

# TAG MCA

an MCA **experience**  
by **Benjamin Fleming & Nathan Judges**

**The Museum of Contemporary Art Australia (MCA)** is a museum dedicated to making contemporary art and ideas accessible to a range of audiences through a presentation of diverse exhibitions and special events.

To understand this space and design an experience for it - we undertook a variety of design techniques to learn more about its visitors and what they expect from a social outing.

**mindmapping**

**target audience selection**

**space & context analysis**

**contextual research**

**designing co-creation tools**

**conducting generative sessions**

**analysing user data**

**formulate a design brief**

**generating &  
prototyping  
concepts**

**problem space**

## our vision

We aim to shift the perception of the MCA as a solely aesthetic and passive experience to one that visitors view as a leisurely, socially connected environment. We seek to augment this aesthetic experience with interactivity and play so that the museum retains its inspirational and educational qualities in a way that visitors will want to return to with another.

We hope to break down preconceived barriers that guests create; the museum can be a stifling environment that does not enable social leisure and that you need to “know” art to have a good time. We will achieve this by utilising what the MCA already possesses: a breadth of curated modern art content, expansive and self-exploratory indoor exhibition rooms, the striking exterior architecture and the harbour-side locale it resides in. We will interweave this with our insights into what visitors require from a place to warrant them to return to conceptualise a digital, tangible experience that emboldens their sociality and makes them want to visit time and time again.

## key factors to address

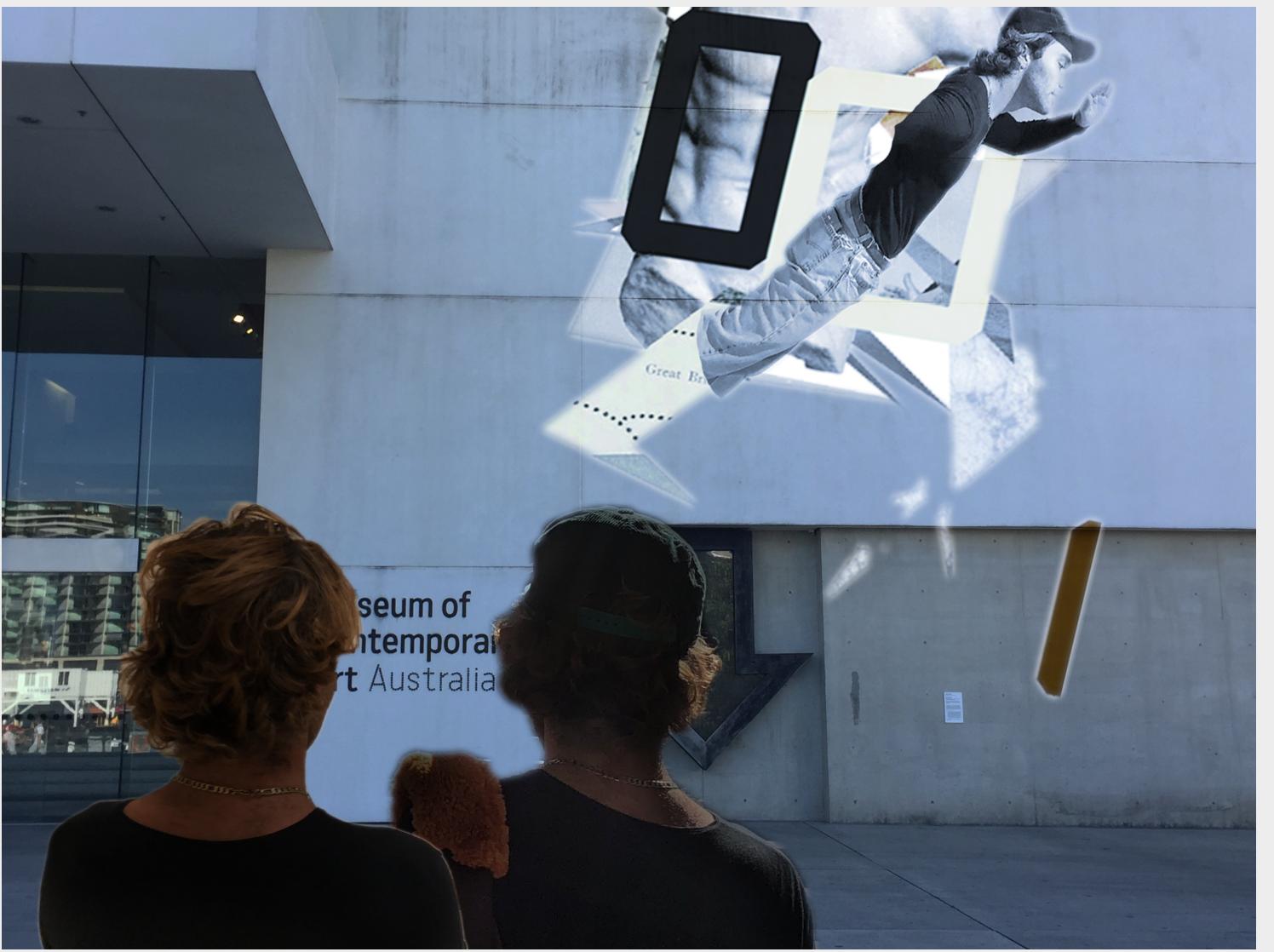
Casual, laid back settings with ancillary activities are key to a good outing

The connectedness that comes from shared reflection is the best part of the gallery

