

Shared Visions Workshop

Federico Boschetti, Elisa Corrò and the participants

Porto, 30 October 2024

Problem Statement

Pattern Name: Brief Encounters

- **Context:** In museum settings, visitors tend to spend only **15-30 seconds** per artwork
Time spent viewing art and reading labels
- **Problem:** This fleeting engagement leads to a surface-level experience, limiting personal connection, emotional depth, and critical reflection
- **Forces:** Visitors are often overwhelmed by the number of pieces, and visual fatigue or "museum fatigue" can lead to quicker movement through galleries

Focused Interaction

Pattern Name: Zoom into Details

- **Context:** To enhance engagement, visitors need a strategy that slows down their interaction with each piece
- **Solution:** Encourage visitors to **select a specific detail** within an artwork. Provide tools for zooming in, whether digitally or by guiding them to observe particular elements (textures, brushstrokes, figures)
- **Implementation:** Museums can provide stations or handheld devices to aid in "zooming" into details, encouraging prolonged focus on selected parts

Active Description

Pattern Name: Describe What You See

- **Context:** Describing details can deepen the viewer's understanding and connection
- **Solution:** Prompt visitors to **verbalize or write a description** of the detail they chose. This reflective step pushes them to observe more critically and personalize their interpretation
- **Implementation:** Provide description cards or an app where visitors can jot down thoughts. Some museums could offer guided prompts, such as "Describe the mood in this section" or "What emotions does this detail evoke?"

Creation as Reflection

Pattern Name: Create Your Interpretation

- **Context:** Actively creating something from an artwork can foster a personal connection
- **Solution:** Encourage visitors to **create a visual product** based on the details they've explored, such as a sketch, a re-imagined digital collage, or a photograph with added commentary
- **Implementation:** Offer digital kiosks or workshops where visitors can manipulate images or use photo editing tools. This process allows them to interact creatively with the artwork, reinforcing memory and engagement

Experiential Reflection

Pattern Name: Share and Discuss

- **Context:** Sharing personal interpretations can enrich the experience and build communal connections
- **Solution:** Design spaces or online forums for visitors to **share their descriptions and creations**, fostering dialogue about their experiences
- **Implementation:** Display visitor-generated images and insights in the museum space or on a digital platform, creating a community of shared artistic exploration and reflection. This shared reflection cultivates a more lasting impact and a sense of ownership over the experience



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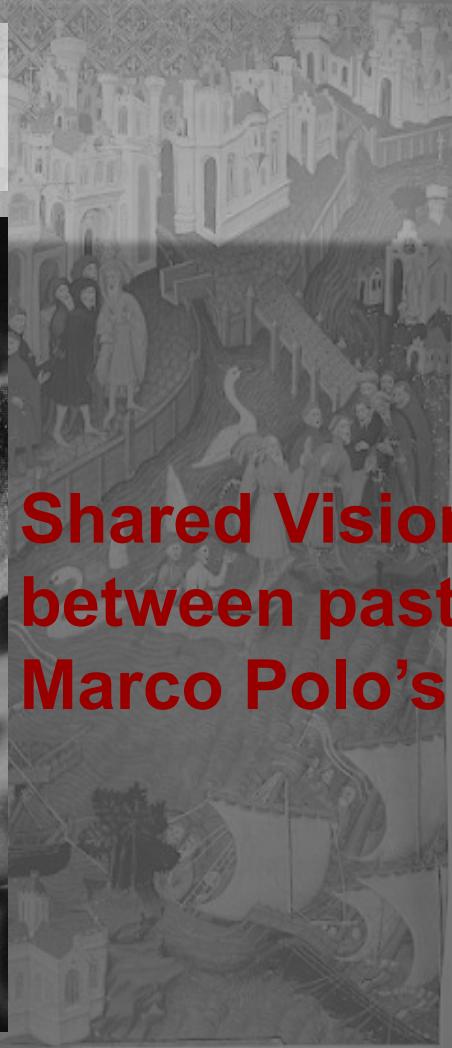
26–31 agosto 2024
10:00/19:00

visions condivise tra passato e presente

il viaggio di Marco Polo nella
storia di tre città

QUESTURA DI VENEZIA
VALIDO PER 12 MESI
VENETIA
COPIE
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67C-1

VEDPHLAB
Dorsoduro 3246, Venezia



**Shared Visions
between past and present
Marco Polo's travel in three cities**

viaggio di un uomo in modo autentico, l'impegno dimostrato in quel viaggio avventuroso per ell'arte si rivela lentamente, svelando le sue sfumature più affascinanti a chi ha la pazienza e il tempo per farlo adesso, scorrendo queste immagini.

