HELLO

WHO AM I, WHAT HAVE I WORKED ON?

RSC ROYAL SHAKESPEARE COMPANY

Google

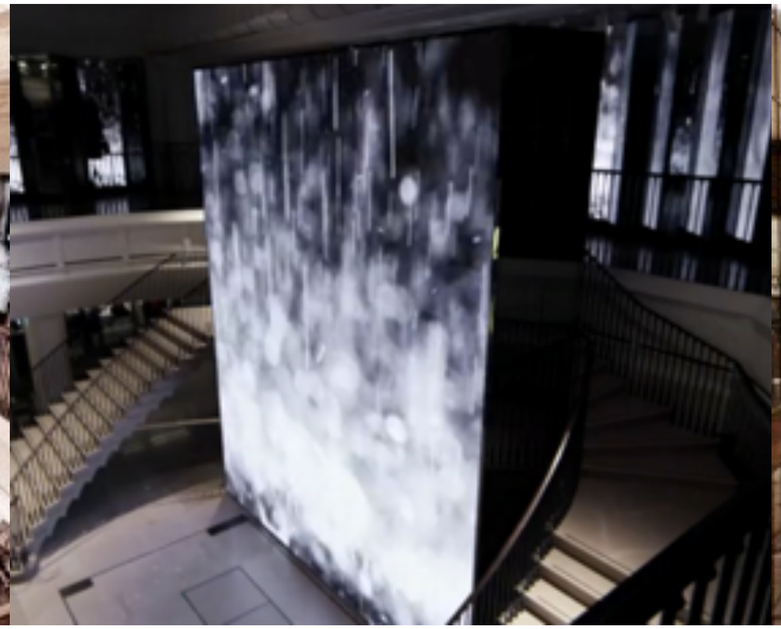
TATE

BURBERRY PRORSUM

DIGITAL EVENT SUPPORT

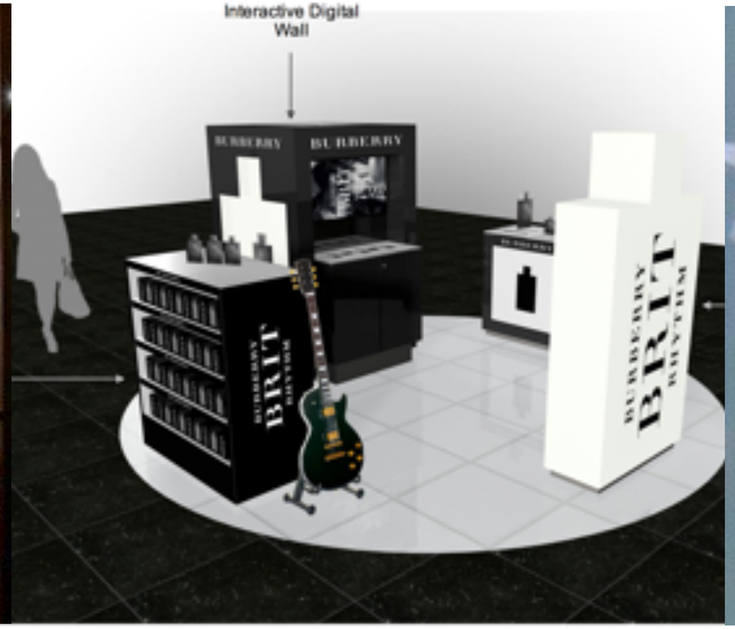
Bespoke | Projection Mapping | Touch Screens

DIGITAL INSTALLATIONS IN STORE



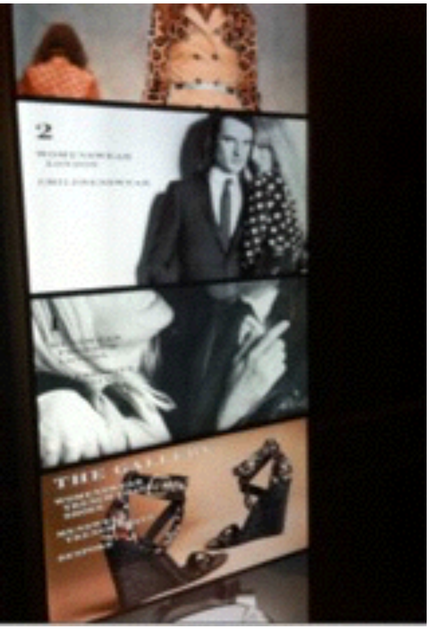
Digital Galleries | Choreographed Content | Magic Mirrors

