

ABSTRACT

Beauty Horizon is a new media art project based on VR that reimagines environmental pollution issues and the impact of flooding in the Bojongsoang area, Bandung. The goal of this work is to create an engaging experience that actively involves the audience in exploring a virtual space that reflects the consequences of human activity on the environment. This artwork delivers an ecological message interactively and multisensorially, using a visual aesthetic and non-linear narrative approach. Virtual reality was chosen as the medium because it is capable of creating a strong sense of presence and emotional engagement, which in turn enhances message delivery and raises environmental awareness. Therefore, Beauty Horizon not only functions as an artistic expression but also serves as a tool for educating people about contemporary art and environmental issues..

Keywords: *virtual reality, new media art, environmental pollution, flooding, Bojongsoang, immersive experience*