Cambiate poi prospettiva.

The exhibition



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A multisensory experience



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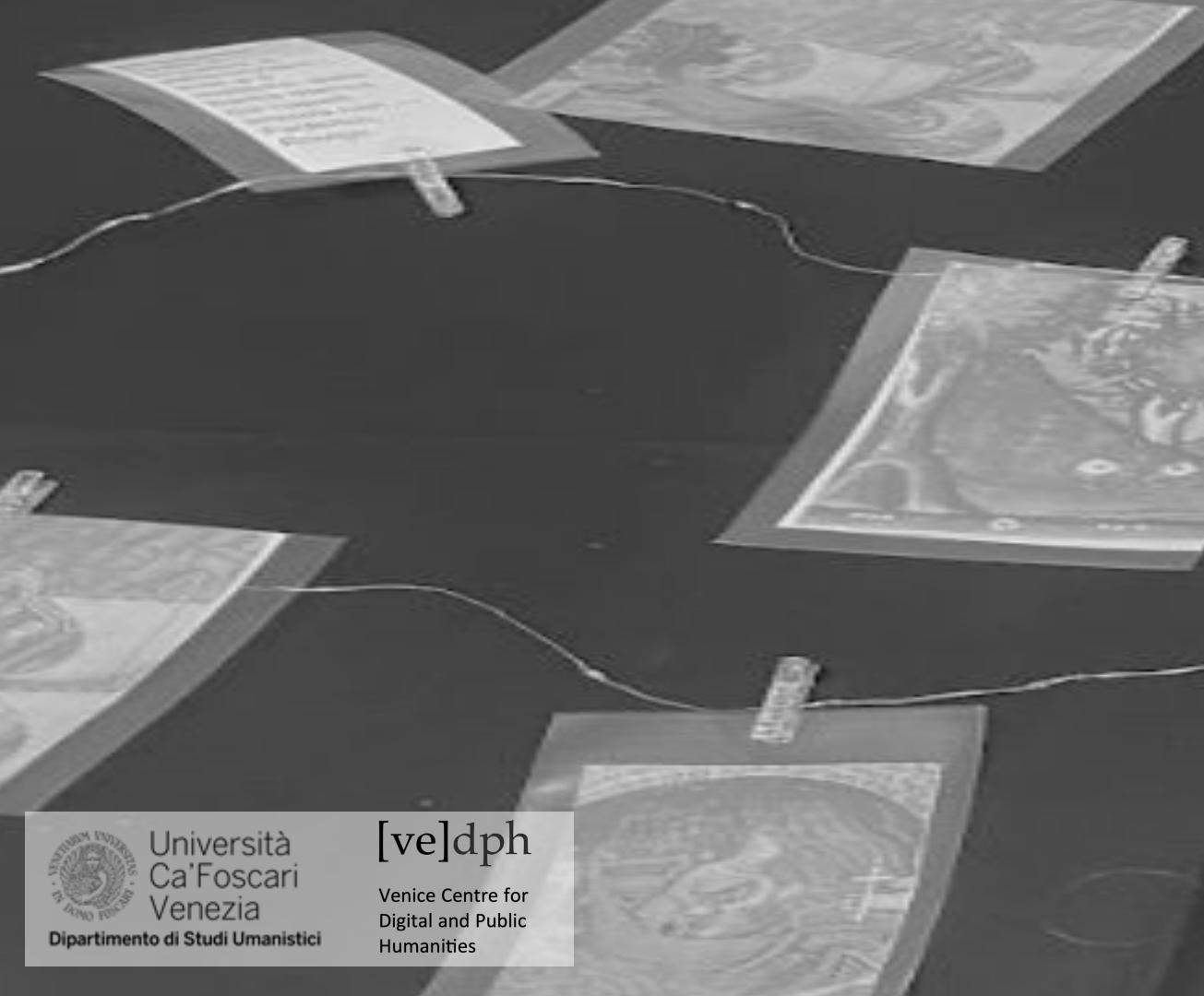
**3D models made
by an artist**