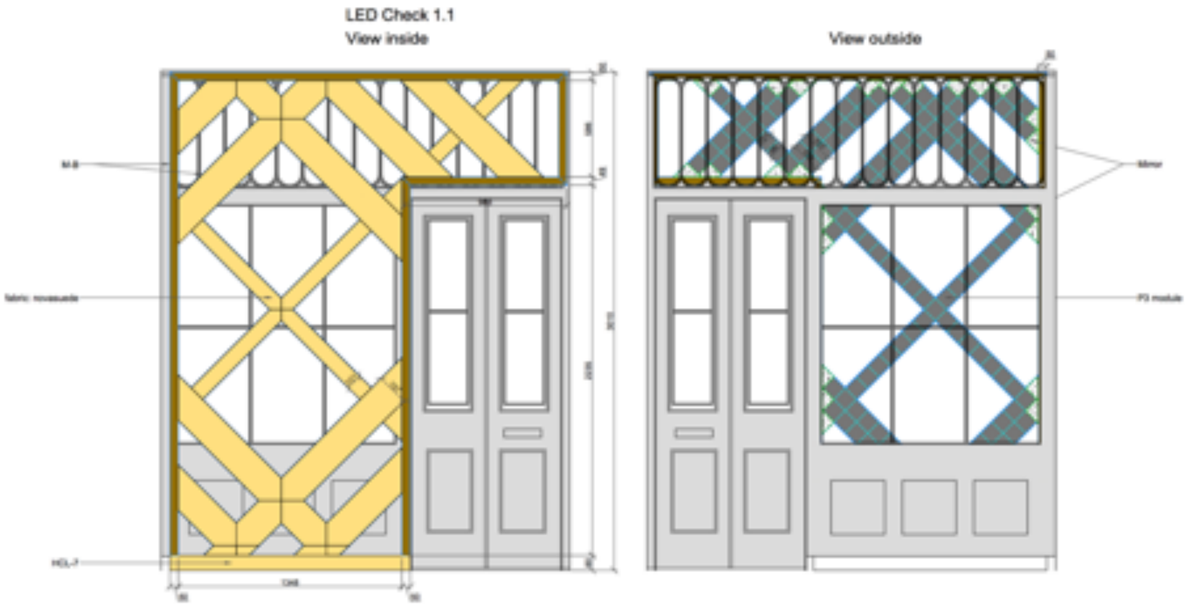
STORE & EVENTS INNOVATION



Bespoke Screens | Interactive HPP | Digital Installations

EVENT & STORE STRATEGY





Wayfinding | Digital Check | RFID

ANALYSIS OF DIGITAL PROJECTS FOR ART GALLERIES AND MUSEUMS BY TYPE OF PROJECT

MAKING

USING ART / EXHIBIT TO BE CREATIVE

EXAMPLE: AN ONLINE PLATFORM THAT LETS YOU
CURATE YOUR OWN ART COLLECTION

EXPERIENCE

EXAMPLE: AN APP THAT LETS YOU REINTERPRET
THE COLOURS OF A PAINTING,
CAPTURE THE RESULT AND SHARE IT SOCIALLY

COLLECTION SPECIFIC

CONTENT

SUBJECT SPECIFIC

BROAD

FOCUSED

EXAMPLE: AN IN EXHIBITION TIMELINE SHOWING
ARTWORKS / ARTEFACTS IN DATE ORDER

EXAMPLE: AN IMMERSIVE EXPERIENCE WHERE
YOU CAN WALK INTO AN ARTWORK

LEARNING

DEEP DIVING INTO AN ARTWORK / EXHIBIT

WHAT IS PECHAKUCHA?

20 SLIDES X 20 SECONDS

WHY?

