

ABSTRACT

Visual arts represent human creativity that expresses beauty through visual forms. In Indonesia, visual arts possess profound cultural value and constitute a crucial part of the nation's heritage. One captivating art center in Bandung is the NuArt Sculpture Park, where sculptural artworks are presented in a unique and diverse collection.

Despite the high artistic value of the sculpture collection at NuArt Sculpture Park, the number of tourist visits remains suboptimal. Therefore, in this final project, an Augmented Reality (AR) based application named AR NuArt is developed. The purpose of this application is to provide informative and engaging content to visitors concerning visual art sculptures in real-time, including the philosophy and historical background of each creation.

This research employs a literature study method to comprehend the concepts of visual arts and Augmented Reality technology. Data is collected through communication with gallery administrators and visitors via questionnaires. Based on this data, the application is designed and developed using Unity and Vuforia SDK with the C# programming language.

The final outcome is an application capable of presenting in-depth information about visual art sculptures at NuArt Sculpture Park through the utilization of Augmented Reality. This application is anticipated to enhance tourist interest in visiting art galleries and offer a more interactive education on sculptural artworks.

Keywords: Visual Arts, Sculpture, Augmented Reality, NuArt Sculpture Park