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Share a cropped detail of one of the three miniatures with a very personal comment

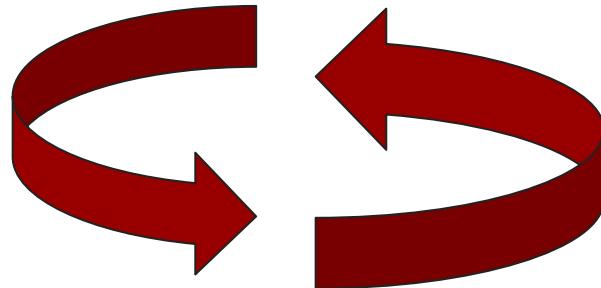


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OUTREACH AND PUBLIC ENGAGEMENT



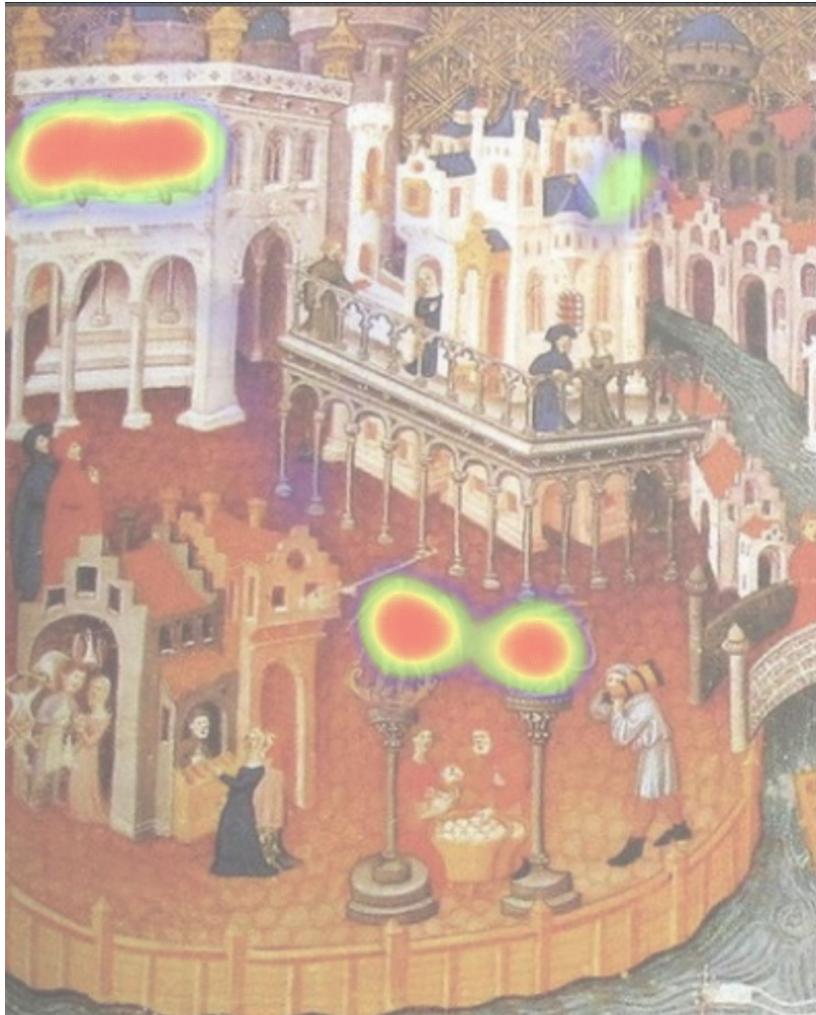
RESEARCH



The eye tracker enables precise tracking of subjects' eye movements to analyze how visual information is processed