FAST & TO THE POINT

20 DIGITAL ART / MUSEUM PROJECTS

THE SPY MUSEUM - ESPIONAGE TIMELINE

http://www.spymuseum.org/

TATE - INTERACTIVE MODERN ART TIMELINE - MADE BY FRAMESTORE LABS

http://www.framestore.com/work/tate-timeline-modern-art

SMITHSONIAN DESIGN MUSEUM - IMMERSION ROOM

http://www.cooperhewitt.org/events/current-exhibitions/immersion-room/

TATE - THE HELLO CUBE - MADE BY HELLICAR AND LEWIS

http://www.hellicarandlewis.com/tate-modern/

DREAMS OF DALI - THE DALI MUSEUM, FLORIA

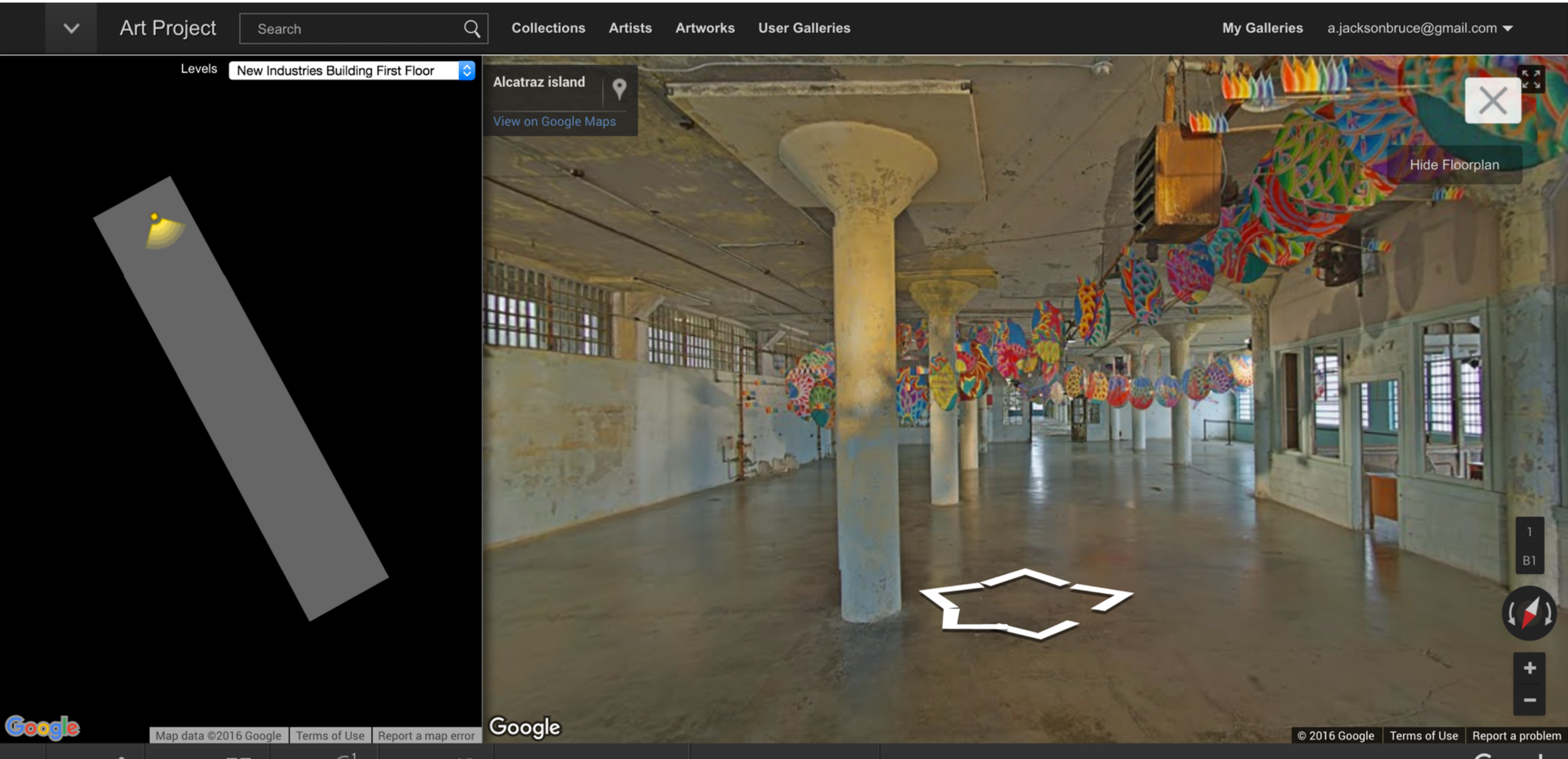
https://www.youtube.com/watch?v=F1eLeIocAcU

