

## *Hologram Holiday 2011*

Director: Thea Baumann; Producer: Willoh S. Weiland; Videographer: Adele Wilkes; Augmented Reality: Ben Ferns; Sound Design: Alex Akers; Performer: Shian Law; Text contribution: Anna Sutton; Make-up: Lou McLaren

*Hologram Holiday* was a multi-part media installation that consisted of a recorded performance featuring a 'Hologram Hostess'; dreamy exotic soundtracks; the words 'Beyond' and 'Paradise' in neon; and hologram manicures which could trigger augmented reality experiences, which prompted an interactive swirl of tropical fish and neon fumes, coupled with elements of live performance that wrapped the existing iNails salon. While having a manicure or beauty treatment, clients were invited to be pampered amid the intoxicating fantasy salon. Pivoting around ideas relating to fantasy islands, science-fiction, utopian and dystopian worlds, exotic illusions, beauty and desire, the work crystallised within the glamorous and intimate prism of the beauty salon.

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p 64-71 **Thea Baumann** *Hologram Holiday 2011*  
15 September 2011 Images courtesy of the  
artist, Ben Ferns, Louise Rollman and  
Russell Shakespeare









The Hologram Hostess' synthesised voice pronounces the names of nail polish colours:  
Mermaid's Tears, Bondage Black, American Beauty, Lotus Lemon, Flamingo Salsa, Vanilla Ice, Dirty Little Secret, Frosted Apricot, Melon of Troy, Peepshow Purple, Chi Chi Chi, Green Iguana, Knight Rider, Acid Wasabi and China White.