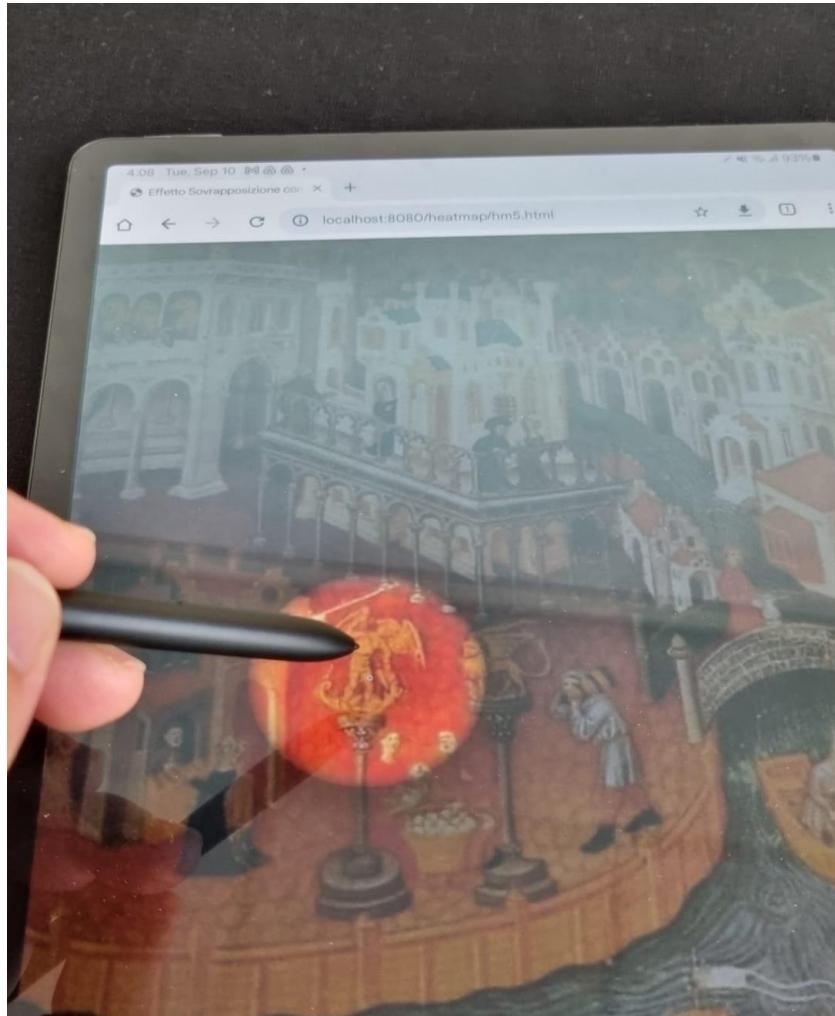


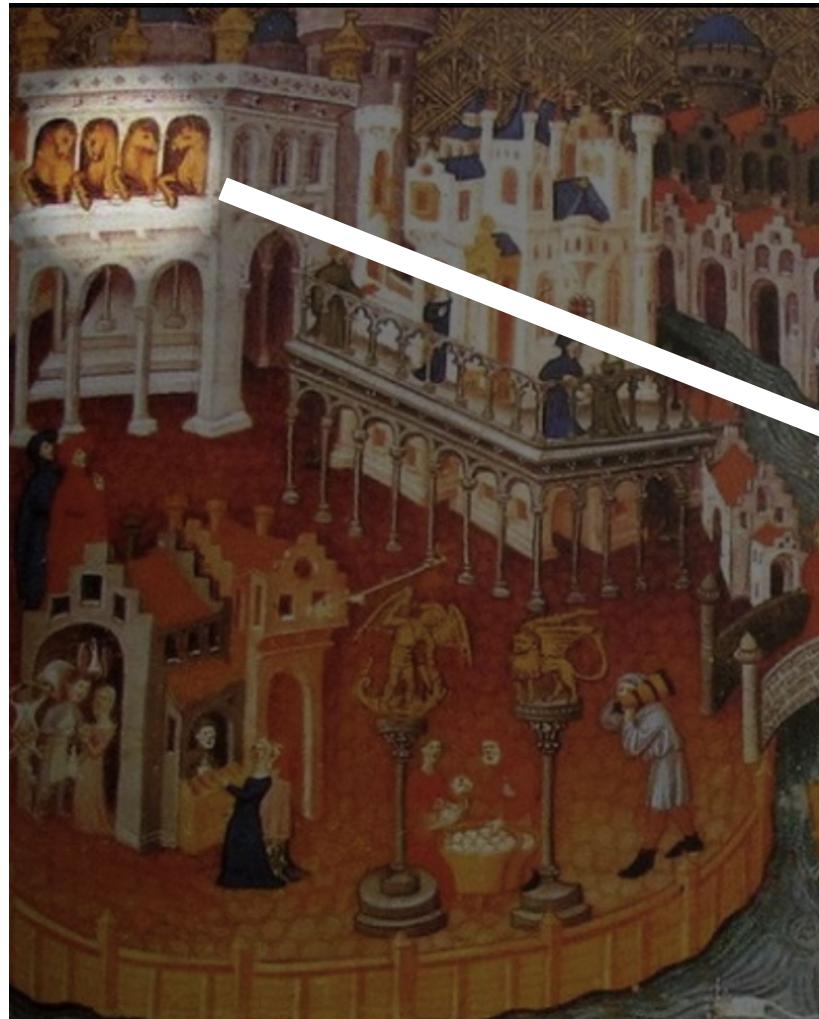
The data acquired through the eye tracker can be aggregated and visualized using heat maps that highlight the areas of the image that most capture the attention of the participants in the activity



