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Beyond the Bridge: The True Anatomy of Phygital Art

Redefining phygital art through concept, fabrication, interaction, and provenance (Ivo Meier Published May 25, 2026)

In today's art landscape, the boundary between digital space and physical form is being redefined. This article outlines a clear framework for phygital art as a complete creative cycle: a process in which an invisible idea is developed in the virtual realm, fabricated through digital systems, and realized as an interactive physical sculpture. Through this approach, Swiss digital artist and sculptor Ivo Meier presents a model in which digital assets and material presence converge to create dialogue among collectors, curators, and institutions.

The Concept



True phygital art is a structured, end-to-end creative continuum in which a conceptual thought is developed digitally and ultimately manifested as a physical object. It is the architectural realization of an invisible vision taking shape in the tangible world.

In 2009, long before automated content systems shaped everyday online behaviour, my project **Navel.me** explored online trust and digital bluffing as a conceptual art experiment. It was an early attempt to examine how art in the physical world might be connected to the digital space.

Today, the term “phygital” is often reduced to an administrative connection between a physical object and a digital record. In contrast, true phygital art is a deliberate artistic workflow: The digital workflow is part of the artistic process

Digital Gestation beyond the conventional

My artistic process begins with a vision shaped by the complexities of human experience: inner conflict, resilience, change or leadership themes.

Based on initial sketches on paper, the next stage of execution takes place in a virtual workspace that acts as both studio and simulator. There, the concept is constructed through drawing, digital sculpting, and algorithmic scripting.

This environment makes it possible to test physical variables in advance by simulating light, shadow, scale, and spatial interaction. Over time, the work matures into a complete digital piece with its own aesthetic integrity and structural logic. The digital twin stands as an digital sculpture.



“Phygital art represents a creative convergence. Physical artworks are enhanced or paired with digital components, blurring traditional lines. While much digital art links to blockchain, a phygital work need not be an NFT. This distinction offers artists a flexible framework that extends beyond blockchain-dependent models and embraces any meaningful blend of physical and digital.” — Matteo Ricci, The Cultural Review

Materialization into the physical world



The digital work is not the endpoint; it is the blueprint. The bit and bytes and three-dimensional meshes function as the structural DNA of a sculpture intended for physical space.

The decisive transition occurs when that data set crosses into the physical environment. Through precision 3D printing and the integration of raw, tangible materials, virtual calculations become a durable form that can be touched, encountered, and lived with.

Standing before the finished work creates a grounded space for reflection on change, responsibility, and leadership in an age shaped by fleeting digital interactions. The sculpture becomes a stable physical anchor for dialogue.

Interacting in the physical world

All of my physical sculptures are designed to be interactive. The process does not end when a work takes physical form; it is completed when the audience engages with it directly.

In the *Sphere of Life*, for example, the viewer can manually realign the spheres. As these elements shift, the sculpture's balance and visual transparency change instantly, transforming the experience from passive observation into an active reflection on control, inner balance, and the fluid nature of leadership.

By touching and repositioning its elements, the audience does more than observe the work: they participate in its transformation, based on the very initial thought about lived human experience. The sculpture becomes a living system of dialogue, capturing and preserving it in an unbreakable continuum.



About the Author

Ivo Meier explores the inner architecture of human experience through digital and physical sculpture. His works invite touch, perception, and reflection — creating spaces where inner and outer worlds meet.

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Reference

- [Phygital Art: The Art World's Digital Shift | Sotheby's Institute of Art](#)
- [What is Phygital Art? Blending Physical and Digital Experiences | The Cultural Review](#)
Author: [Matteo Ricci — Art Writer | The Cultural Review](#)
- [Revisited: Digital Trends challenging the art market](#)
www.ivomeier.art
- [The 2009 Art Experiment That Predicted the "Fake News" Era](#)
Project Navel Me | Ivo Meier

Provenance

The final strength of this workflow lies in its complete circularity. Once the physical work is realized, it can be linked back to its digital origin through a blockchain-based record associated with my custom cryptocurrency, SCULPT. This creates a verifiable certificate that connects each sculpture to its digital source and supports provenance, transferability, and long-term collector confidence.

This registration functions as a decentralized, tamper-resistant ledger. By anchoring a cryptographic hash of the original digital file alongside the work's verification data, it preserves transparent ownership records and a durable chain of provenance across the global art market.