

DOES AR HAVE A PLACE IN THE FUTURE OF PUBLIC ART?

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MOTIVATION

- Public Art is commonplace in modern society, but it is expensive to build
- AR is becoming more commonplace in our society
- With both of these together, Can we use AR as an alternative form of experiencing public art?

Research Questions

RQ 1: Would people want to see public art in AR daily?

RQ 2: What kind of art works best in what types of public spaces?

RQ 3: Does AR art change the perception of a public space? If so, how?

Design

- Users place the prefabricated model into the real world.
- Users will then be able to walk around the space.
- There are different prefabricated elements for each condition of the experiment and the user can select each one from a menu



UI DESIGN

Location 1 2D

Location 2 2D

Location 3 2D

Location 1 3D

Location 2 3D

Location 3 3D

Experiment Design

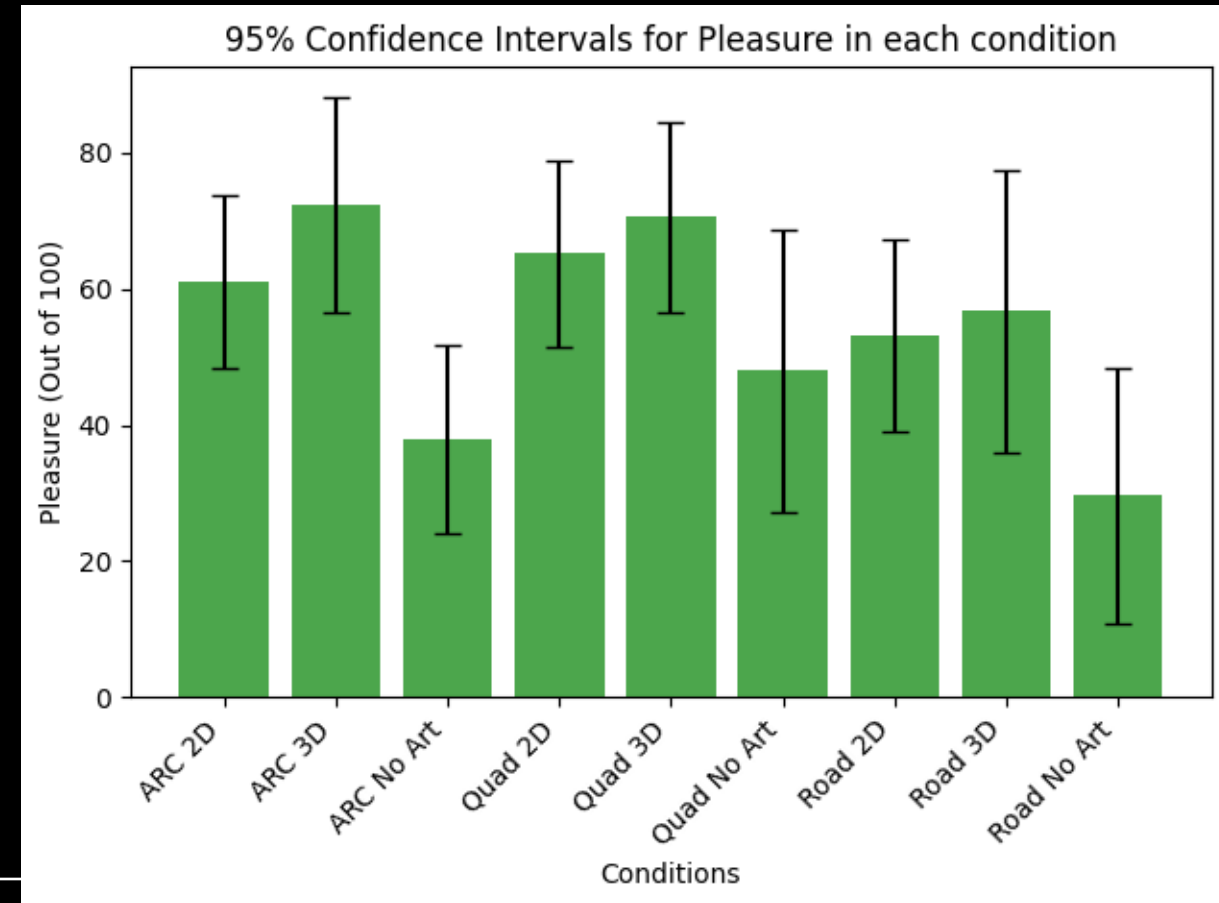
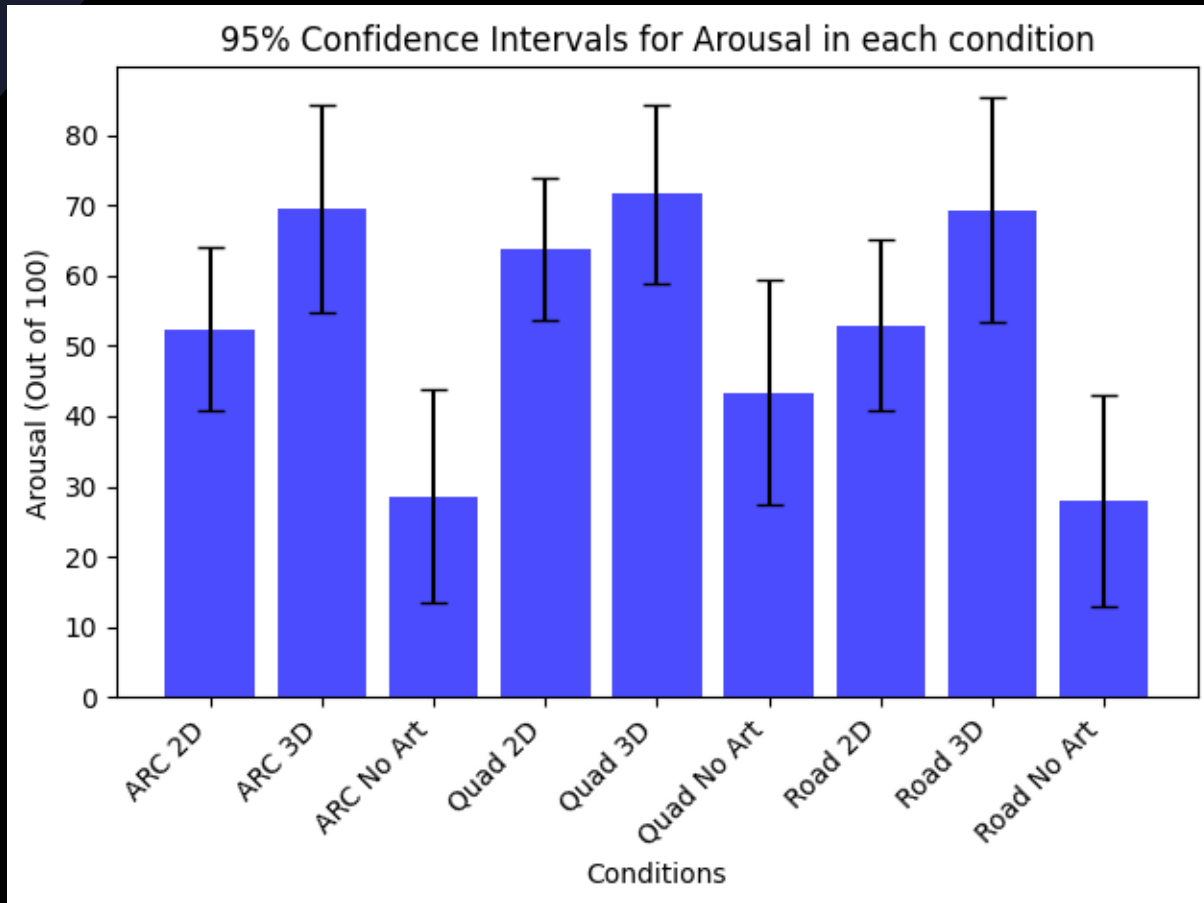
- Each Participant completes 3 art conditions: No art, 2D art, 3D art, at three different locations: University Avenue, East Quadrangle, ARC Courtyard
 - The users did two tasks at each location to get the feel for it. Walking through it like they were commuting, and walking around to enjoy the art.
 - They then filled in a survey for each condition, as well as a demographic and closing survey, and an interview.
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A photograph of a modern building with large glass windows and a curved facade, situated behind a plaza. In the foreground, there are several tall, dark, rectangular concrete pillars or sculptures. A black lamppost stands on the left. The sky is overcast with grey clouds. The image has dark blue triangular overlays in the top-left and bottom-right corners.