MS. Bodl. 264, fol. 218r

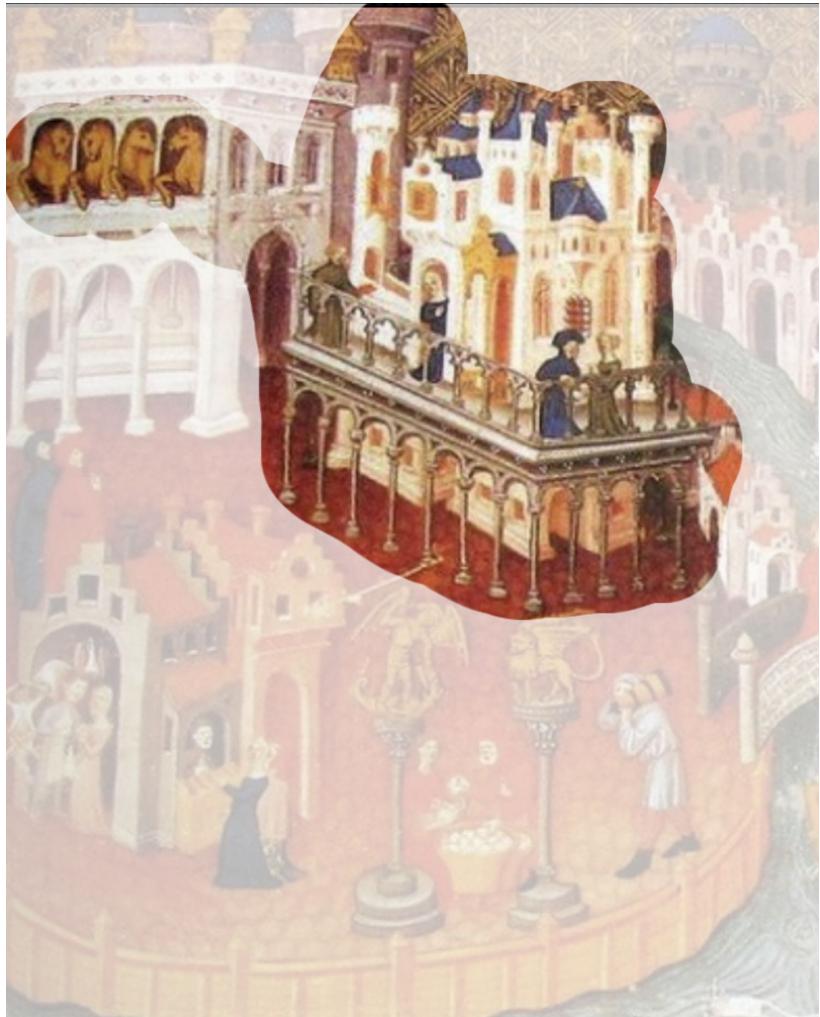
As demonstrated in other fields, such as the study of dyslexia, the data acquired with the eye tracker strongly correlate with data obtained through **simpler methods**, like pointing with a finger or a pen





Even **simple tools** can stimulate **new questions**, such as: what **order** do we follow when asked to observe **everything**?

