

App museum

PINACOTECA DI BRERA



Brera
A OCCHI APERTI



OVERVIEW

Wunderkammer is developing a gamified app for Milan's '**Pinacoteca di Brera**', targeting individuals **aged 20-35** and **art enthusiasts**. The app aims to provide users with a **virtual museum experience**, featuring immersive puzzles and practical tools for art lovers. This project redefines **digital art interaction**, offering a unique and engaging approach to appreciating art in the modern era.

GOALS

- 1.** Engaging Puzzle Experience: Develop stimulating puzzles related to the museum's artworks, providing an interactive experience that captivates users.
- 2.** Tangible Rewards: Offer significant discounts on admission tickets as a reward for completing puzzles, thus encouraging physical visits to the museum.
- 3.** Unlocked Artistic Insights: Associate each puzzle with detailed information about the artist and the artwork, adding value to the experience and fostering curiosity and learning.
- 4.** On-Site Discovery: Enable users to use the app's camera to scan artworks within the real museum, unlocking new opportunities in the virtual version.



KEY FEATURES



USER RESEARCH

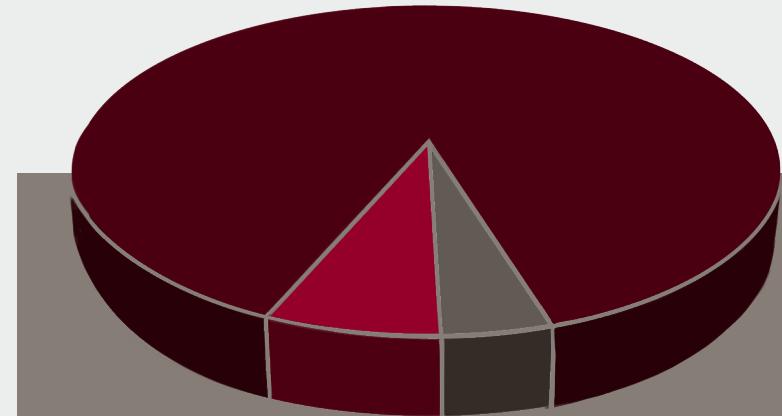
RESULTS

Indicate that about **50%** of them use online platforms and applications to stay informed about cultural events.

90% of them actively participate in cultural events in their own city or in cities they visit.

All of them are open to the use of technology in contexts such as exhibitions and other cultural venues.

Age	20-35	31-60	13-19
	84,2%		
		10,5%	
			5,3%



USER RESEARCH

RESULTS



Paintings, photos, and sculptures emerge as popular forms of art, as well as thematic exhibitions with a specific focus.

The most sought-after style and artistic period is contemporary art, while 70% of respondents show little appreciation for street art.

For users, art is a social tool that plays an important role in today's society.

Technology has great potential from the users' perspective, although it has not yet been fully exploited by museums and other similar venues.

**25 – Portuguese
Art student**
**Practical person with
an eye for cutting-edge
design**



ALEJANDRO

Goals

Study of immersive museum experiences
Complementing academic work
Unwinding in a sophisticated environment

Archetype: Historian

The museum visit as an immersive sensory experience
Interested in materials, techniques, and exaltation
through presentation
Leans towards modern art

Behavior in museums

Studies the collection beforehand
Pays attention to atmosphere, collocation, choice
of frame and lighting
Modern engagement (videos, etc.)

App preferences

Something that integrates and enriches the
museum experience

**32 – German
Psychologist
Art enthusiast and
museum wanderer**



MARINA

Goals

Unconstrained but meaningful exploration
Using art as a tool for meditation and introspection
Relaxing, letting the mind wander
Unwinding in a sophisticated environment

Archetype: Historian

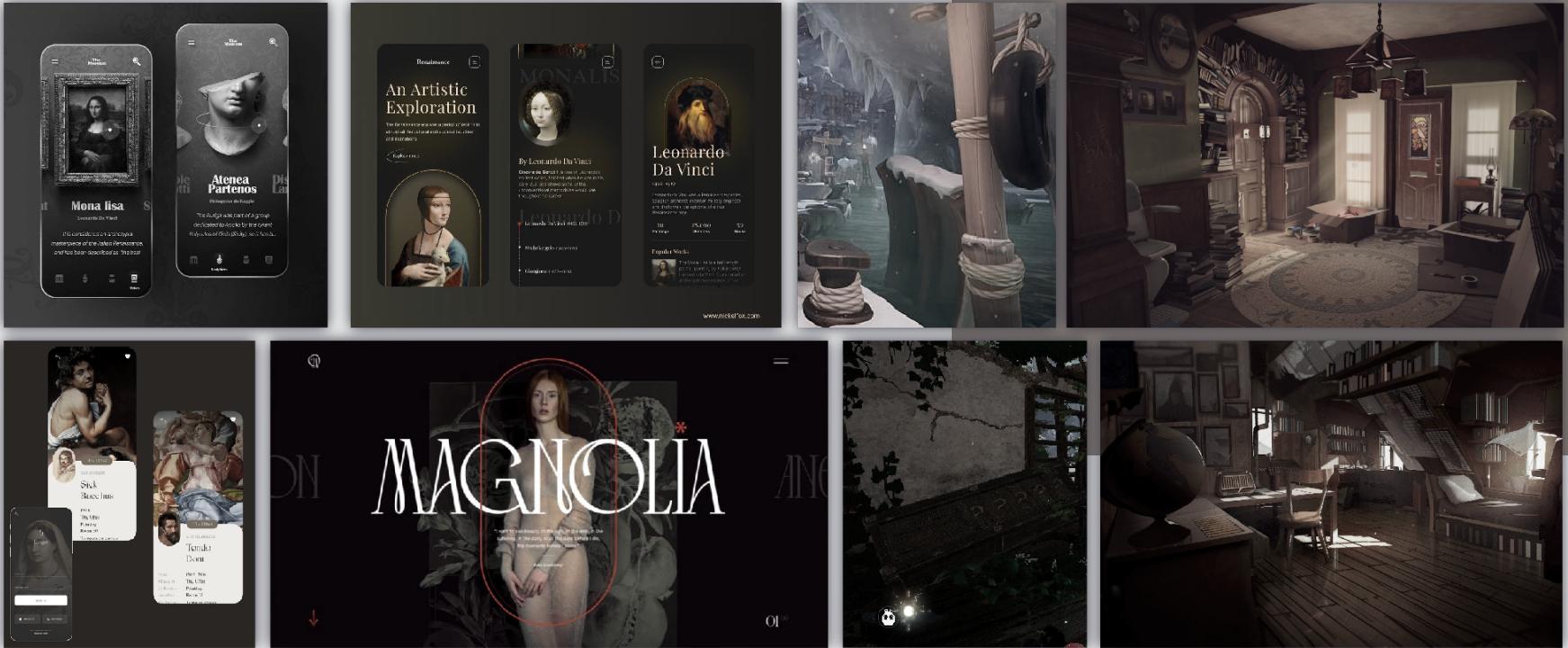
Themes, meaning, concepts over visual appeal
Enjoys all forms of art and mediums
Eclectic, almost random taste

Behavior in museums

Focuses on mysterious, intriguing, symbolic pieces
Gets carried away by her own thoughts and loses attention
Doesn't consult guides or information

App preferences

In-depth information related to the artists' creative process
Opportunities to join workshops and events involving
artists and designers



WIREFRAMES LOW

