



TREVOR
JONES
ART



EXPOS3D

SURVEILLANCE. FAITH. REBELLION

2025

EXHIBITION REVIEW

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A groundbreaking physical and digital art exhibition at Custom House, Leith, Edinburgh.

EXPOS3D established a new model for hybrid storytelling in contemporary art, transforming a historic space into an immersive world of painting, stained glass, sculpture, augmented reality, artificial intelligence, digital screens, and sound.

Driven by a custom interactive app and its own AI entity, LOGOS, the exhibition responded dynamically to visitor presence and participation.

Over the course of one week, more than 800 people moved through a living narrative that evolved in real time, challenging assumptions about authorship, consent, and the role of the audience. For many, EXPOS3D redefined what a contemporary art exhibition could be.





EXPOS3D COLLAPSES THE BOUNDARIES BETWEEN PAINTING, MACHINE INTELLIGENCE, AND AUDIENCE PARTICIPATION IN A WAY FEW EXHIBITIONS EVEN ATTEMPT, LET ALONE SUCCEED AT.

EXPOS3D was built around three forces shaping our present and future: Power, Faith, and Resistance.

Rather than delivering a fixed message, the exhibition placed these forces into tension, allowing visitors to encounter the questions for themselves.

It asked where power now resides, what replaces tradition and faith in an age of AI, and how rebellion evolves when control becomes invisible and automated.

Consent operated beneath everything. From the moment visitors activated the app and began interacting with artworks, participation itself became consent, as their actions quietly shaped AI-driven profiles through LOGOS, turning consent into both gateway and consequence.



EXPOS3D used an opt-in, gamified interaction model, encouraging visitors to respond through a mobile app.

Visitors had the ability to scan artworks, respond to prompts, and engage through the app to earn points that unlocked an AI-generated LOGOS personal profile and physical rewards.

Participation was voluntary and consent-based.

Visitor Overview	
850+ Visitors	7 Days
AI & Digital Content	
3,360 Minutes AI-generated animated content, running continuously throughout exhibition opening hours.	24 Artworks Including interactive, digital, and AI-driven works (21 with QR code interaction).
App Engagement & Interaction Metrics	
498 Unique App Users	5,843 Total QR Scans
12 Average Scans Per User	221,308 Total Points Awarded

These metrics demonstrate repeat engagement and sustained participation rather than one-off interaction.