A wearable eye tracker, excellent in the field of **neuromarketing**, is very suitable for studying **selective** and **rapid** behaviors, while a simple fogged-up glass to clean may be more appropriate for studying **inclusive** and **slow** attitudes





Slow Art Day April 5, 2025

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Annual Reports

[Team](#) | [Press](#) | [History](#) | [Internship Program](#)

[2023 Annual Report](#)

It's not what you look at that matters, it's what you see.

Henry David Thoreau

Annual Reports (and About Slow Art Day)

Founded in 2010, Slow Art Day is a global event (more than 1,500 museums and galleries have participated) with a simple mission: help more people discover for themselves the joy of looking at and loving art.

In 2019, we began publishing annual reports that showcase the work of educators and curators from around the world. Read these and get inspired!

- [2023 Annual Report](#)
- [2022 Annual Report](#)
- [2021 Annual Report](#)
- [2020 Annual Report](#)
- [2019 Annual Report](#)

Why slow?

When people look slowly at a piece of art they make discoveries. The most important discovery they make is that they are capable of looking at and loving art – and are often inspired to look more and return again and again.



Slow Art Day 2025 Venues

Slow Art Day is on Saturday, April 5, 2025. There are 0 venues hosting Slow Art Day events in 2025. [Sign up to be a host for Slow Art Day 2025.](#)

Slow Art Day Basics

Here are some basic options for how Slow Art Day works around the globe.

- 1 [Sign up](#) at a local museum or art gallery

Click on the list of [2025 venues](#), find one near you and register online (it's free).

- 2 [Attend and look at 5 pieces of art slowly](#)

Show up on Saturday, April 5, 2025 at your venue, pay the admission fee (if there is one) and then look slowly - 5-10 minutes - at each piece of pre-assigned art.

Some museums pick 5 pieces of art, others may concentrate on 1 or 2 - while yet others will give more options.

- 3 [Discuss your experience](#)

In some cases, you can meet up with your host and the other participants at a pre-assigned lunch spot.

... that lead, for example, towards Slow Art Day

It is customary to leave a message with your **impressions** in the **visitor's log**

The written comment on a detail of the image involves not only cognitive aspects but also **emotional** ones, which can be detected through **sentiment analysis**

Multimodal generative artificial intelligence can take in both text and images as input and produce new images (as well as new text) as output

The hypothesis we have started working on is that **synthesized images** can serve as a useful **visual aid** to reinforce the concept expressed in the written comment

Venice



Qui comeut le lures du granit. Tant que parolle de la grant Trineuse de perse.

Et des Tartars et d'inde. Et des granz merveille que le monde sont.

Our sainor la pure vertue des
dimeres regions du monde. Si
merve est lures si trouuera les
bles sans nule menconge. Et chascuns qui ce lure conra
ou lira le doit croire, pour ce que toutes sont choses de
mirables. Tar le vons ens a lamer que plus que me-

mission. Ti dit le. lxi. chap. de la cite de capisio.



Campion

Au pision est une cite qui est en
tengut mesme et es mult.

rez entendre et lire ci apres.



Mien

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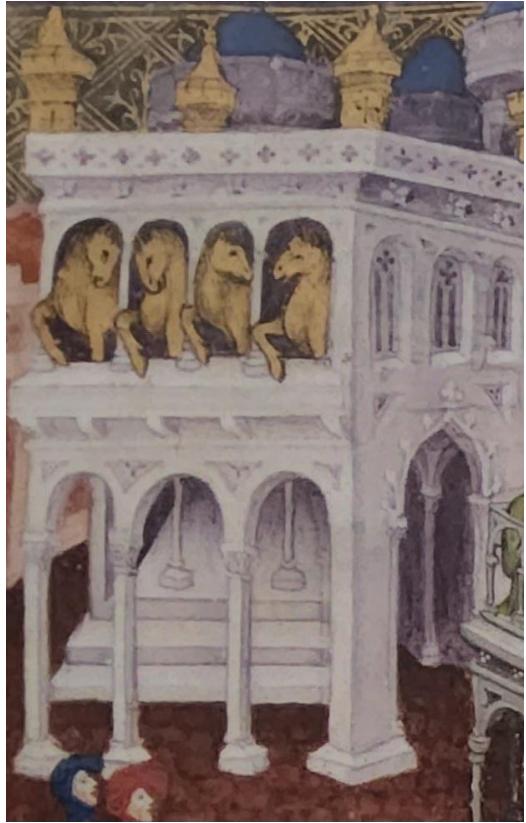