MUSEUM OF LONDON - LONDON STREET MUSEUM

https://www.youtube.com/watch?v=F1eLeIocAcU

ART PROJECT - GOOGLE & INTERNATIONAL GALLERIES

https://www.google.com/culturalinstitute/u/0/project/art-project

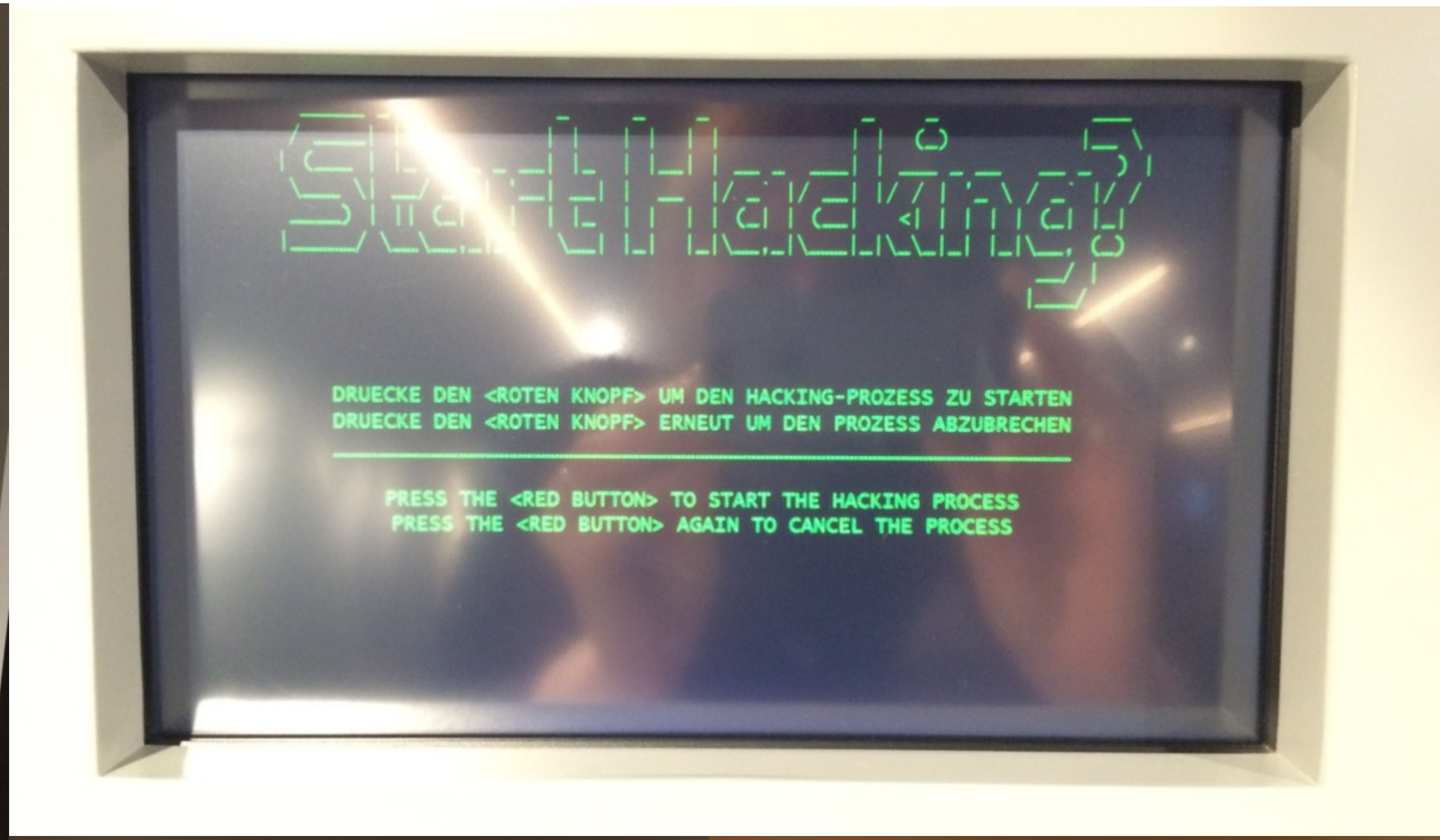


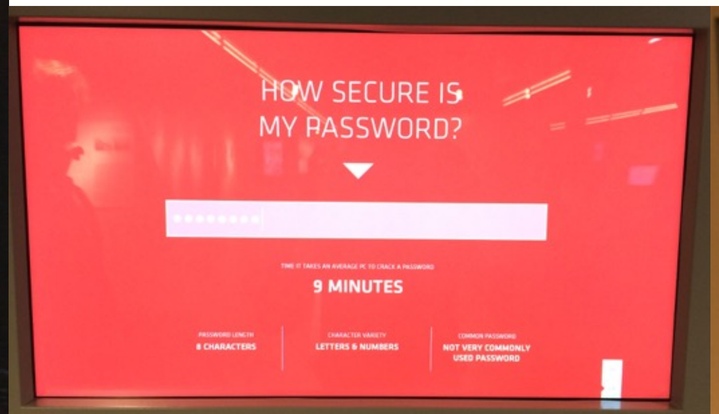
BUCKINGHAM PALACE VIRTUAL TOUR - GOOGLE EXPEDITIONS

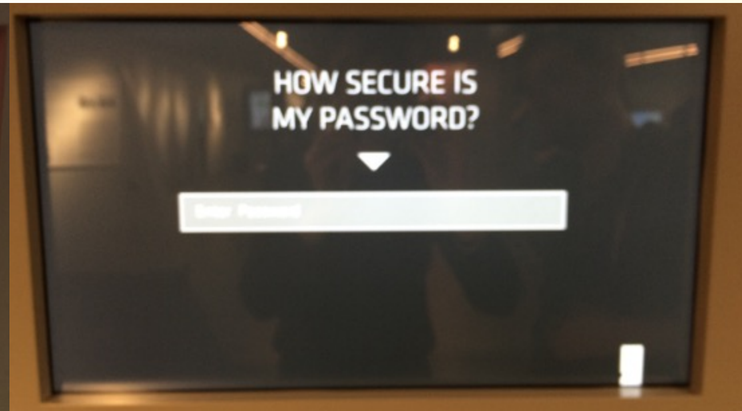
https://www.youtube.com/watch?v=gen0NgJjry4

