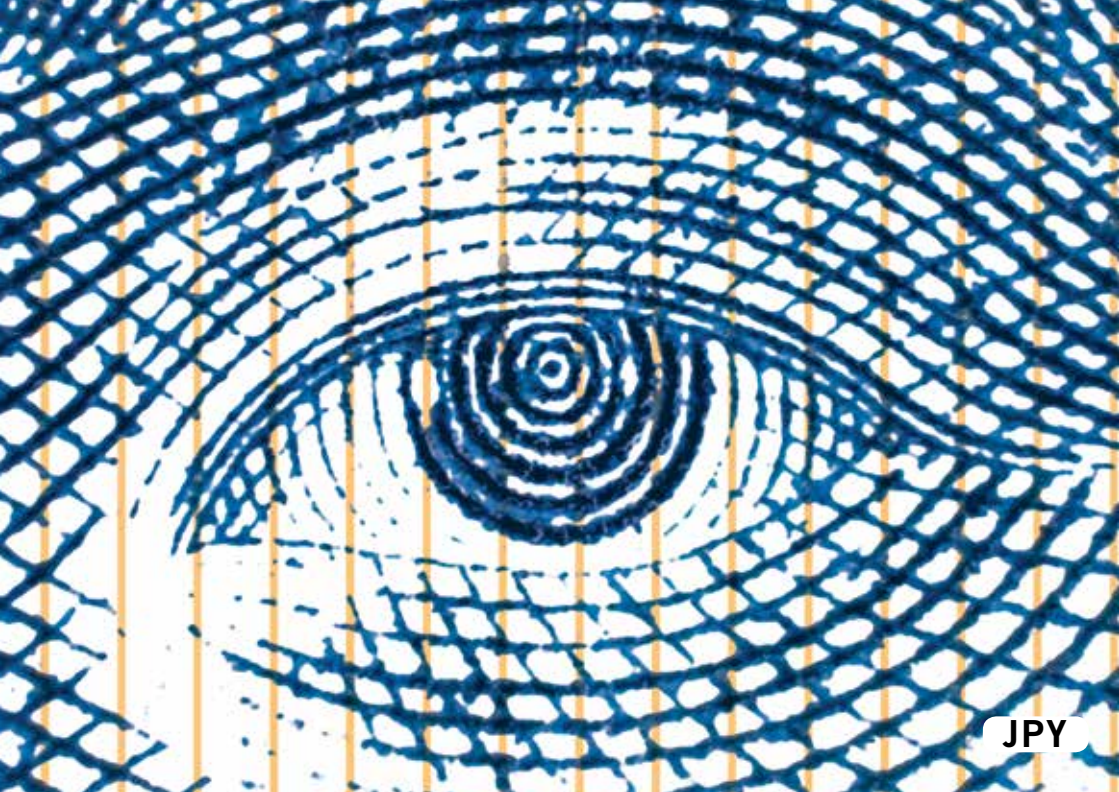
KRW



GBP



THB



JPY