



2025 Annual Conference & Exposition

OCTOBER 12th - 15th, 2025



DAYTONA BEACH | FLORIDA



Unlocking the Benefits of Augmented Reality in Art Museums

Christine Renc-Carter

and

Kevin Hohl



Championing and Empowering Florida Museums

Meet the Speakers

Christine Renc-Carter

- Executive Director of the Leepa-Rattner Museum of Art (LRMA) at St. Petersburg College
- Pinellas County native and accomplished mixed-media artist
- Over 20 years leading museum collections, exhibitions, and educational programs in Florida and the Baltimore-Washington region
- Former Curator at LRMA with prior roles at the Baltimore Museum of Art, Vero Beach Museum of Art, Gulf Coast Museum of Art, and Dunedin Fine Art Center
- Dedicated to accessibility, innovation, and community connection through the transformative power of art
- Graduate of the Maryland Institute College of Art



Kevin Hohl

- CEO and co-founder of Augmented Reality Machine Inc., based in St. Petersburg, Florida
- More than 25 years creating interactive exhibits, augmented reality, and custom software for museums
- Developed digital experiences for the Museum of Fine Arts St. Petersburg, Florida Holocaust Museum, Chihuly Collection, Bok Tower Gardens, Leepa-Rattner Museum of Art, and Whitney Laboratory for Marine Bioscience
- Recognized leader in museum innovation and technology
- Serves as a consultant on several arts-based initiatives
- Focuses on accessibility, creativity, and storytelling to connect audiences with art, history, and science

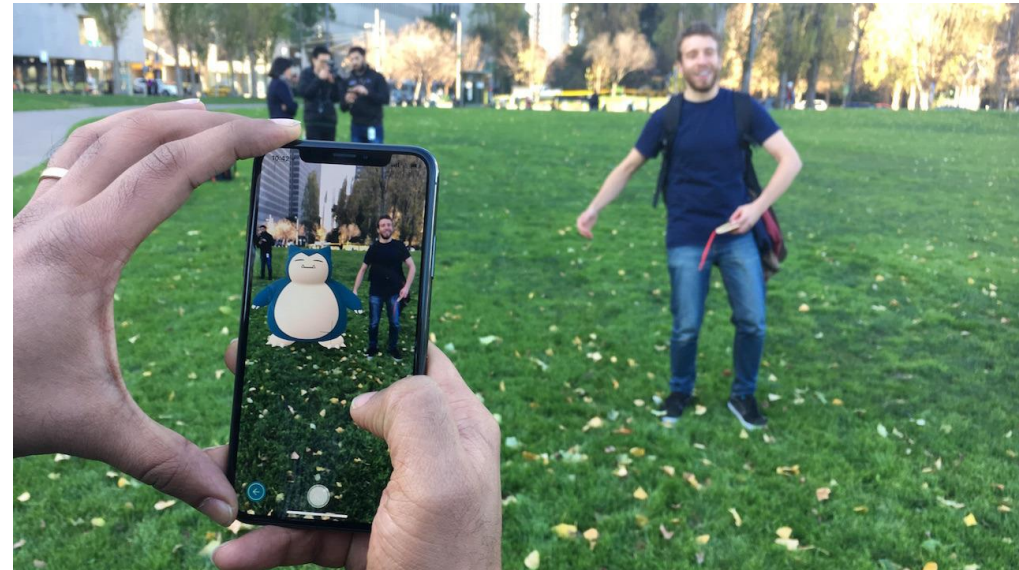
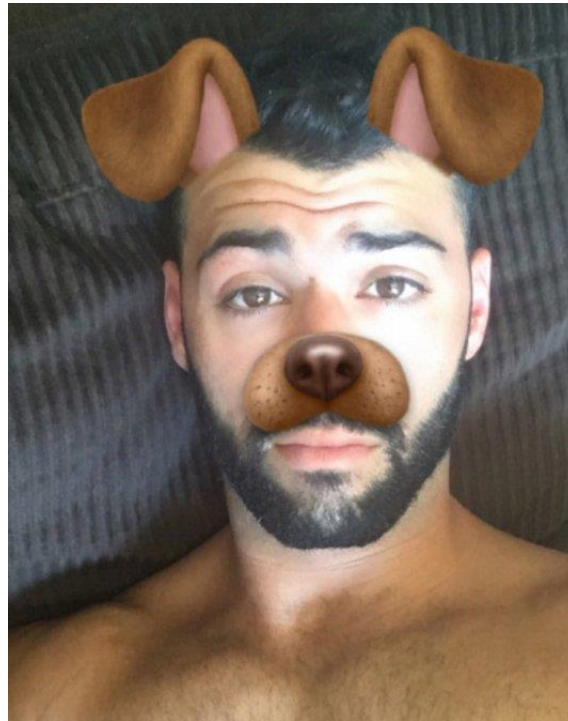