«Mi colpisce moltissimo il realismo del cigno»

*Francesca,
Venezia*

I'm struck by
the realism of
the swan





«Quei cavalli dorati
sono come dei
guardiani! Chissà
se prendono **vita** di
notte per
proteggere la città»
— Luigino, Vicenza, 9
y.o.

Those golden
horses are like
guardians! I wonder
if they come to life
at night to protect
the city





«Mi stupisce
una macelleria
in piazza San
Marco!»

Giulio, Treviso

I'm surprised
to see a
butcher shop
in Piazza San
Marco!

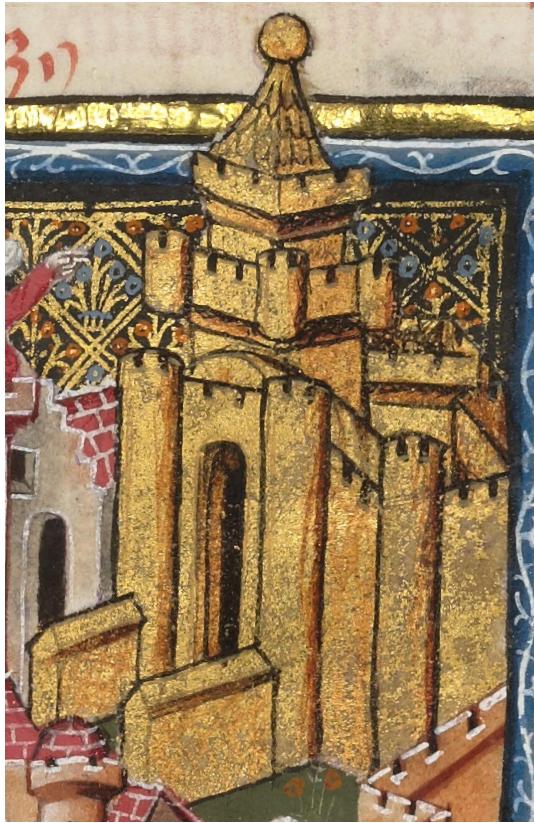




«Quello sembra un vitello d'oro! Forse il miniaturista voleva rappresentare un antico idolo pagano, un simbolo di **false** divinità» — *Lorenzo, Pavia*

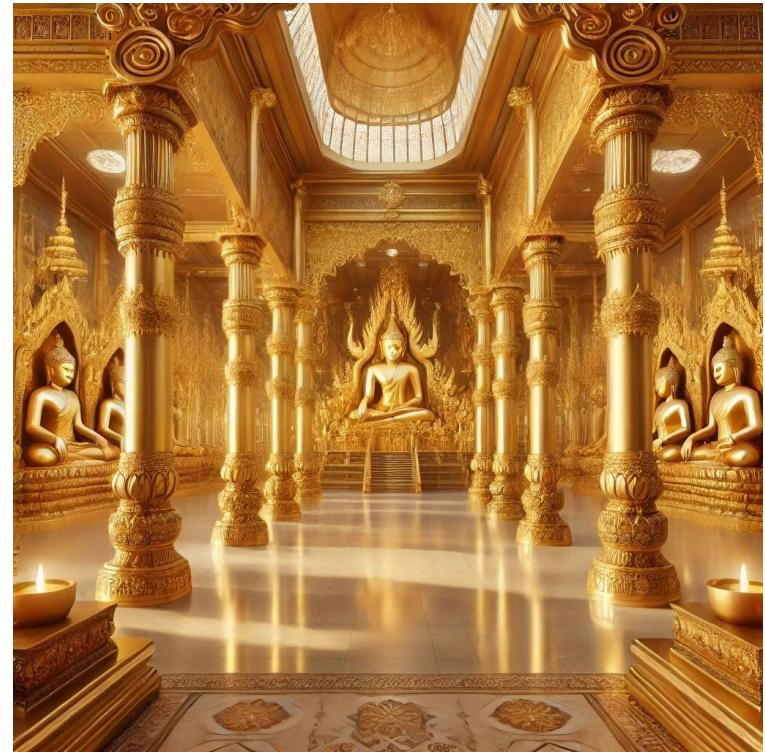
That looks like a golden calf! Perhaps the miniaturist wanted to depict an ancient pagan idol, a symbol of false deities





