



Miami's First Art Mural for the Visually Impaired and Blind Debuts in Wynwood
Miami Lighthouse for the Blind, Wynwood Ventures and Miniac Films Present
Unseen – Interpretations with the Visually Impaired

MIAMI (Dec. 8, 2017) – **Unseen: Interpretations with the Visually Impaired** – an innovative **invisible mural** aimed to make Miami Art Week more inclusive of the blind community – debuted today in Wynwood at 2600 North Miami Ave. A collaboration between Miami Lighthouse for the Blind, Wynwood Ventures, Miniac Films and Mallorca-based artist Julian Smith, the outdoor gallery features five works of art that are invisible to the naked eye but can be experienced by the blind through braille and soundscapes and by those with sight through an augmented reality application.

Four blind program participants from Miami Lighthouse for the Blind were read Julian Smith's description of a Memorizing PCH. They were asked several questions about what they imagined the piece of art to look like. Artist Julian Smith listened to the recordings and created four unique pieces of art, bringing each person's interpretation to life.

"With all the exhibitions during Miami Art week, we felt there was a chance to give back to Miami's blind community who don't typically experience art in the traditional sense," said Stephen Roesler of Miniac Films. "But Unseen is not only for the blind, it's a chance for seeing people to experience how the blind community interprets art and ultimately how they imagine it."

Using an augmented reality application, the artworks can not only be seen by using one's cellphone or tablet but also experienced by listening to the narrative each visually impaired collaborator heard to understand Julian's original piece and their personal interpretation of what they imagined it would look like. This experience allows the viewer to connect further with each art piece and the person who imagined it.

"This was an exercise that challenged me to express the collaborators imagination with undeniable gesture," said Julian Smith. "Visual Impermanence is a concept that drives much of my art. In other words, the idea that human sight and experience is temporary. When we reminisce and recreate our visual experiences, we piece them back together through references and stories. In theory, the blind process memories much differently than those with sight, but as this exercise proved, the outcome of that process is strikingly similar."



“We are extremely excited for the unveiling of UnSeen - Interpretations with the Visually Impaired, a unique collaboration that offers art for the both the blind and sighted using augmented reality application technology,” said Carol Brady-Simmons, Chief Program Officer at Miami Lighthouse for the Blind.

“Wynwood is home to the highest concentration of street art in the country,” said Albert Garcia Managing Director of Wynwood Ventures and Vice Chair of the Wynwood Business Improvement District (BID) “We are excited that through this innovative street art application we are able to bring the visual beauty that adorns the neighborhood to all, including those that are visually impaired or blind.”

Unseen: Interpretations with the Visually Impaired is on display at 2600 N. Miami Ave from now until the end of the month. For more information, visit www.unseenmiami.com.

The Miami Lighthouse

Founded in 1931 as the Florida Association of Workers for the Blind, Miami Lighthouse for the Blind and Visually Impaired has changed more than just its name during its 85-year history as Florida’s premier rehabilitation organization of serving the blind. Miami Lighthouse now serves nearly 15,000 people each year and reaches an additional 3,300 through community education and outreach programs.

Miniac Films

Miniac Films specializes in branded stories. With over 10 years of music video, commercial, documentary and narrative film experience, the company offers versatile solutions for clients. Whether it’s a turnkey project that requires support from ideation to post production, or simply executing direction on existing creative, Miniac Films inspires collaboration behind each film created. Miniac Films was started by director John Christopher Pina and producer Stephen Roesler.

Wynwood

Wynwood is an eclectic district in the urban core of Miami, Florida which is home to art galleries, retail stores, antique shops, eclectic bars, artisanal eateries and one of the largest open-air street-art installations in the world. Wynwood is recognized globally as a premier destination for creative enterprise. It is one of the largest and most prominent creative communities in the United States, and where a new generation of creative and entrepreneurs want to live, work, eat, play and learn.