THE SPY MUSEUM - PASSWORD HACKER

http://www.spymuseum.org/

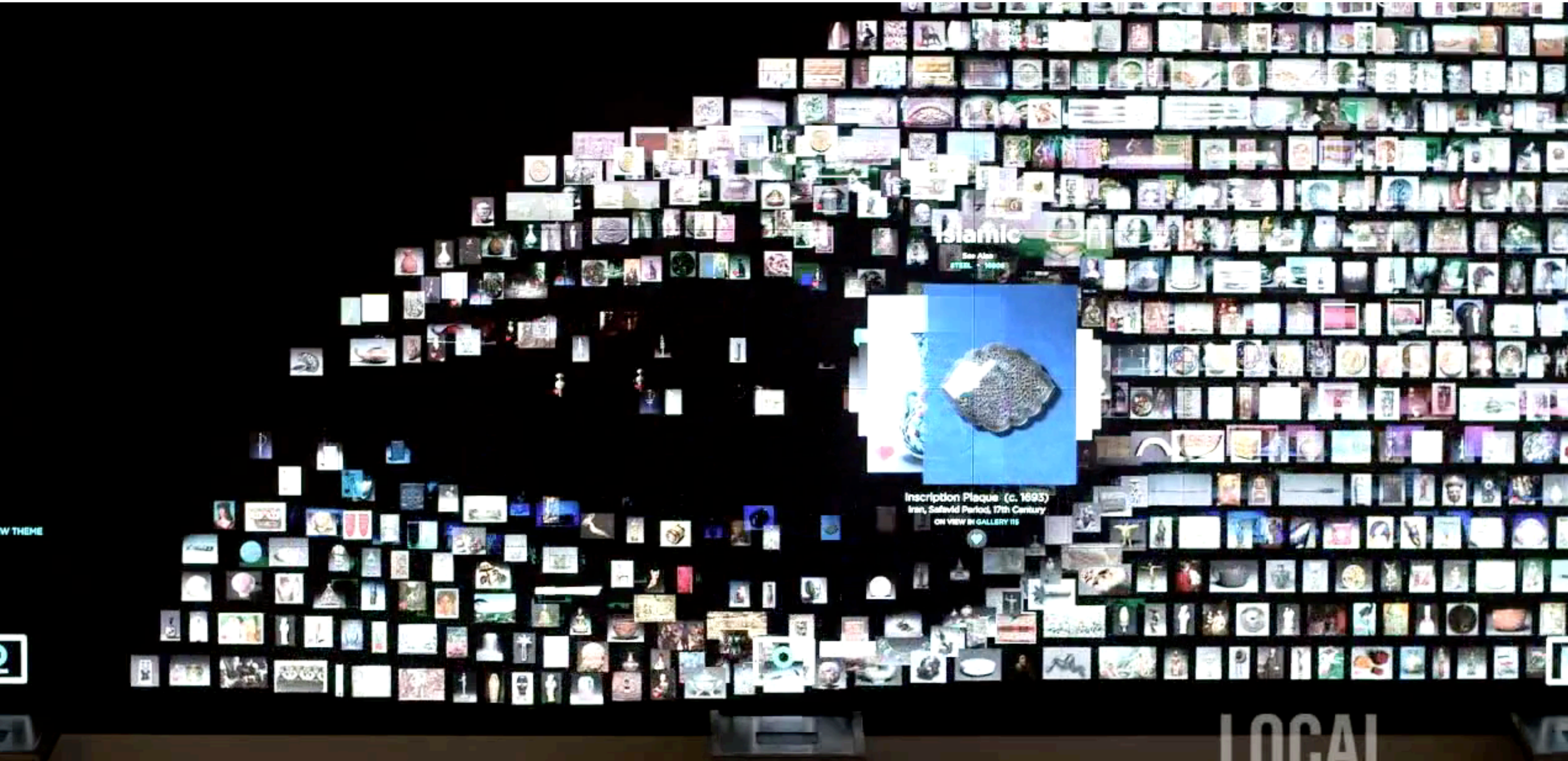






CLEVELAND MUSEUM OF ART - COLLECTION WALL

http://www.clevelandart.org/gallery-one/collection-wall