«Di questo palazzo d'oro
mi piacerebbe molto
vedere la parte interna» —
Alessio, Vicenza

I'd love to see the inside of
that golden palace

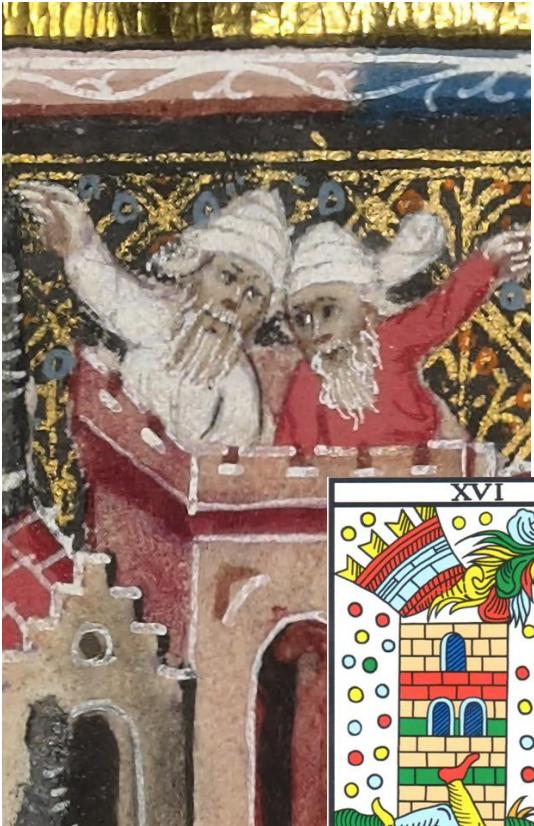




«Cosa si staranno dicendo o cosa si stanno mostrando i due vecchioni → **sapienti** per lunga **vita** vissuta?
Le **stelle** del cielo?
L'avvenire del mondo??» —
*Giovanni, Venezia,
68 y.o.*

What might those two old men—wise from a long life lived—be saying to or showing each other? The stars in the sky? The future of the world?



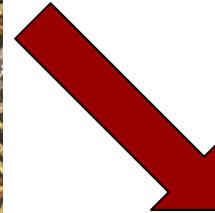
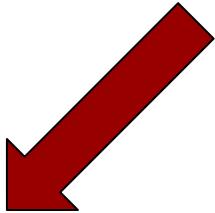


«A me questa immagine **evoca** la maison Dieu, cioè il tarocco della torre, nell'interpretazione di Jodorowsky, che ci vede due **gioiosi** giullari» — Pietro, Venezia

This image evokes for me the Maison Dieu, the Tower tarot card, in Jodorowsky's interpretation, where he sees two joyful jesters



What might those two old men—wise from a long life lived—be saying to or showing each other? The stars in the sky? The future of the world? —
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This image evokes for me the Maison Dieu, the Tower tarot card, in Jodorowsky's interpretation, where he sees two joyful jesters —
Pietro, Venezia

Different recipients

Description for a professor

The Doge's Palace, resplendent with arches and colonnades, looms proudly by the water's edge. Each marble column is meticulously crafted, telling tales of a once-powerful republic. The palace's interior is opulent yet somber, with vast halls and painted ceilings that narrate Venice's history and power—a regal monument to resilience and ambition.

ChatGPT Prompt

Generate a new image from the miniature detail, by taking in account the following visitor's observation, according to the style of the original miniature:

BLAH BLAH BLAH

Description for a baby

Imagine streets filled with the sound of splashing water instead of cars. People get around in boats and have lots of fun looking at the pretty buildings.