

ADD

BRERA SECRETS




Brera
A OCCHI APERTI



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GENERAL INFO

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.

ART STYLE



For the **art style** of Brera secrets, we chose to draw inspiration from the official website, using the same color palette for visual consistency. To enhance the experience, we incorporated **sketched lines** reminiscent of the construction techniques used by **Renaissance masters**, adding an artistic touch without compromising the readability of the user interface. The goal is to provide an engaging aesthetic while maintaining a clear and comprehensible UI, ultimately improving the overall usability of the app.

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.



**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

30 – Italian
Freelance designer
and illustrator
Young creative mind



MARTINA

Goals

Innovative design, contemporary illustration
Chasing artistic inspiration
Connecting with creative minds

Archetype: Creative Explorer

New perspectives and connections with creativity
Workshops and interactive events
Immersive experiences

Behavior in museums

Loves the immersive mood of museums
Focuses carefully on the exhibited works
Notices various artistic facets

App preferences

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

**35 – French
Lawyer – Connoisseur
with a passion for
art history**



ALBERT

Goals

Historical art pieces and their context
Learning about restoration and preservation techniques
Unwinding in a sophisticated environment

Archetype: Historian

History through art
Interest in anything preceding modern art
Strong preference for painting and sculpture

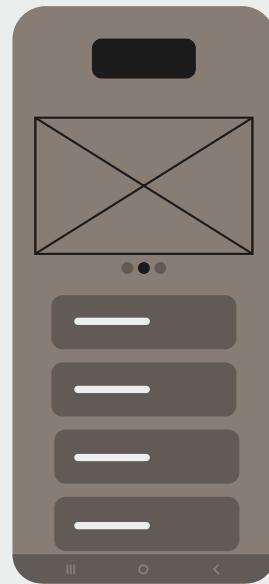
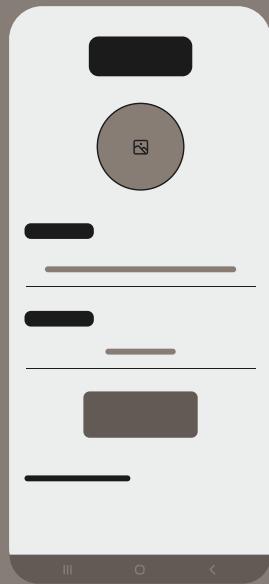
Behavior in museums

Gathers as much information as possible
Uses audio supports and integrative material
Likes feeling surrounded by history

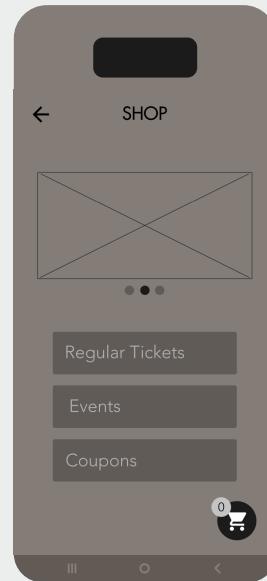
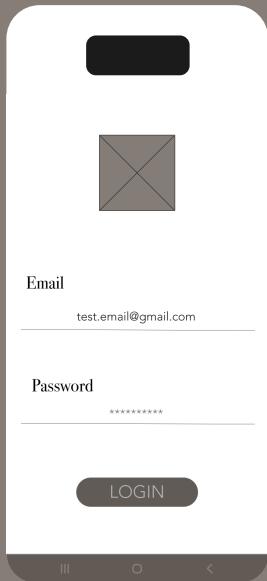
App preferences

