



CONIGLIO VERDE

Green Rabbit was born from a research on the contamination between languages, art and technology. The name is inspired by Eduardo Kac's Alba project and his research on new forms of aesthetic and poetic experience.

Green Rabbit is a multimedia exhibition space and a research laboratory on topics such as augmented realities, AI, hybridization and sustainability.

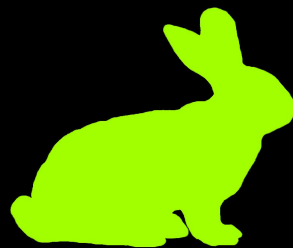
The H.E.Arts project involves:

Happy Wine, Idea, design, 3D design

Cristian Rubini, VR and UX developer

Fabio Volpi, Sound

Marilina Ciaco, lexical research



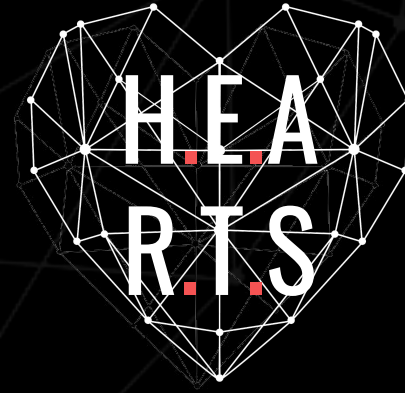
HIGH EMOTIONAL ARTS

H.E.Arts was developed during the INNOCULT cross fertilization course (2021/22), selected by the MEET Digital Culture Center in Milan.

It combines emotions, data visualization and immersivity.

was designed as a tool for museums to create a deeper influence on the experience experienced by visitors.

H.E.Arts is a collective work of art that makes the visitor co-star of the exhibition.



THE EXPERIENCE



- The visitor downloads the app before starting their visit, registers and receives their VR experience access code.
- Following the instructions in the app, observe the exhibited works by recording their emotional states thanks to the H.E.Arts interface.
- At the end of the visit, he goes to the corner equipped with VR headsets, uses his access code and relives his emotional journey in VR.
- At the entrance and/or elsewhere, the museum shows in real time the average of the emotions experienced by visitors who have experienced the experience.

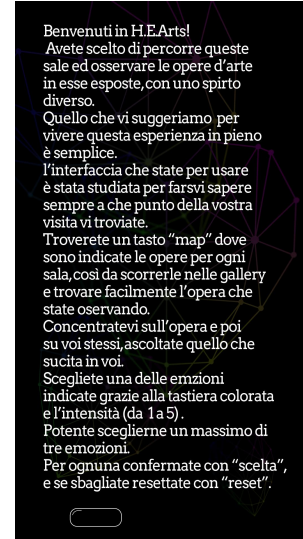
THE APP

1



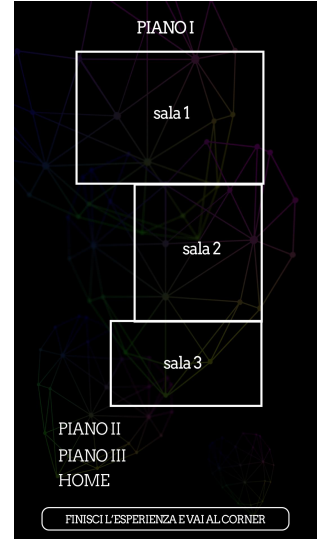
A registration screen with a dark background and a colorful geometric pattern. It features two white input fields for 'username' and 'email', and a 'conferma' button at the bottom right.

2



A welcome screen with a dark background and a colorful geometric pattern. It contains a block of Italian text explaining the app's purpose and usage, and a 'conferma' button at the bottom.

3



A map screen with a dark background and a colorful geometric pattern. It shows a floor plan with three rooms labeled 'sala 1', 'sala 2', and 'sala 3'. Below the map, there are labels for 'PIANO I', 'PIANO II', 'PIANO III', and 'HOME'. At the bottom, there is a button labeled 'FINISCI L'ESPERIENZA E VAI AL CORNER'.