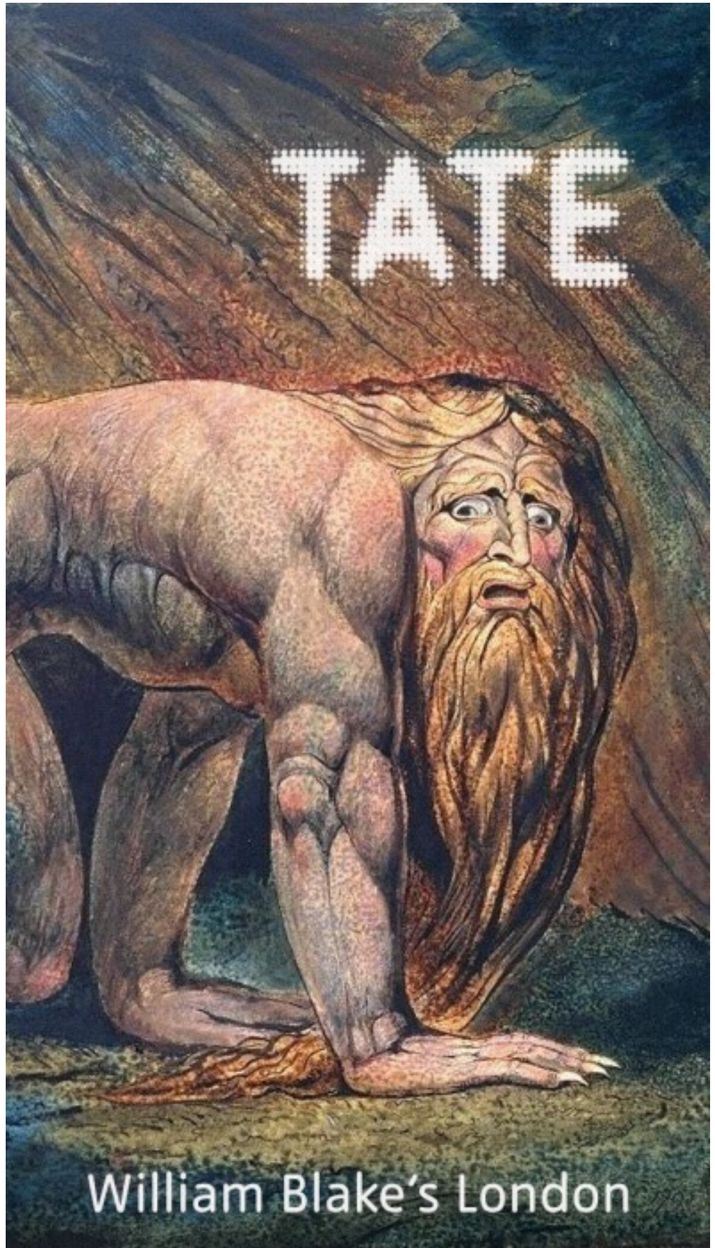


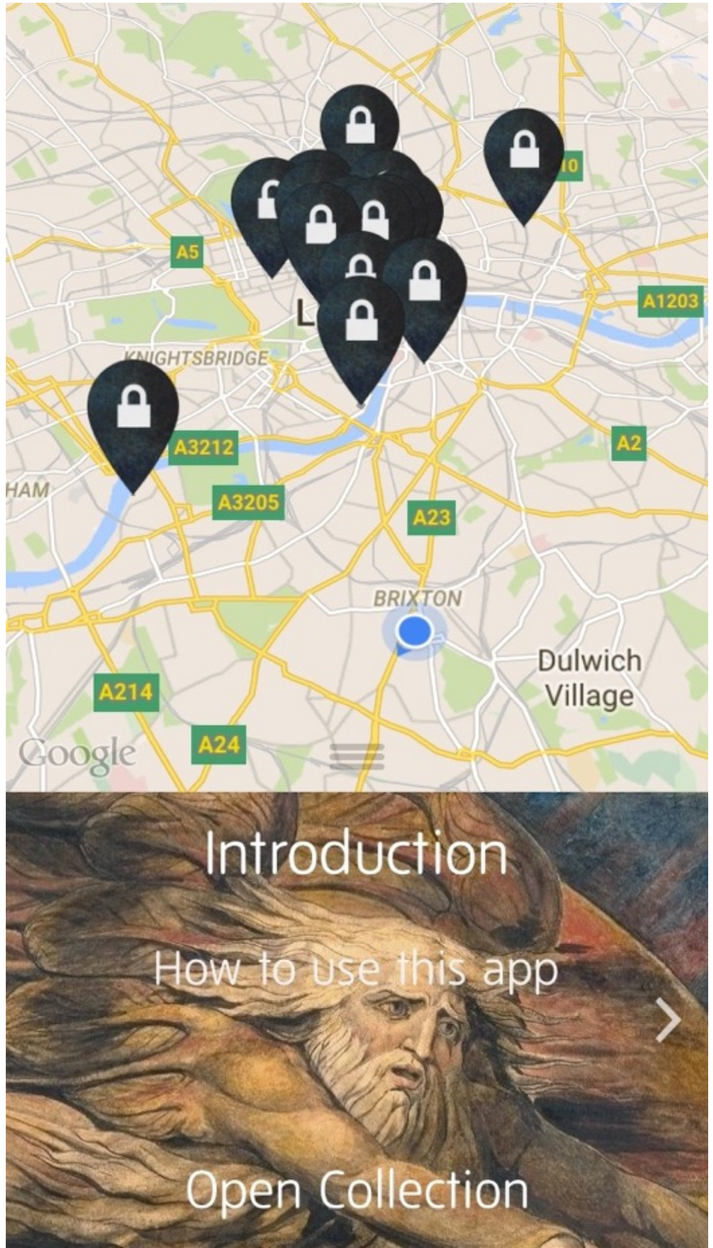
DAVID M RUBENSTEIN GALLERY - RECORDS OF RIGHTS INTERACTIVE TABLE - MADE BY SECOND STORY

