

## PRESS RELEASE

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### **HUGUES SOUPARIS ANNOUNCES THE CREATION OF THE HOLOGRAM FOUNDATION**

At the recent 10th International Symposium on Display Holography (ISDH) held in St Petersburg (28 June to 3 July 2015) at the University of Information Technologies, Mechanics and Optics (ITMO), Hugues Souparis, the founder and President of Hologram. Industries, announced the formation of The Hologram Foundation.

The Hologram Foundation is a not-for-profit organisation. Its primary goal is to promote holography as an art medium by encouraging artists to use formats of holograms that can be easily displayed in the home.

The foundation believes that holograms can find their space among other modern art media and will sponsor artists whose goal is to have their work acquired by modern art enthusiasts.

So far the foundation has received €120,000 in donations and will organise a yearly selection of artists who will be sponsored. Further financial donations are also likely to be made by the end of 2015.

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