DEMONSTRATION

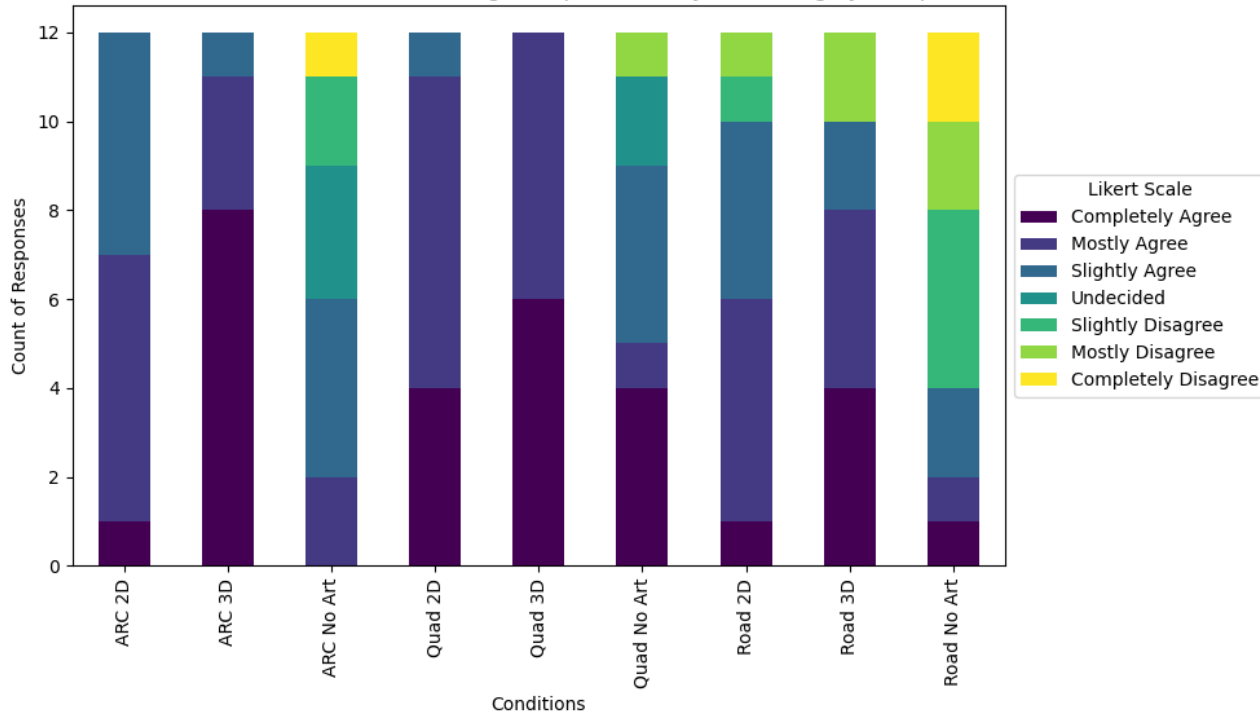


Statistical Significance for Affective Slider

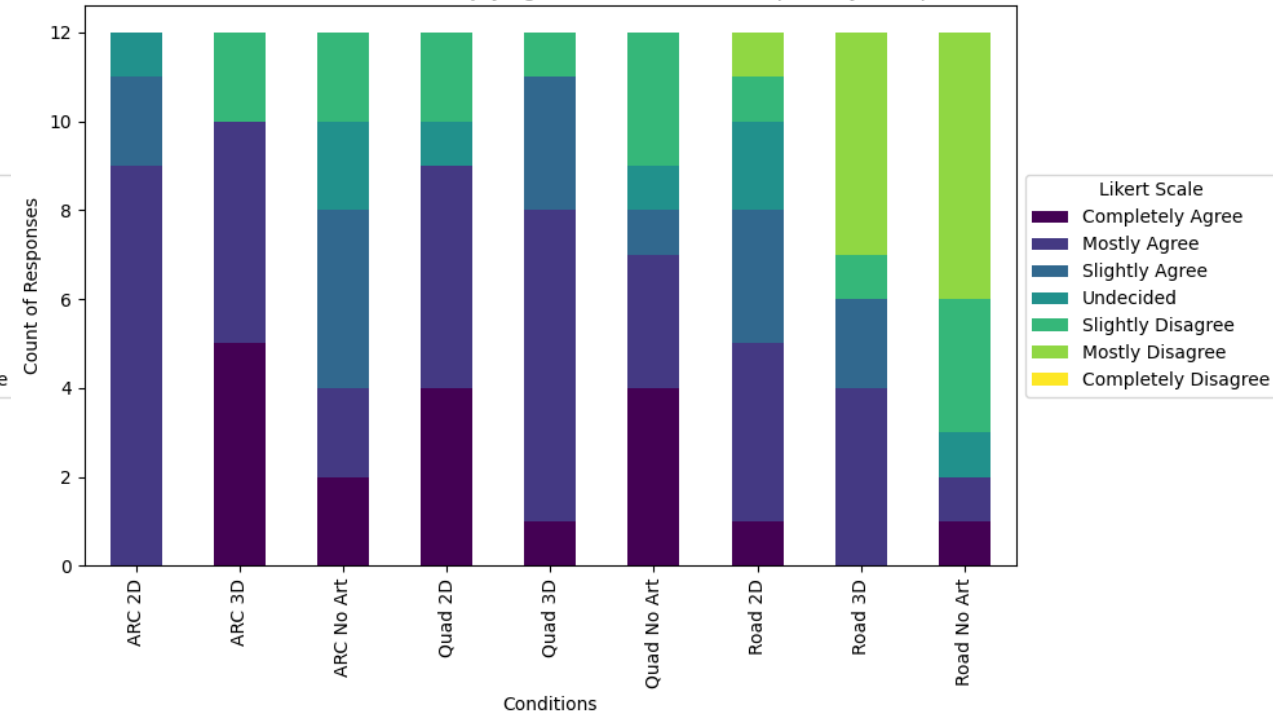