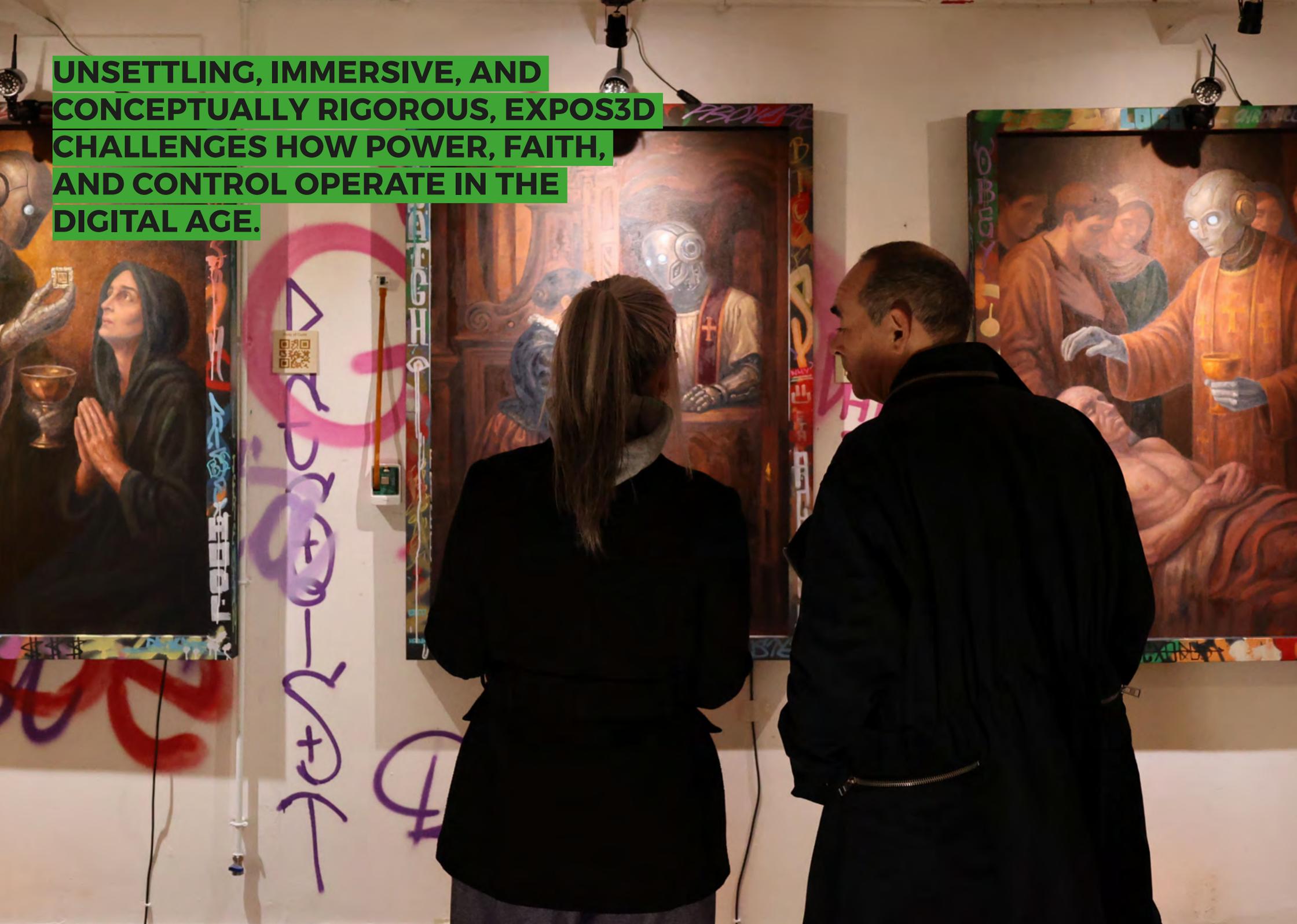
EXPOS3D: 12-18 OCTOBER 2025

Over seven days, more than 850 visitors experienced EXPOS3D across three rooms at Custom House.

More exhibition images can be found on the [trevorjonesart](https://www.trevorjonesart.com) website.



**UNSETTLING, IMMERSIVE, AND
CONCEPTUALLY RIGOROUS, EXPOS3D
CHALLENGES HOW POWER, FAITH,
AND CONTROL OPERATE IN THE
DIGITAL AGE.**

