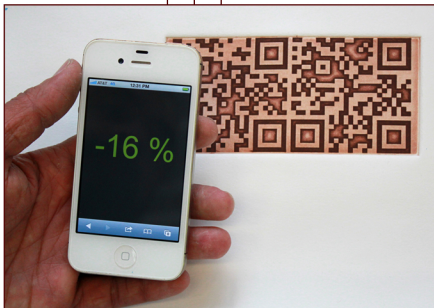


# eLAND



eLAND is a series of etchings embedded with a code. The viewer sees a reddish QR code that will display a photograph of a scene in the Australian outback where the pigment that they are viewing was once mined by the artist. It will also bring up the GPS location of the mined site and a live stock quote displaying how the pigment, such as iron ore, has increased or decreased in value since it was collected in July 2012.

This project-in-progress is supported by the Artists' Research Network and Visual Art Center of LaTrobe University in Melbourne, Bendigo Australia and Pyramid Atlantic Washington DC.

[lisamoren.com/eLAND/](http://lisamoren.com/eLAND/)