Learning Objectives

- ❖ What is Augmented Reality?? *(Sorry, it's not AI. That's Another topic. ☺)*
- ❖ The beginnings of AR in Art and the Technology/Art mindset
- ❖ Lessons Learned and Barriers (eventually) Broken
- ❖ Today, the sky is the limit!
- ❖ What is next? How Do I get started?
- ❖ Questions and Answers

What is Augmented Reality?

- ❖ AR blends digital content in real world physical environments.



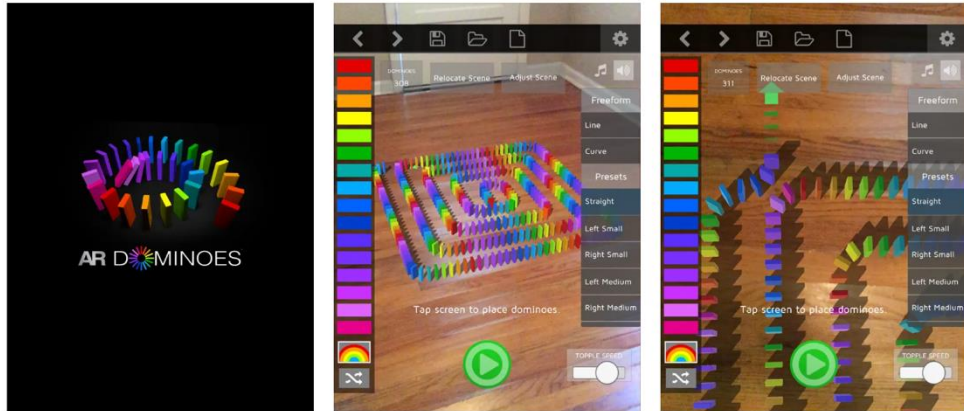
What is AR? First Projects

❖ November 2018



AR Dominoes (4+)
Knock down dominoes in AR
HD Interactive
Designed for iPad
★★★★★ 4.5 • 26 Ratings
Free
[View in Mac App Store ↗](#)

Screenshots [iPad](#) [iPhone](#)