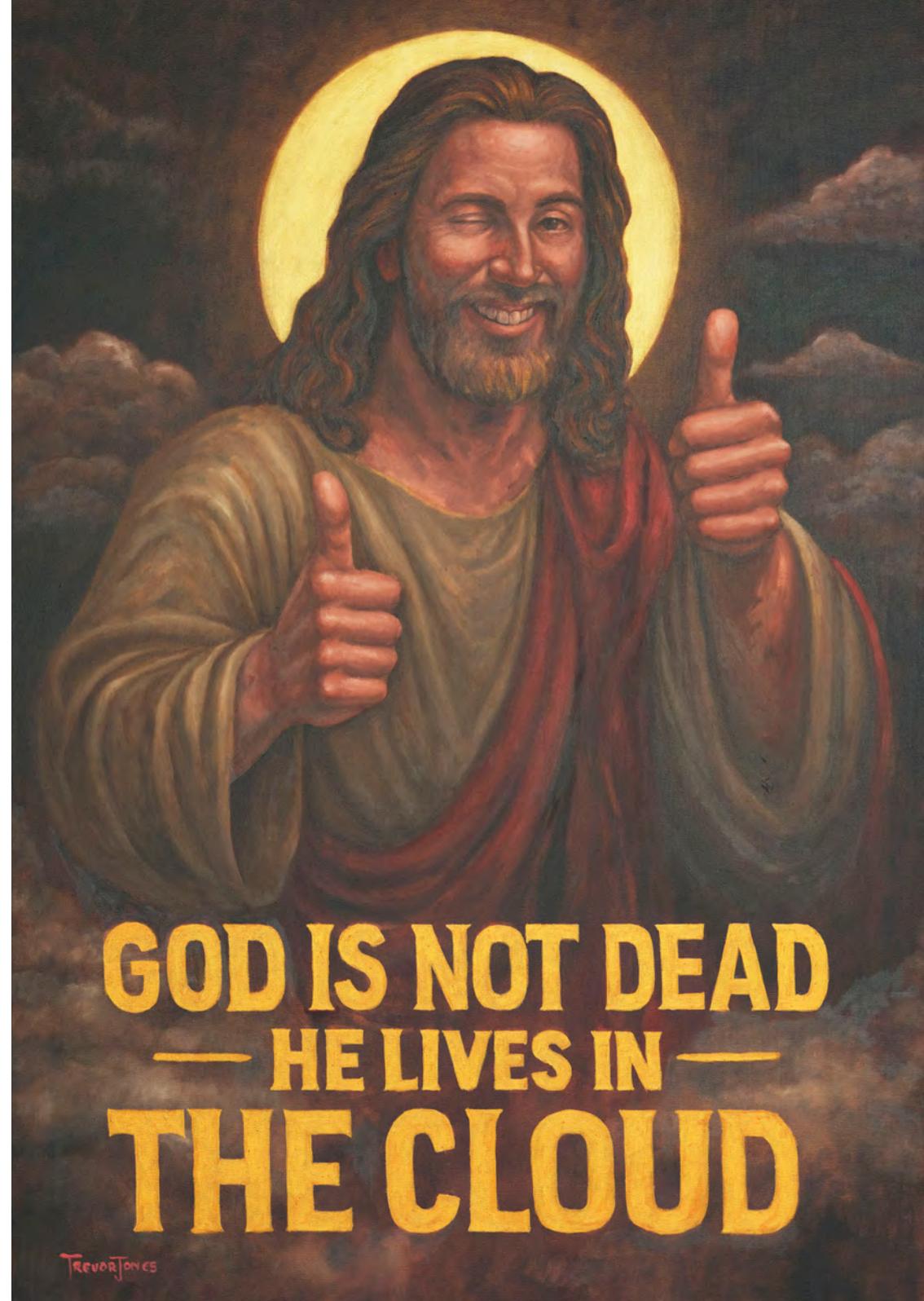


| ACHIEVEMENTS

A GROUNDBREAKING EVENT

EXPOS3D introduced a distinct exhibition model in which audience participation, gamification, and AI formed the exhibition's core structure, delivered through a bespoke app and an immersive, responsive environment.

- | |
|---|
| • Delivered a fully immersive, app-driven physical and digital exhibition |
| • Embedded audience participation as a structural element, not an add-on |
| • Established a narrative-led, gamified interaction model |
| • Achieved sustained and repeat visitor engagement |
| • Demonstrated the viability of responsive, hybrid exhibitions for future touring |
| • Attracted strong public response and press interest |



VISITOR FEEDBACK

Visitor feedback formed an important part of the exhibition's legacy, reflecting how audiences experienced the work emotionally, intellectually, and interactively, while also informing the development of future iterations of EXPOS3D.



“So thought-provoking!”

“It was brilliant, really thought-provoking and genuinely enjoyable. The way AI was connected to the paintings felt completely new.”



“It stayed with me.”

“As you moved through the exhibition, it kept unlocking new layers of meaning. It stayed with you long after you'd finished.”



“I've never seen anything like it.”

“The interaction was incredible. I spent ten or fifteen minutes in front of the screens, making them respond to me. It felt less like watching something and more like being in it.”

PRESS COVERAGE

Editorial coverage included features in *The National* and *Daily Business Magazine*.

“A ground-breaking, immersive exhibition that promises to be unlike anything the art world has seen before.”

The National | [Full Article](#)

“A logical first choice to showcase the potential of Custom House as a future cultural destination.”

Daily Business Magazine | [Full Article](#)

LISTING & ANNOUNCEMENTS

Additional pre-exhibition editorial coverage and cultural listings appeared in *Artnag*, *The Scotsman*, and *North Edinburgh News*.

TOURING & FUTURE COLLABORATIONS

EXPOS3D was designed as a flexible exhibition system, capable of adapting to new locations, scales, and contexts. Enquiries regarding touring, partnerships, sponsorship, or collaborative projects are welcomed.

PRESS CONTACT

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TREVOR JONES

Trevor Jones is an artist whose practice brings together traditional art forms and emerging technologies. His work has been exhibited internationally, sold through Christie's and Sotheby's, and is held in the permanent collection of Moco Museum, with locations in London, Barcelona, and Amsterdam.

Through projects such as EXPOS3D, Jones continues to explore the relationship between art, AI, belief systems, and immersive experience.





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