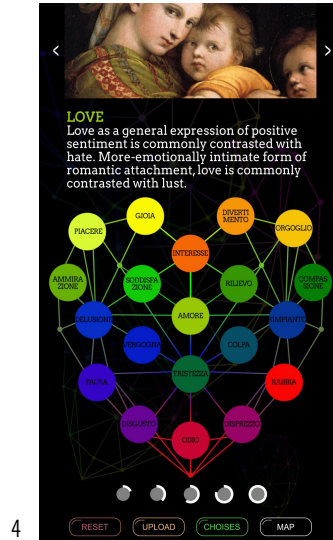
H.E.Arts consists of two parts. The first is an app, installed on the visitor's personal device (smartphone) and previously downloaded from the latter.

It is accessed by registering an account (fig. 1).

After a screen explaining the operation (fig 2),

you are directed to a map that outlines the tour path on which to intuitively select the room in which you are (fig 3).

LA APP

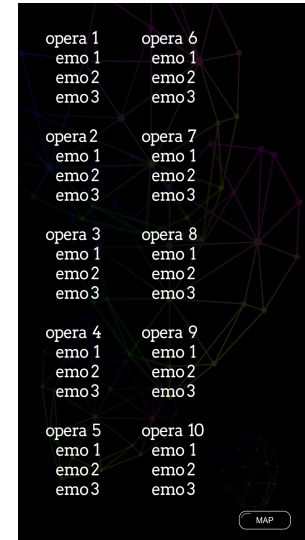


4

At the top of the interface (fig 4) there is a scrolling gallery containing the works of the selected area on the map (room, floor).

Below it the dual interface of the selection buttons of the type of emotion felt and its intensity.

Choosing an emotion also appears a definition of it.



5

With the navigation keys you confirm the choice - up to three emotions [upload], you can correct the choices made before a "upload" [reset], you can review the emotions until that moment recorded [choosen] (fig 5).

You can also return to the map (fig 6) to confirm the end of the experience.



6

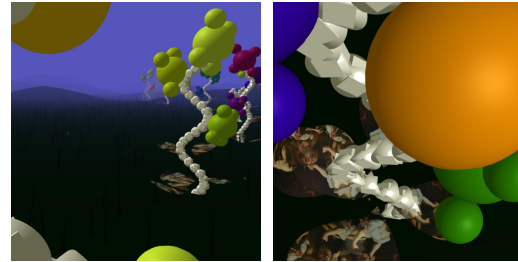
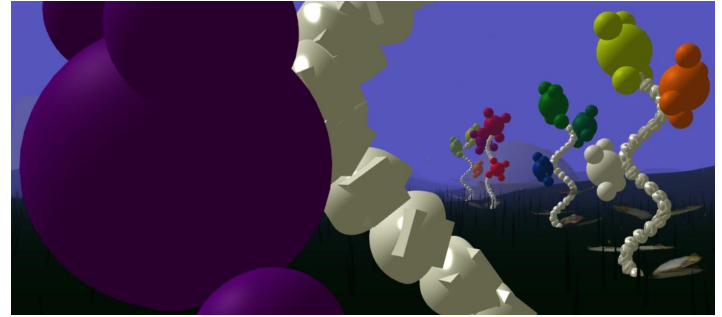
AMBIENTE VR

At the end of the journey, when he decides to finish the experience, the visitor finds a point equipped with a series of vr headsets.



Here you just need to enter your personal code to access the immersive experience.

The latter can be made in very different ways. It can be a place - realistic or fantastic -, an object, a creature. The only limitation at this point is imagination.



In the model above, for example, the emotions are represented by the flower corolla, the petals bear the picture that inspired them. Each flower corresponds to an emotional experience. The result is a fantastic garden created by the visitor himself.

COLLECTIVE ARTWORK

Similarly, the museum will have its own data visualization work but this time public. In it will be represented the medium of emotional response to the same works but by all the public who participated in the experience, representing a true collective work.

This can be shown in real time on a video wall that could be placed in and/or out of the museum.



PLUS

- Create a deeper relationship between visitors and the museum institution.
 -
 - Profiling visitors in a different way, useful to understand further and more intimate aspects of the proposed exhibitions.
 -
 - It is a useful tool for creating emotion-based communication tools at both a generic and personalized level.
- Propose a self-awareness process that uses the tools of art and culture with a humanizing technological approach.
 -
 - Custom gadgets that use personal data visualization, from digital formats (Entire environments usable from the web, NFT) to traditional ones (prints on various media), to technologically advanced ones (3D prints).
-

www.coniglioverde.it