



13 Soho Square
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London
UK

**FOR IMMEDIATE RELEASE/ANNOUNCED TODAY
AN EFFORT ART RESIDENCY x HUGO LAMI**

[7 December 2021, LONDON] - *Hugo Lami*, an artist whose work is known for his unique interpretation of societal interaction with technology, is *An Effort's* Artist In Residence for December 2021.

Enter the world of the contemporary artist **Hugo Lami**, at An Effort's art studio. Lami's art practice plays with and explores the connection between the real and the virtual.

In this body of work titled *Mirages*, he has created a tactile immersive experience which exists in both worlds. You are invited to enter into his work both through VR via Oculus glasses and AR via smartphone as well as IRL.

Located just off Oxford Street, the experience will be open for two consecutive weekends in December 2021.

9, 10 & 11 December
16, 17 & 18 December

2 - 6pm

2nd Floor
13 Soho Square
W1D 3QF

Hugo Lami is represented by Neon Art Gallery. He has worked on commissions for Sustainability First and the UK Power Networks. He holds an MA from the Royal College of Art and was shortlisted for the 2021 Ingram Prize.

Ends.
NOTES TO THE EDITOR.

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