❖ February 2019



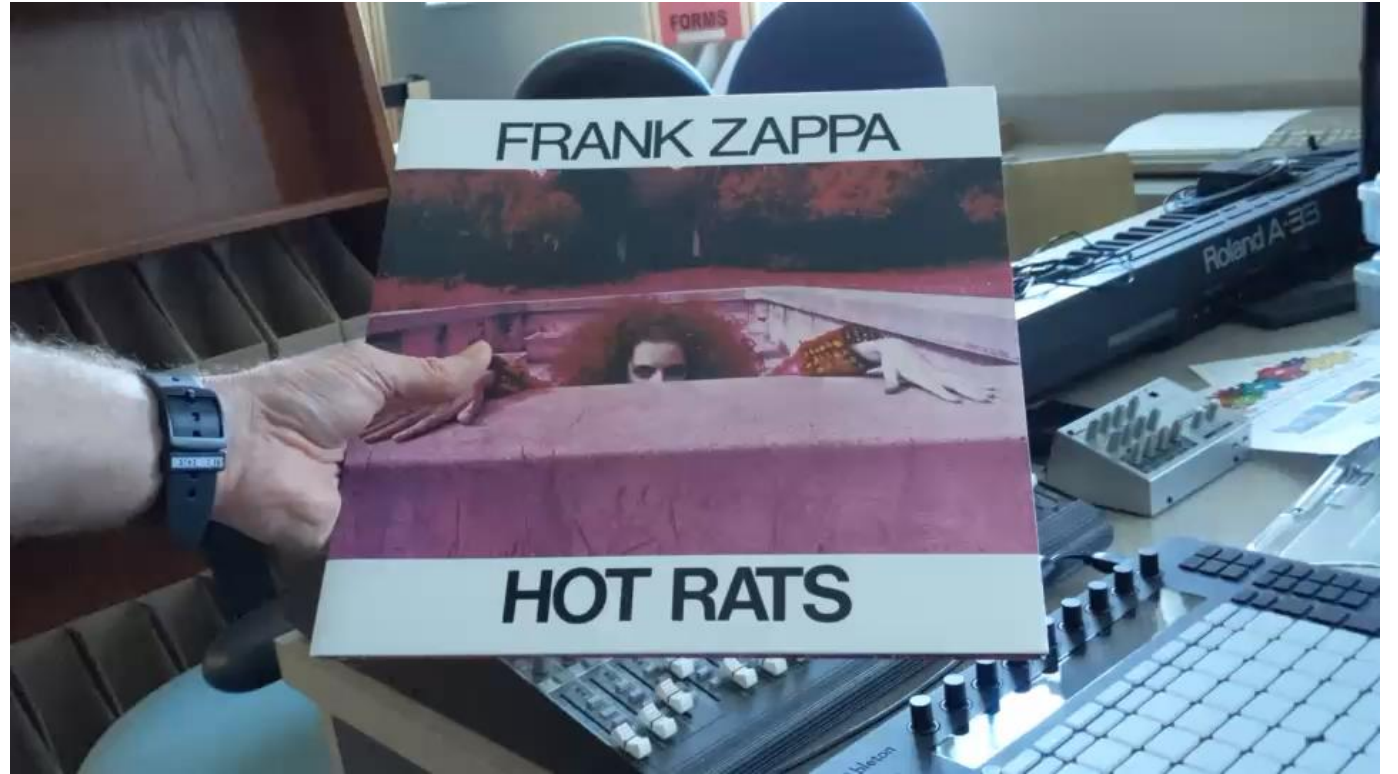
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Add butterflies to your world
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What is AR? First Projects

- ❖ June 2019-The music of 1969 record wall (via Artivive app)
Jefferson Airplane shared the post !



The beginnings of AR in Art

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Jefferson Airplane shared the post !



The beginnings of AR in Art



❖ **January 2020- The Imagine Museum**



The beginnings of AR in Art

- ❖ Pandemic changed the way we look at accessibility, creating more virtual, online opportunities. We must think beyond the walls and the vaults.
- ❖ “After 2021, we pivoted online, joined St. Petersburg College, streamlined staff, and now collaborate widely for grants, partnerships, and innovative DIY projects.”
- ❖ Technology increases accessibility and enriches education, is a gateway to learning, and directly connects with students.



The Technology Mindset

- ❖ In 2021, we partnered with Dalí protégé Louis Markoya for a hit 3-D tech exhibition, blending classical art with lenticular prints and film that captivated audiences.