Likert scale questions – Look/Feel of the space

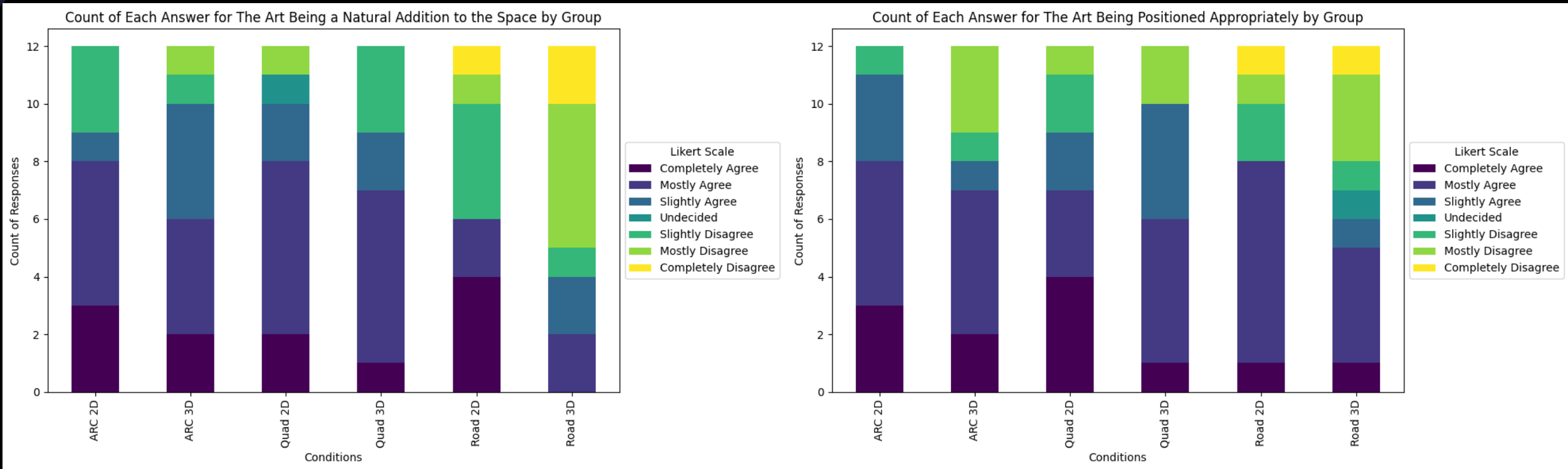
Count of Each Answer for Finding the Space Visually Interesting by Group



