



NEWS RELEASE: **ECONOMIC DEVELOPMENT**

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El Paso County to Unveil “Our History” - An Augmented Reality Experience

EL PASO, TX — The El Paso County Economic Development Department in partnership with Augment El Paso, is proud to honor the art of Carlos Callejo's mural, "Our History" with an Augmented Reality Experience. The event will be held on Friday, August 23rd from 3:00 p.m. to 5:00p.m. at the Enrique Moreno County Courthouse, 3rd floor atrium.

Inaugurated in 1995, El Paso County commissioned Mr. Callejo, an El Paso artist, to paint the mural in what was then a newly constructed county courthouse to capture the history and culture of the region. The mural, titled “Our History,” encompasses three large walls beneath the third-floor atrium, highlighting key moments in the development of El Paso, and includes over fifty historical figures depicted with vivid colors and dynamic movement. The mural represents an aesthetic blend of the past, present, and future.

Nearly 30 years later, Augment El Paso has brought the beloved mural to life through an augmented reality experience. By use of a smartphone or tablet device, an augmented image becomes a multisensory experience as the viewer gains the ability to interact with 3D models and graphical interfaces, view animations and streaming video, and listen to narration, sound effects, and/or music.

This event aims to honor Mr. Callejo's art by incorporating technology to bring the mural to life. It will also feature an artist statement through an oral history interview with Mr. Callejo for additional context.

Join us to celebrate this artwork and explore the rich history of El Paso County. Don't miss this unique event where history and technology unite!

WHO: El Paso County Economic Development & Augment El Paso
WHAT: “Our History” - An Augmented Reality Experience
WHEN: Friday, August 23rd, 3:00 p.m. to 5:00 p.m.
WHERE: Enrique Moreno County Courthouse
500 E. San Antonio, 3rd Floor Atrium

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