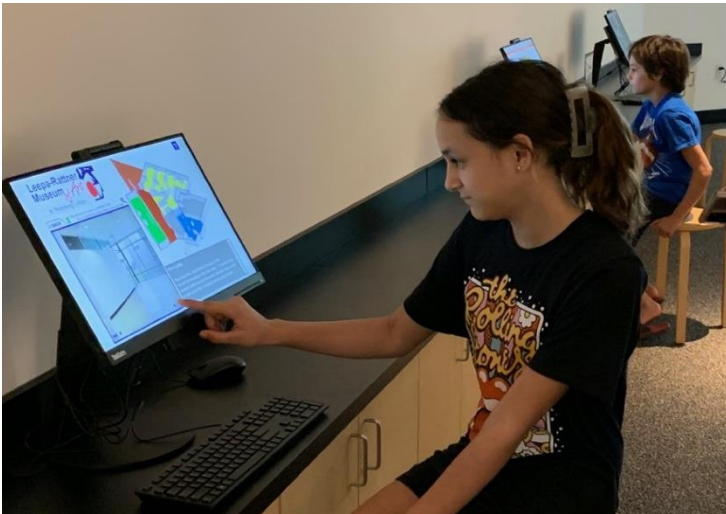
The Technology Mindset

- ❖ VR - Interview in VR with Spatial early in one of the first museums to be interviewed they worked with businesses – included a virtual gallery space and tour.
- ❖ Virtual museum in celebration of 20th anniversary, hand built by an online learning professor.
- ❖ Projection mapping interactive projection installation, touch designer, immersive experiences.
- ❖ Recent \$1 million gift – a portion of the funds to reinvent Guernica's interactive display



The Technology Mindset

- ❖ VR - Interview in VR with Spatial - Louis Markoya
- ❖ Virtual museum tour



<https://youtu.be/FE6Aw8GcjKM>

The Technology Mindset

- ❖ Projection mapping interactive projection installation, touch designer, immersive experiences.
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The Technology Mindset

- ❖ Partnership with SPC Innovation Lab in 2025.

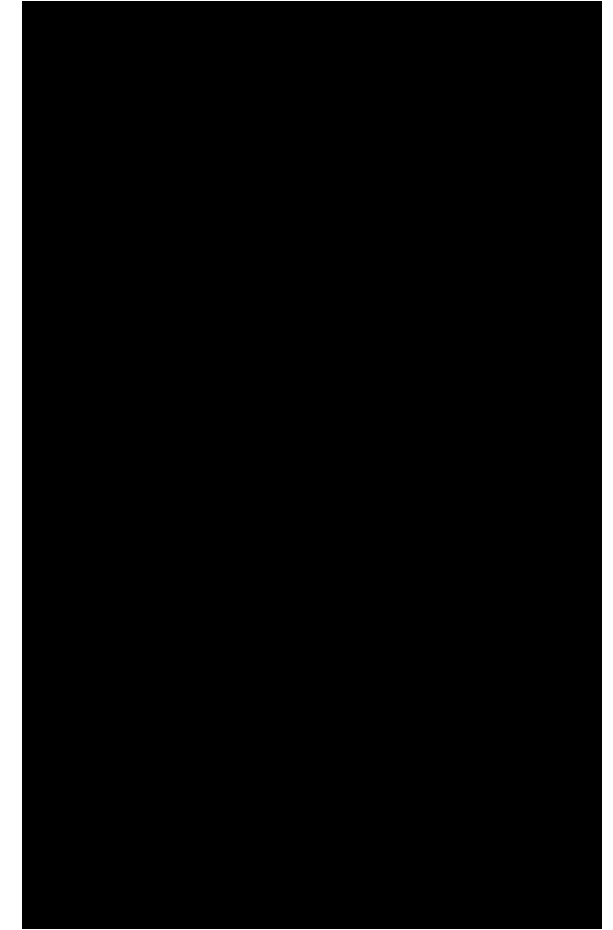
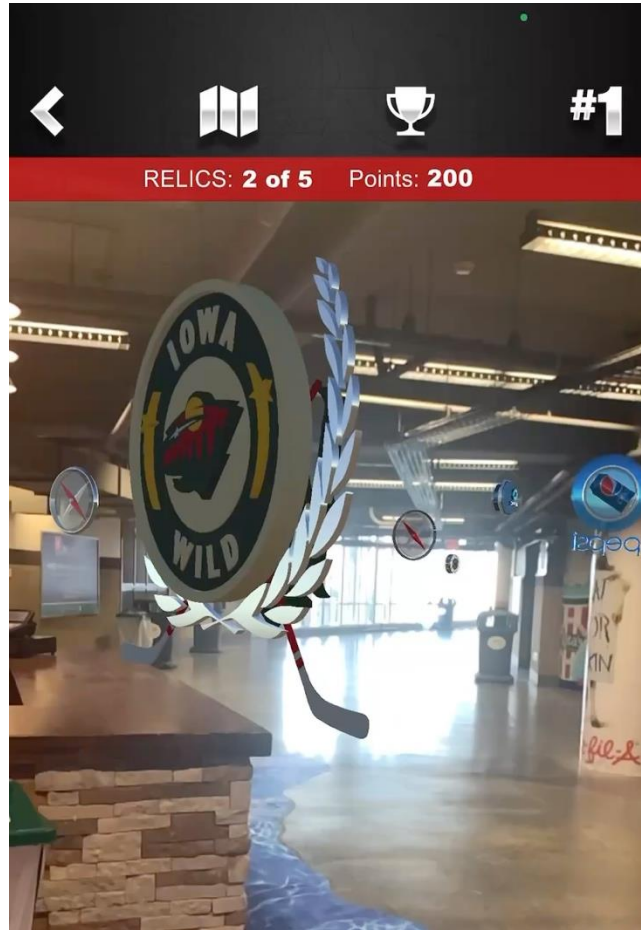