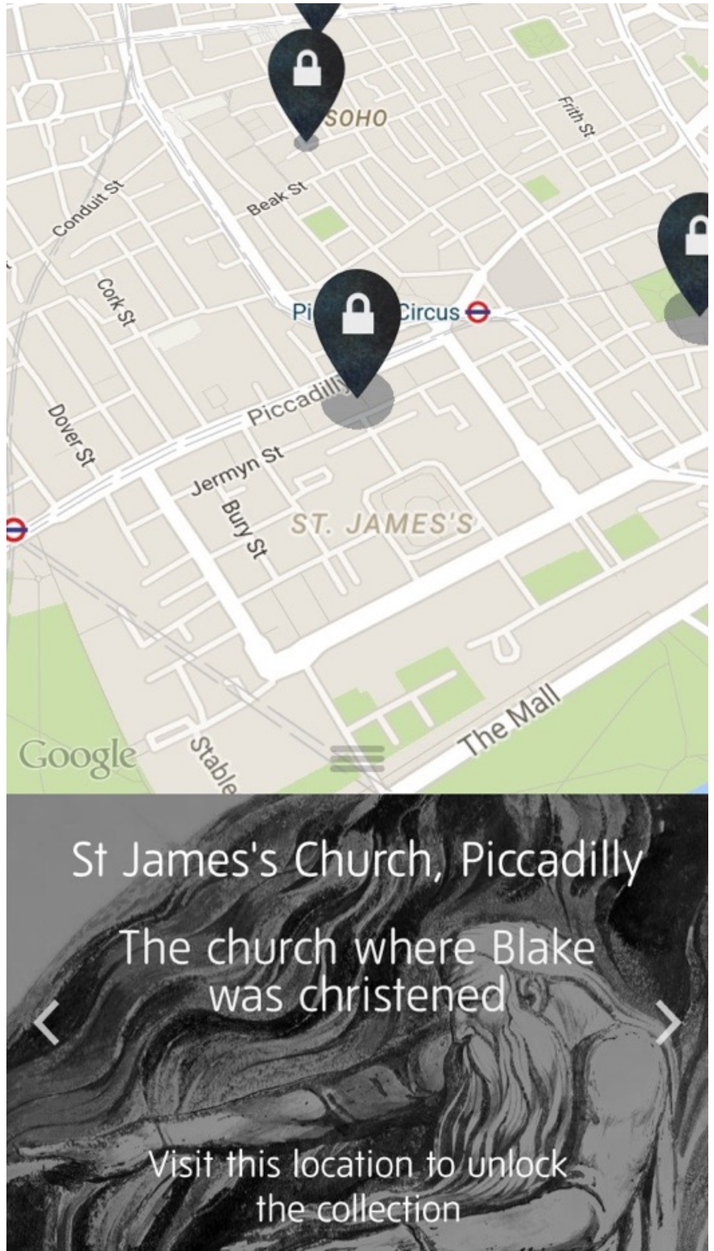
https://www.hetscheepvaartmuseum.nl/

TATE - WILLIAM BLAKES LONDON

http://www.tate.org.uk/context-comment/apps/william-blakes-london







NATIONAL CIVIL RIGHTS MUSEUM - INTERACTIVE TABLE ON CIVIL RIGHTS LEADERS - MADE BY SECOND STORY

http://secondstory.com/project/browse/featured-work/ncrm

THE ROYAL ONTARIO MUSEUM (TORONTO) - ULTIMATE DINOSAURS AUGMENTED REALITY APP

https://www.youtube.com/watch?v=2ZkZ3kW5CiM

QUALCOMM AT CES - THE INVISABLE MUSEUM - MADE BY NEXUS INTERACTIVE

http://nexusproductions.com/interactive-arts

THE SCIENCE MUSEUM - FUTUREVILLE - MADE BY NEXUS

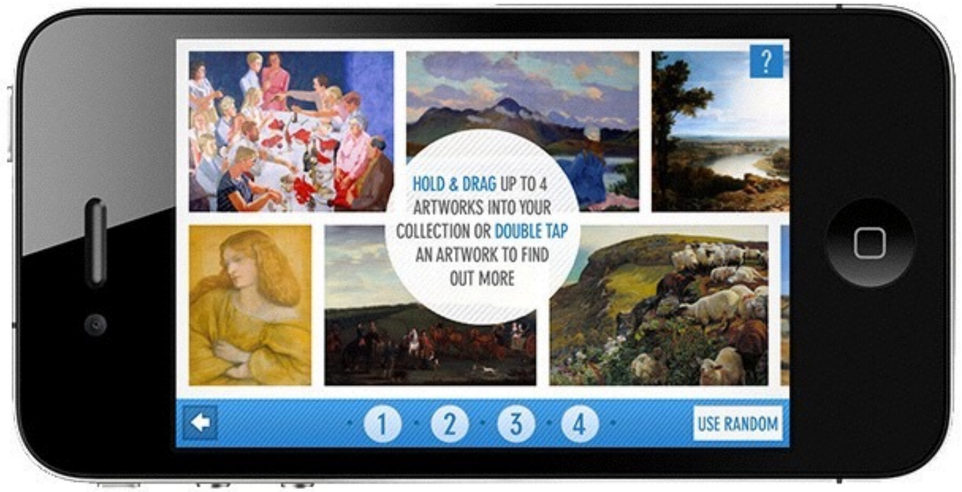
http://nexusproductions.com/work/futureville

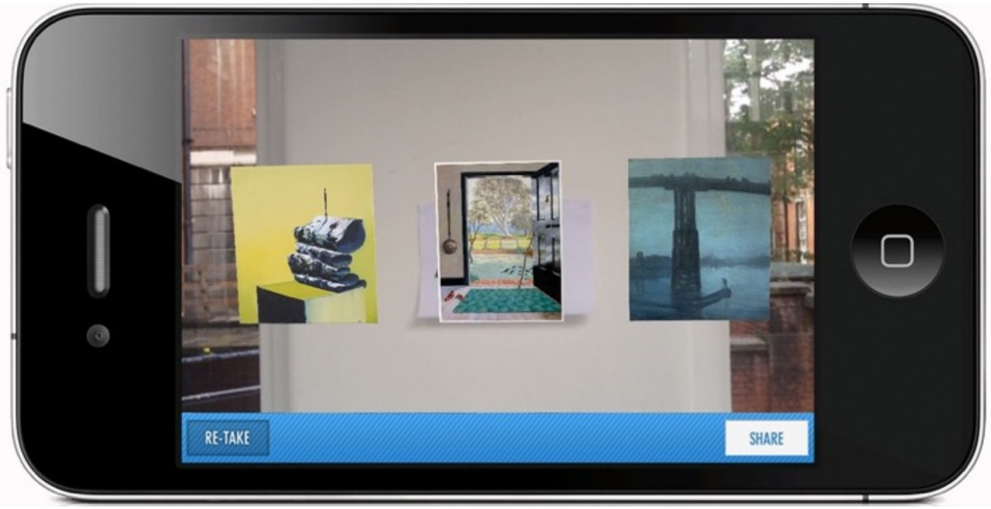
SMITHSONIAN DESIGN MUSEUM - INTERACTIVE COLLECTION TABLE

