



David Korins and Robin Eley Bring Iconic Works of Art to the Metaverse with Matterport

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The award-winning designer and renowned artist collaborate with Matterport to bring their latest exhibition to thousands of people around the globe

SUNNYVALE, Calif., Oct. 06, 2022 (GLOBE NEWSWIRE) -- In an industry first, Matterport, Inc. (Nasdaq: MTTR) collaborated with Emmy Award-winning creative director [David Korins](#) and hyperrealist artist [Robin Eley](#), to create an immersive 3D experience of their limited-run exhibition in New York City, [Private Collection/Closed for Installation](#). The collaboration marks the first time an immersive digital twin was launched alongside an art gallery opening.

Available on [RobinEley.com](#), the exhibition features 18 of the greatest works of art that are hidden from the public that are either lost, stolen, or held in private collections. Equipped with the new Pro3 Camera, the Matterport Capture Services team captured the entire physical gallery - working through challenging perspectives and details of the works of art - and created the fully detailed model in 24 hours.

"One of the primary themes of this exhibition was about limited access and the high privilege of experiencing art. As an artist, I felt it was essential to provide access to fans who couldn't be here physically in NYC," said Eley. "Photos and videos are great but they're taken from the viewpoint of the photographer. Matterport's digital twin lets the viewer explore from their own perspective, as if they were there in person. To be able to launch this twin in parallel with the physical gallery is groundbreaking and unlocks so many new creative possibilities."

Utilizing the new Guided Tours and Tags tools available on Matterport's Digital Twin Platform, visitors can explore art pieces, delve into their history through embedded text and links, and exit through the gift shop. **Visits to the digital twin were nearly 2.5 times the number of visitors to the physical gallery.** Additionally, content promoting the digital twin drove the highest engagement on Eley's social channels as online audiences entered the exhibition to show their support. With the physical space now closed and works of art dispersed to their new owners, the digital twin is the only way to revisit the exhibition as it was originally envisioned.

"Our digital twins give creatives the ability to reach their fans anywhere in the world while providing a platform to invent entirely new ways of experiencing the arts," said Tom Klein, Chief Marketing Officer, Matterport.

To learn more about Matterport's partnership with Robin Eley and David Korins, visit [matterport.com/blog](#) or explore the exhibition's [digital twin](#).

About Matterport

Matterport, Inc. (Nasdaq: MTTR) is leading the digital transformation of the built world. Our groundbreaking spatial data platform turns buildings into data to make nearly every space more valuable and accessible. Millions of buildings in more than 177 countries have been transformed into immersive Matterport digital twins to improve every part of the building lifecycle from planning, construction, and operations to documentation, appraisal and marketing. Learn more at [Matterport.com](#) and visit our [Discover page](#) to browse a collection of digital twins captured by our customers.

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Media Contact:
press@matterport.com

Investor Contact:
ir@matterport.com

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