LRMA
Leepa-Rattner Museum *of Art*
iLab
at St. Petersburg College



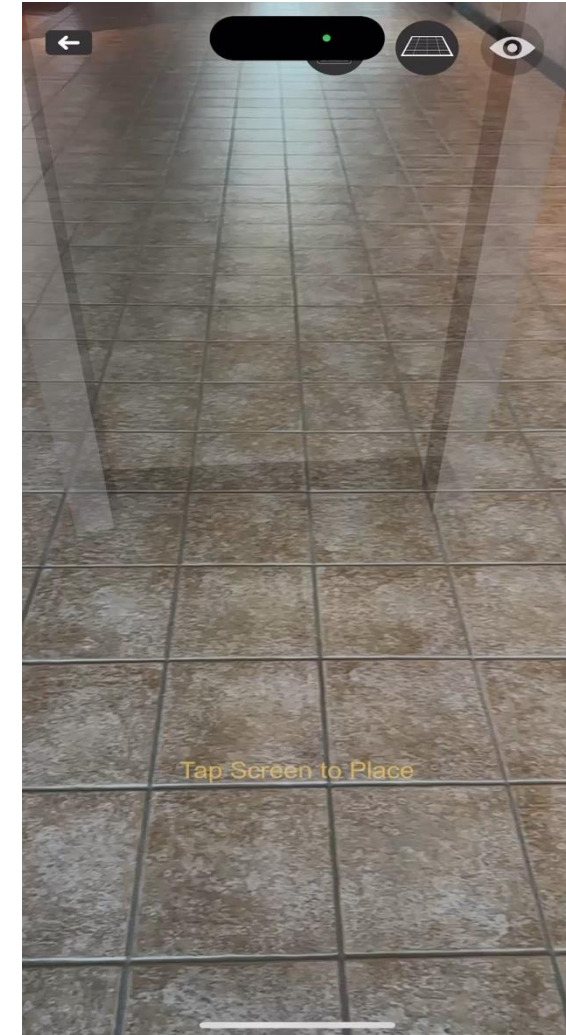
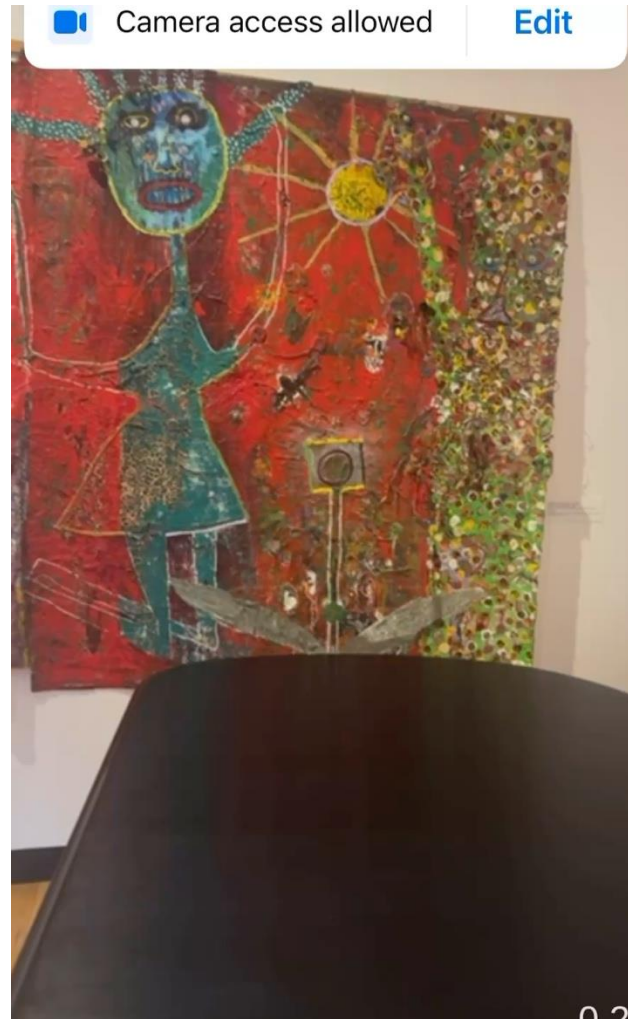
Lessons Learned