http://www.cooperhewitt.org/new-experience/

TATE - POCKET ART GALLERY - MADE BY ALL OF US

http://www.allofus.com/work/tate-britain/pocket-gallery-app/



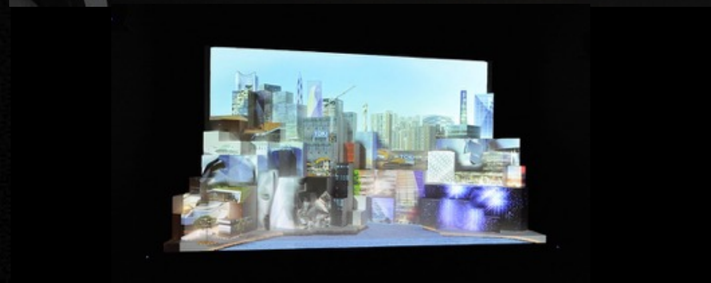


MENDELSSOHN-BARTHOLDY MUSEUM (LEIPZIG) - VIRTUAL ORCHESTRA

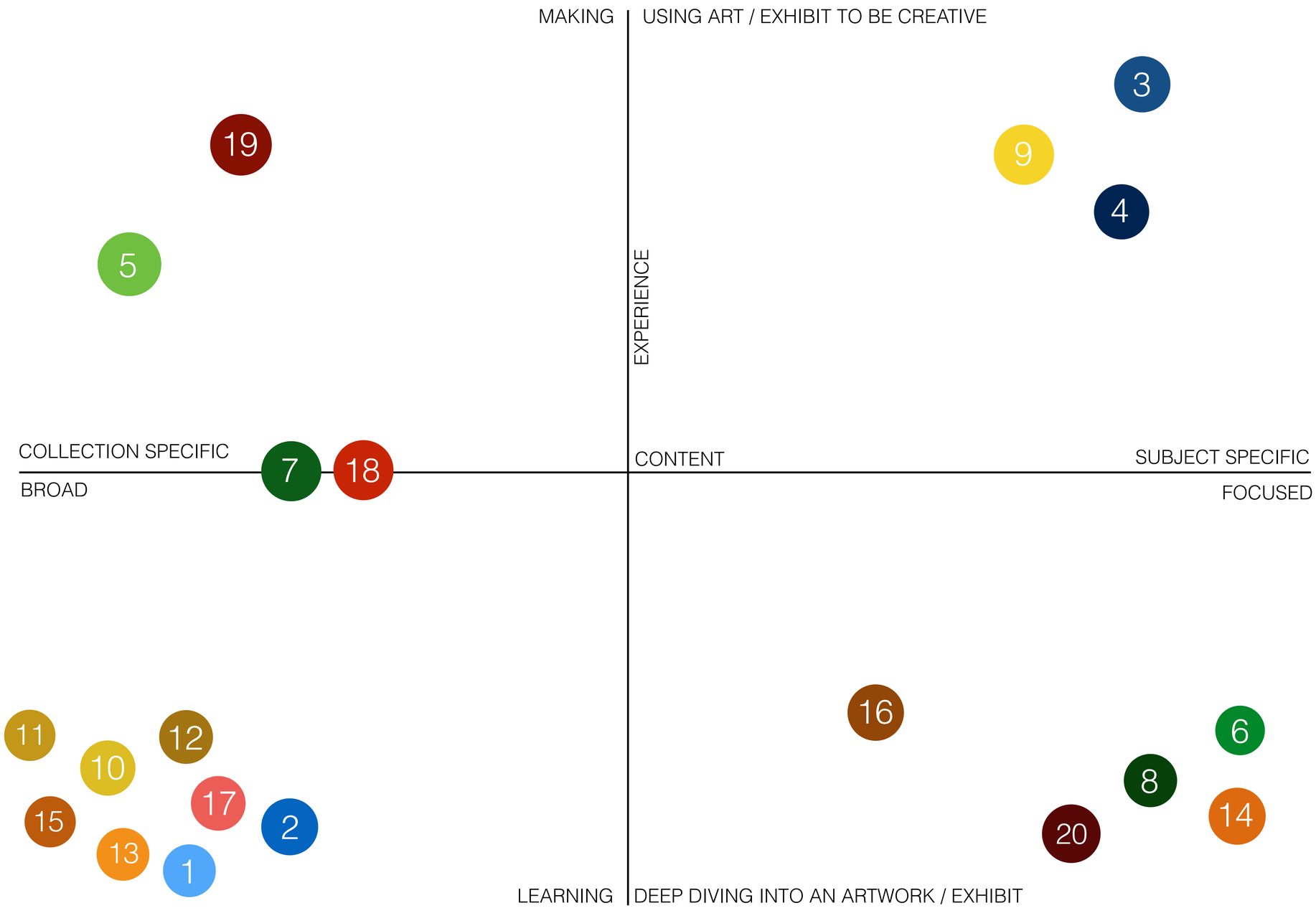
https://www.mendelssohn-stiftung.de/r-museum-en.html

ISTANBUL MODERN MUSEUM - ISTANBUL-O-MATIC

http://www.pattu.net/project/detail/id/9/



TYPES OF INTERACTIVE MUSEUM PROJECT: TYPE OF CONTENT / TYPE OF EXPERIENCE

Project

1 THE SPY MUSEUM - ESPIONAGE TIMELINE
2 TATE - INTERACTIVE MODERN ART TIMELINE
3 SMITHSONIAN MUSEUM - IMMERSION ROOM
4 TATE - THE HELLO CUBE
5 MUSEUM OF LONDON - LDN STREET MUSEUM
6 DREAMS OF DALI - THE DALI MUSEUM
7 ART PROJECT - GOOGLE
8 BUCKINGHAM PALACE VIRTUAL TOUR
9 THE SPY MUSEUM - PASSWORD HACKER
10 CLEVELAND MOA - COLLECTION WALL
11 RECORDS OF RIGHTS INTERACTIVE TABLE
12 TATE - WILLIAM BLAKES LONDON
13 INTERACTIVE TABLE ON CIVIL RIGHTS LEADERS
14 ROM - ULTIMATE DINOSAURS AR APP
15 QUALCOMM AT CES - THE INVISABLE MUSEUM
16 THE SCIENCE MUSEUM - FUTUREVILLE
17 SMITHSONIAN MUSEUM - COLLECTION TABLE
18 TATE - POCKET ART GALLERY
19 VIRTUAL ORCHESTRA
20 IS MUSEUM - ISTANBUL-O-MATIC