Count of Each Answer for Enjoying the Look/Feel of the Space by Group

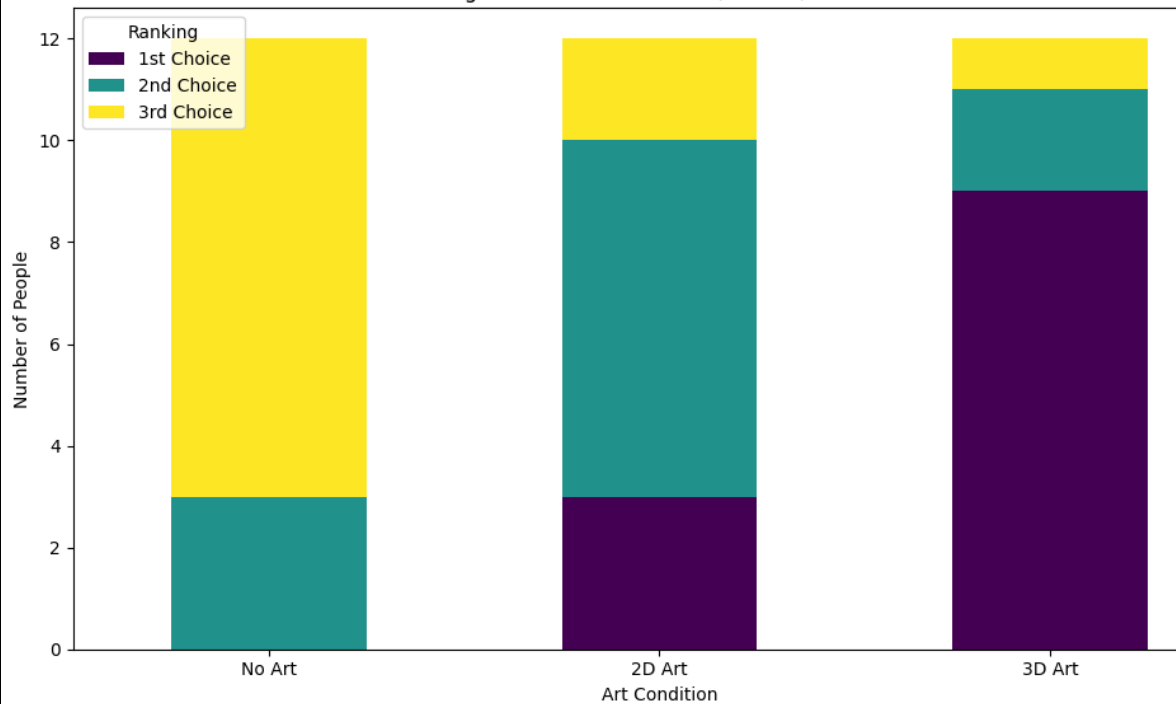


Likert Scale Questions – Art positioning

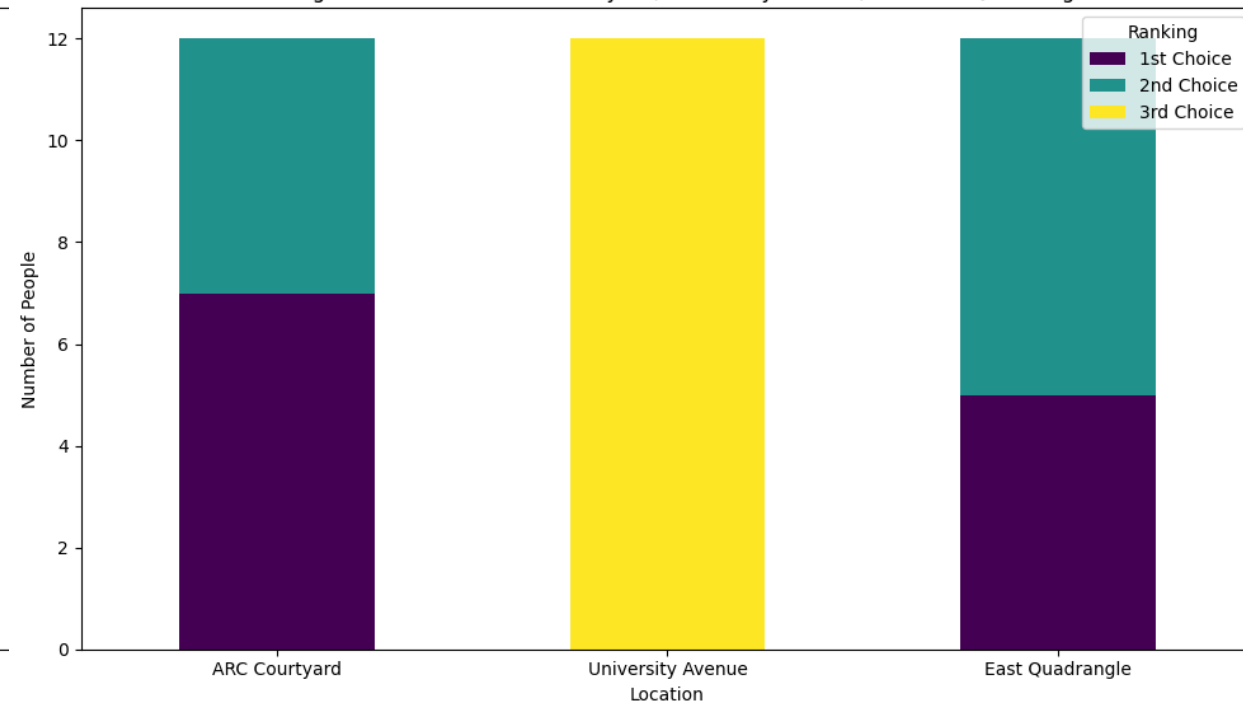


Ranking by Condition

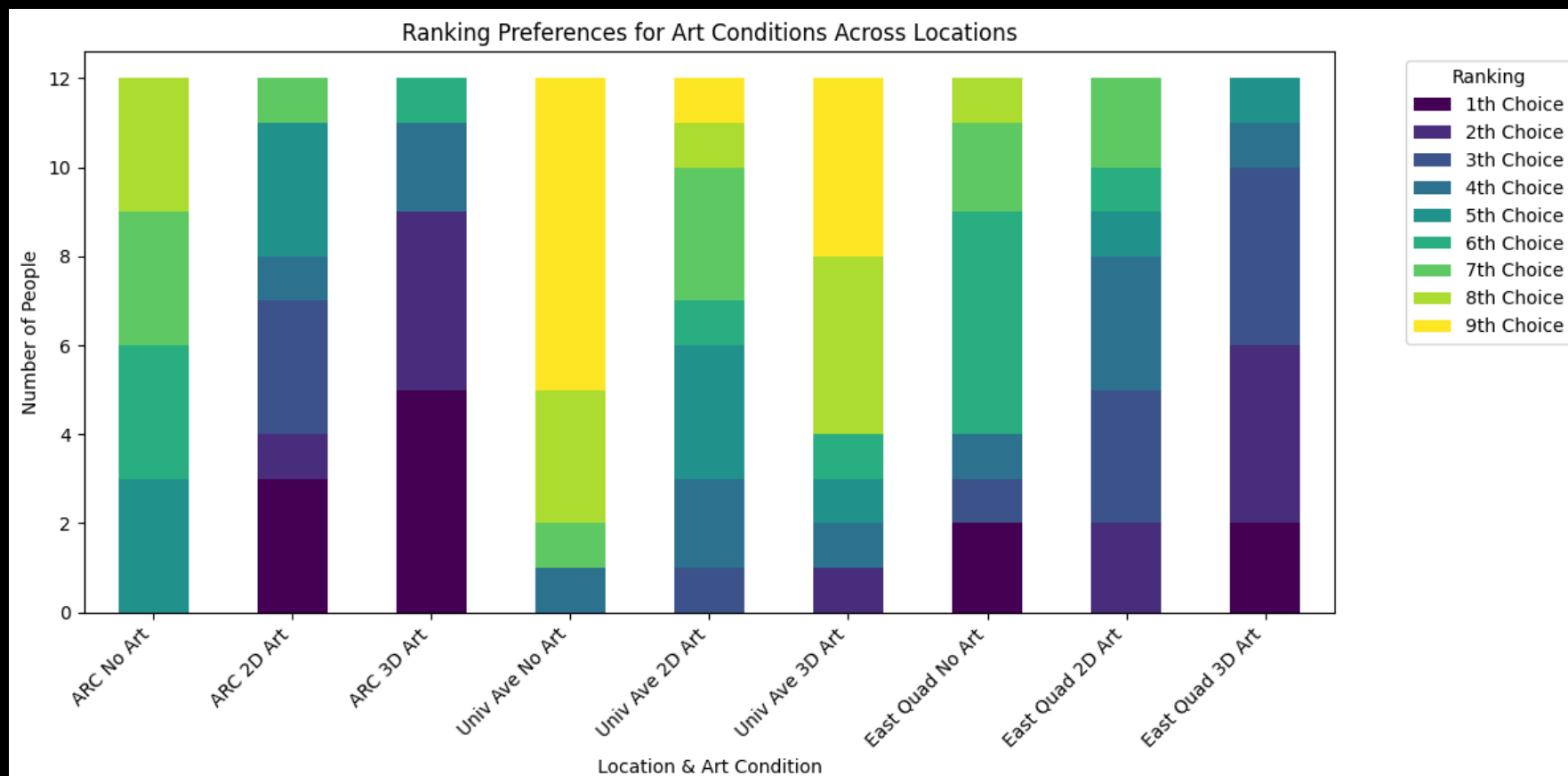
Ranking Preferences for No Art, 2D Art, and 3D Art



Ranking Preferences for ARC Courtyard, University Avenue, and East Quadrangle



Condition Ranking



Qualitative data

(P11 "In the Quad, with the models, it made the space feel less open and more closed in, but in the road, it felt out of place.")

(P12 "It's not the same as seeing it in real life, but maybe I'm just oldschool.")

(P8 "It changes what you see when you stop looking at the art.")

(P1 "I liked being able to move around the art freely, unlike in a gallery.")

Conclusion

Generally, people liked the experience and thought it would be something they would consider using in their everyday lives.

There is a statistical significance between the no art and the art conditions, but there isn't one between the different art conditions and locations.

People mostly had concerns with the art occluding or cutting off important information

THANK YOU FOR
WATCHING