- ❖ **Is Augmented Reality just a parlor trick?**
- ❖ **Downloading apps reveals a barrier to entry.**
- ❖ **You only need to see the content once. No traction.**
- ❖ **MEANINGFUL content is a must.**



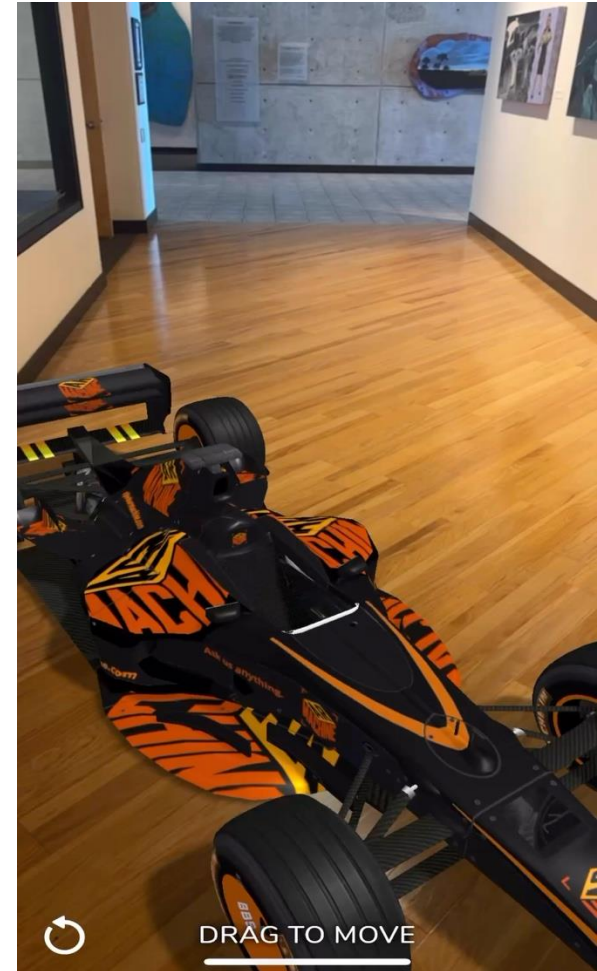
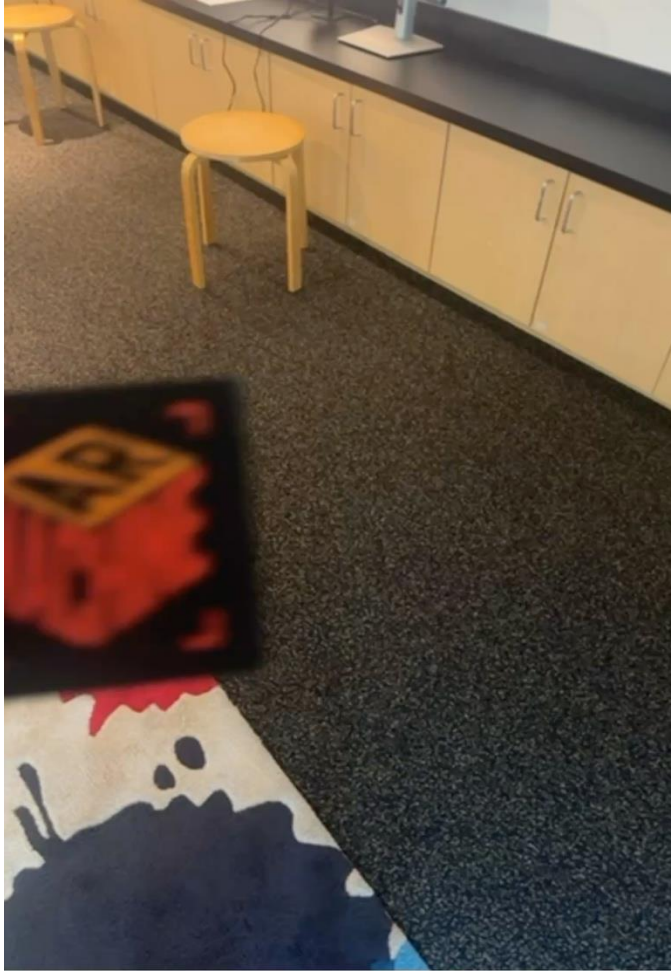
Barriers Broken