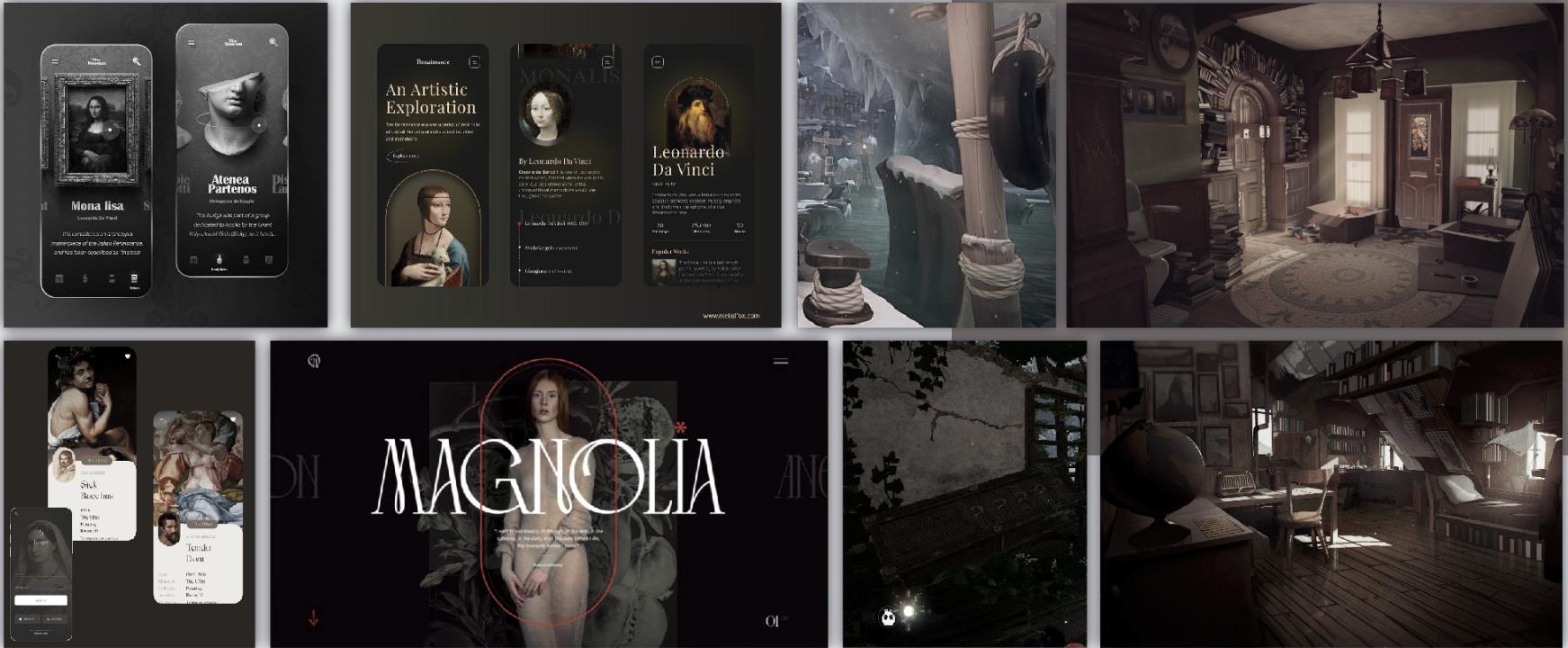
Information on context of artists, art pieces, movements
Updates on weekend events and promotions

WIREFRAMES LOW



WIREFRAMES HIGH

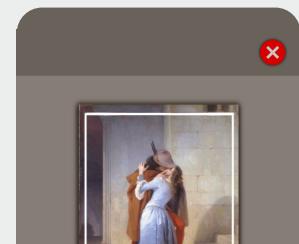
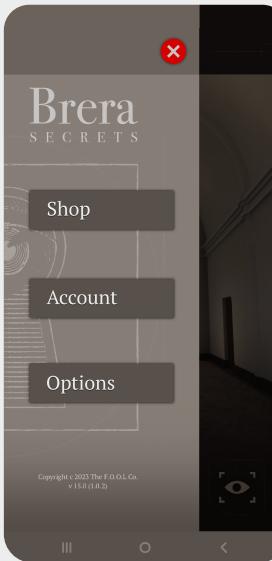




