ART VIRTUALLY Project overview

# objective:

To create a 3D virtual environment that allows gallery owners to showcase and market their inventory to an unlimited number of remote clients via an IOS or Android smart phone, the AV app and 3D viewer.

## **Client experience**

1. Galleries will contact clients and provide them with a unique gallery code and directions for downloading the app.
2. Clients will download the AV app on their IOS or Android phone and place the phone into a supplied 3D VR viewing device.
3. Clients will enter the code when prompted by the app; and then become immersed in a virtual gallery walk allowing them to view art as though present in the gallery.
4. Clients enter the VR experience through an atrium customized with gallery signage and then move into the viewing gallery. The viewing gallery has a series of three-wall displays providing high-resolution images that illustrate the colors and textures of each piece.

### The client has the capability to self-select individual pieces for close examination by focusing on a button located next to each piece. This will trigger a pop-up description of the piece and short bio of the artist. Clients can mark preferred images as favorites.

### The progress of the client throughout the gallery will be provided by a completion pop-up element.

### Consider providing an option for the user to generate contact with the gallery.

## **Gallery Owner experience**

### Gallery owners have the capacity to immediately expand their sales potential by providing clients with a virtual experience comparable to in gallery viewing.

### This 3D environment will enable the client to view up to 100 pieces of art in high definition and access descriptions of each piece selected for closer review.

* + 1. Gallery owners receive specs on image-loading based upon pricing tier selected. The program specifies placement of pictures. Gallery owners will be required to submit the following:
    2. High resolution pictures of each image
    3. An upload ready pdf description of each item including dimension, and optional artist bio if desired. (AV is not responsible for accuracy of information provided or spelling and grammatical content.) Length of description may be limited to a number of characters based upon programming pop-up.
    4. A high quality photo of the gallery (identify specs/file type)
    5. A nameplate/logo to personalize the atrium (Identify specs/file type)
    6. User agreement Sign off form.
    7. Gallery Personalization: The gallery template will be personalized by an owner supplied image of the gallery entrance will be used as a splash page and the name of the gallery will be visible behind the reception desk in the atrium.
    8. Metrics within the system: The owner will receive visitation data – user name and percentage completed - through the user sign-in. Ideally the owner would also be able to receive data on which pieces were opened for additional review.
    9. The dimension and orientation variety of each gallery’s collections will impact wall template layout and need to be considered in the app design. There needs to be flexibility in placement and sizing of frames on each wall based upon the number of pieces and selection dimensions.

The proposed pricing will be based upon a subscription service with3 tiers-

Tier 1: 0-50 images – $50 with option to change images quarterly

Tier 2: 51- 75 - $69- with option to change images quarterly

Tier 3: 76-100 $89- with option to change images quarterly

**Programming Considerations/Concerns**

1. Safeguarding gallery inventory: User name- for consumer. Need a password from gallery to access.
2. What type of visual will be provided during the downloading process?
3. Provide background music to enhance the viewing experience.
4. Each gallery has to have a separate app to safeguard their inventory. Certification time needs to be minimal.
5. Develop process/cost schedule for additional programming to address “bugs” or features impacted by changes IOS.
6. Need Unreal Engine and C++. Port to IOS and Android

**Considerations for AV backend:**

1. The backend will upload and organize gallery files to the administrative storage domain.
2. The backend will provide an upload and organizational system with a capacity to accommodate and segregate images by gallery.
3. The system will provide a form to upload the images, descriptions and artist bios if provided.
4. The identifiers would include gallery name, location, owner, number of pieces being uploaded, object titles, artist names, object dimensions, description, and orientation to assist in placement.