- ❖ Finally, some good news! Web-enabled AR.
- ❖ More use-cases for compelling content!



Today, the sky is the limit!

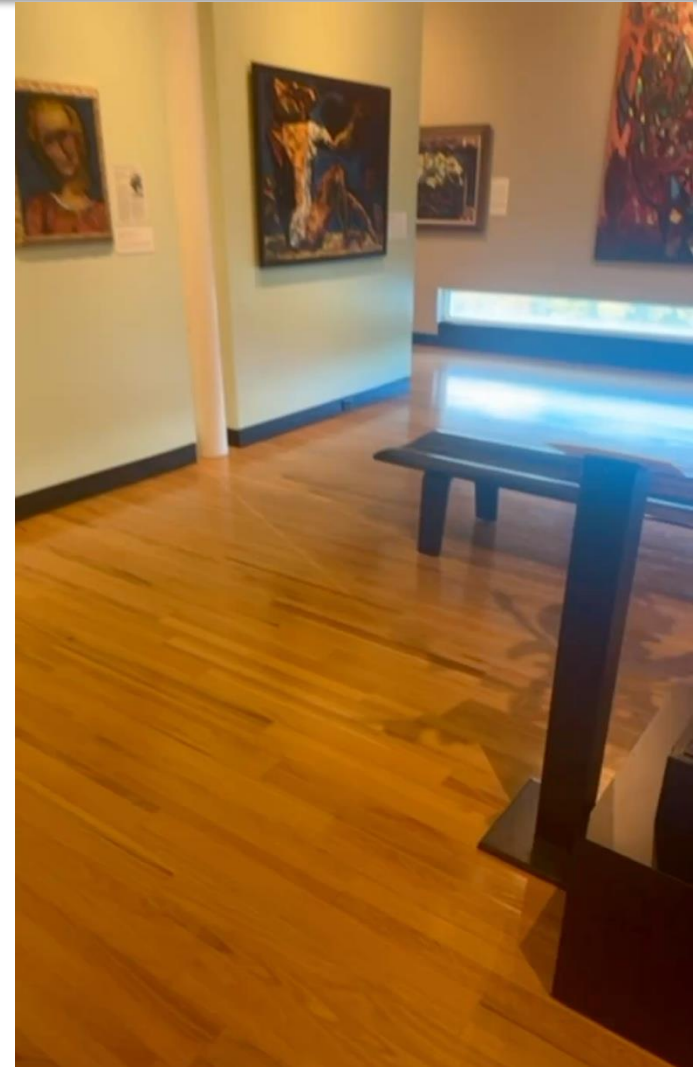
- ❖ Things are falling into place!
- ❖ Adoption is up due to forced online experiences.
- ❖ AR mobile content is on fire!
- ❖ More opportunities for content with traction.