MOCKUPS



GENERAL VIEW

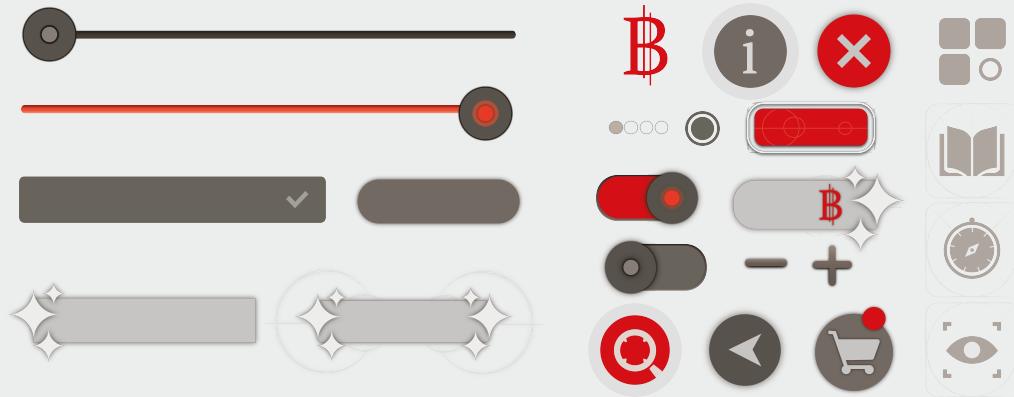


UI GENERAL INFO

Colour palette



PT Serif Regular
Avenir Light

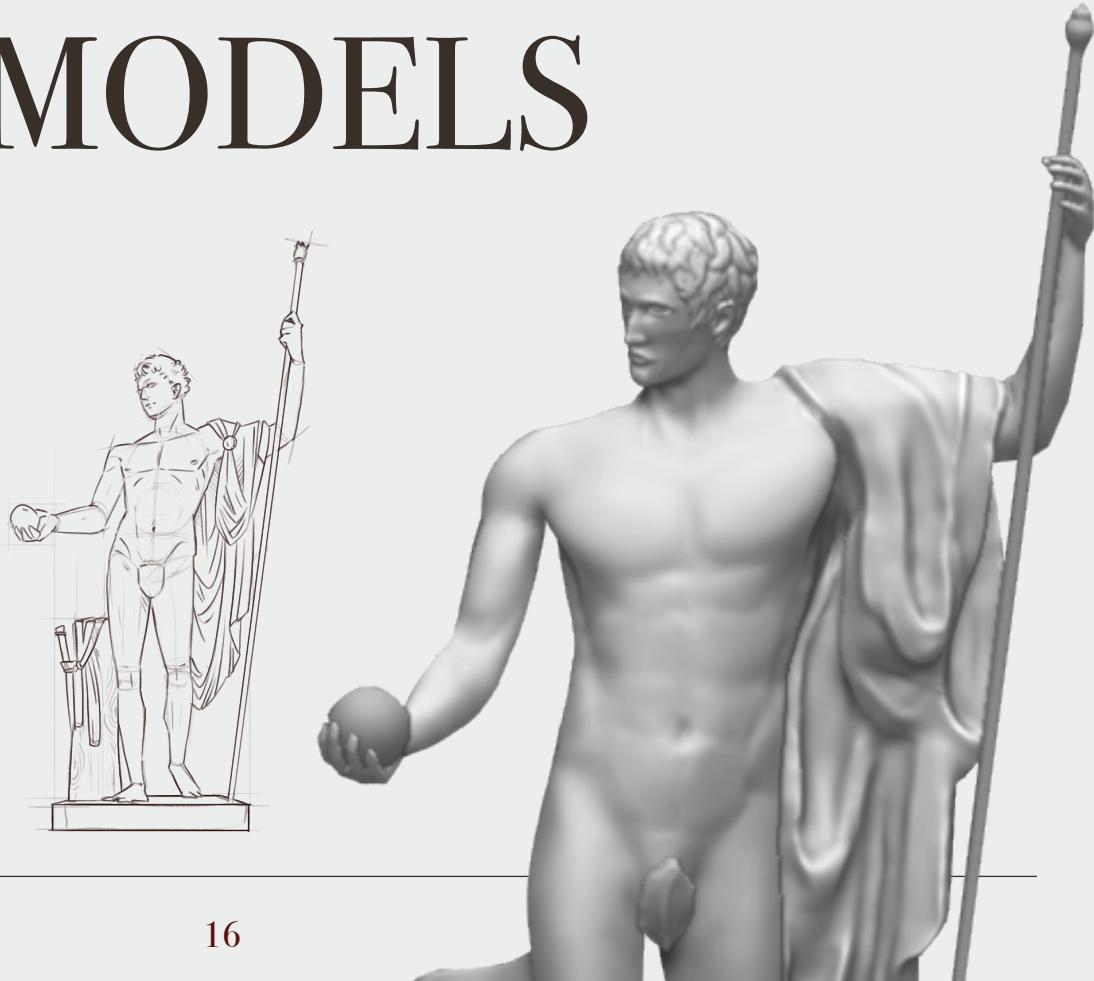


MODELS

Measures

Height : 300cm
Length: 120cm

Napoleon



MODELS

Measures

Height : 150cm
Length: 50cm

Roman Jar



MODELS

Measures

Height column: 900cm

Length column: 50cm

Capitello: 80cm

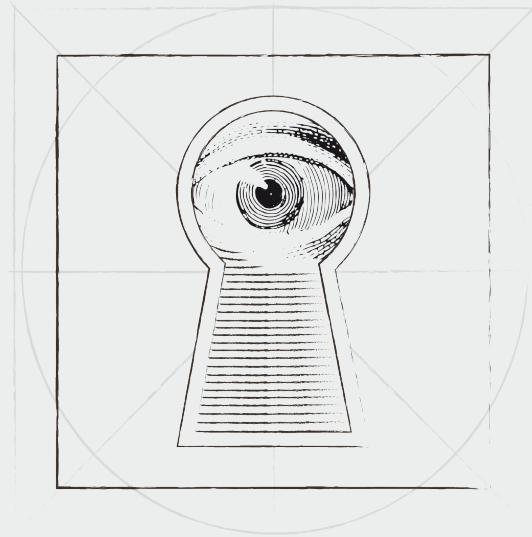
Corinthian Column



LOGO



Brera
S E C R E T S



Brera
S E C R E T S

CREDITS

Concept artist

- Sciliberto Antonino
- Luperto Laura
- Rizzo Francesca
- Gioia Sara
- Esposito Manuel
- Zoani Alessandro
- Pecora Chiara

3D artist

- Sergiu Martin
- Mancia Nicolo'