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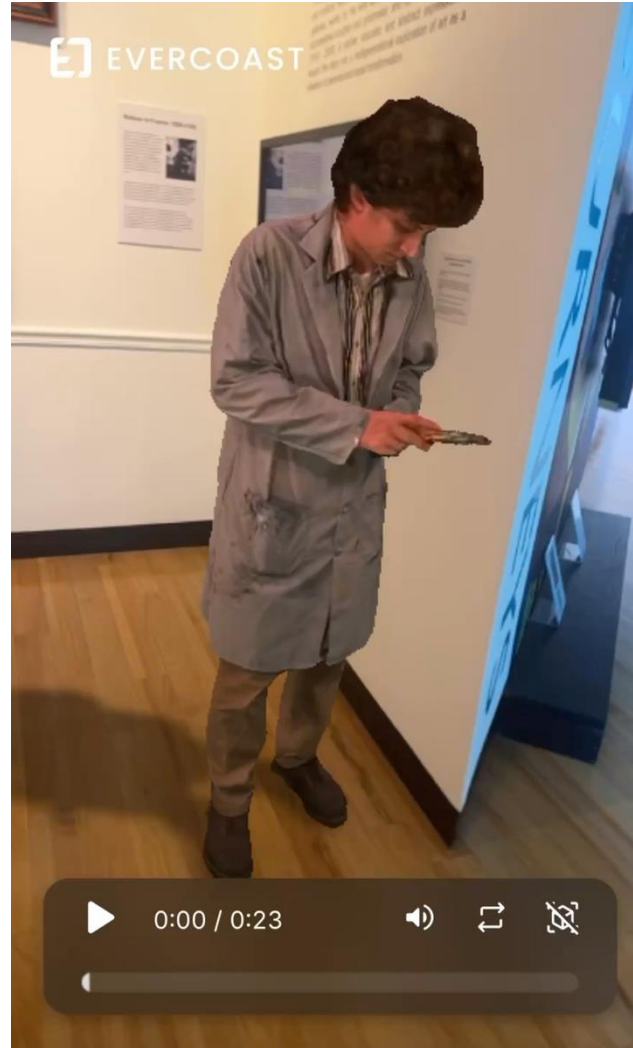
- ❖ How do we maximize experience and expression?
- ❖ How can AR add context and unlock new ways to experience art?
- ❖ Enter: AR Art labels!

empowAR
GIVING ART A VOICE



What's next??

- ❖ Volumetric Video studio in Miami taken 10/7/25
- ❖ Technology still in it's infancy.
- ❖ As AR experience see more adoption, so will volumetric video opportunities!



How to get started???

- ❖ Use free no-code tools like Artivive to add video or audio to art
- ❖ Create postcards or wall cards that trigger simple AR overlays
- ❖ Partner with local students or tech groups for help
- ❖ Post basic AR teasers on your website or social media
- ❖ Just ask Kevin or Christine!
- ❖ Questions and Answers



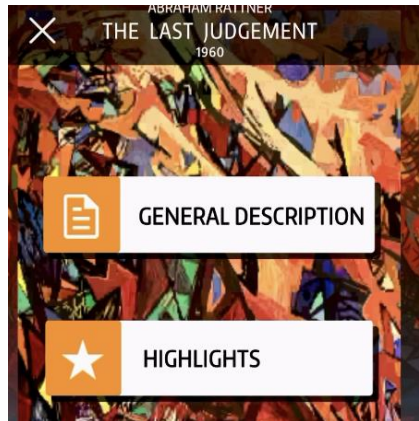
Reference Materials



AR Cannon



AR Turtle



AR Art Labels



AR Science Center

Reference Materials



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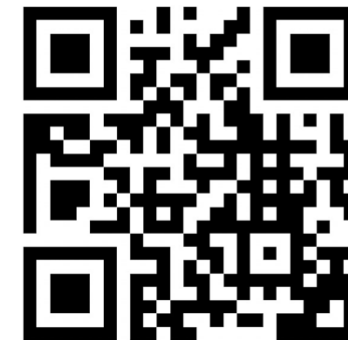


Volumetric Video

Artive AR



Spatial VR Experience





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Preserving Paradise



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Questions?



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