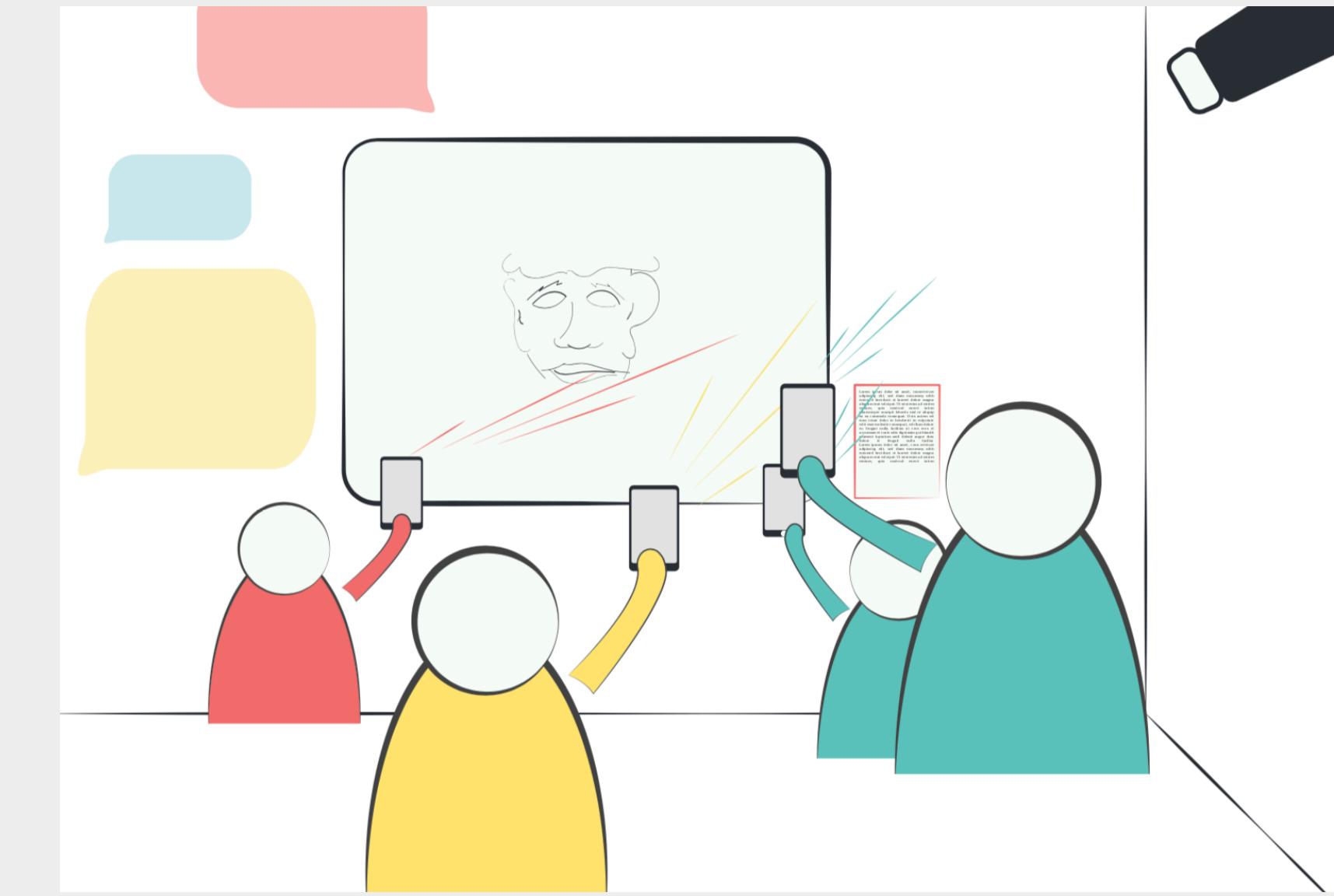
I don't know enough about art to fully immerse myself in a gallery

design brief

## art lens



## graffiti the mca



Art lens equipped users with tablets to collect portions of artworks they liked whilst learning about the artists. They were then able to create generative collages with the pieces which were displayed on digital canvases and the building facade.

Graffiti the MCA allowed visitors to add and view commentary around the pieces themselves - either by typing or drawing graffiti style. The user-generated content was projected around the works themselves in a temporal fashion.

initial concepts

# TAG MCA

TAG MCA is a high tech & high impact digital experience for the art gallery. It combines complex technologies into an intuitive experience - visitors equip themselves with a digital spray can that feels just like the real thing. A unique & unifying activity that leaves no trace; the can vibrates when you approach a spray-wall and relays a simple task - you press the nozzle with a familiar psssshhh and bam - you're up there with someone who was paid to be. As you move through the gallery, the activities are contextually based on the works around you - granting a deeper connection with the artists and allowing you and your friends to express yourselves whilst keeping with the MCA's mission of educating the masses on all things contemporary. Utilising flow psychology and elements of gamification - users can both affect their environments whilst taking in new information and interacting with their peers. As you exit the gallery your works are then conjoined into a new, bespoke art piece to share online and entice a new friend to come along next time.

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Wireless array of  
sensors to interact  
with projectors

LED cutout that  
changes when  
different colors in use

Haptic motor to alert  
users to spray walls

Gyroscope and  
location sensors to  
orient the devices  
position in gallery

Spray nozzle button  
which would be large  
and affords pressing

Indented touch  
display for users to  
select stencils, colors,  
and read about artists

Onboard computer to  
record artworks and  
process information

spray can

**Setup ensures no glare or reflections to create realistic spray effect**

**Multiple projectors can sync to create spray walls as long as required**

**Speakers and microphones to diversify experience factors if required**

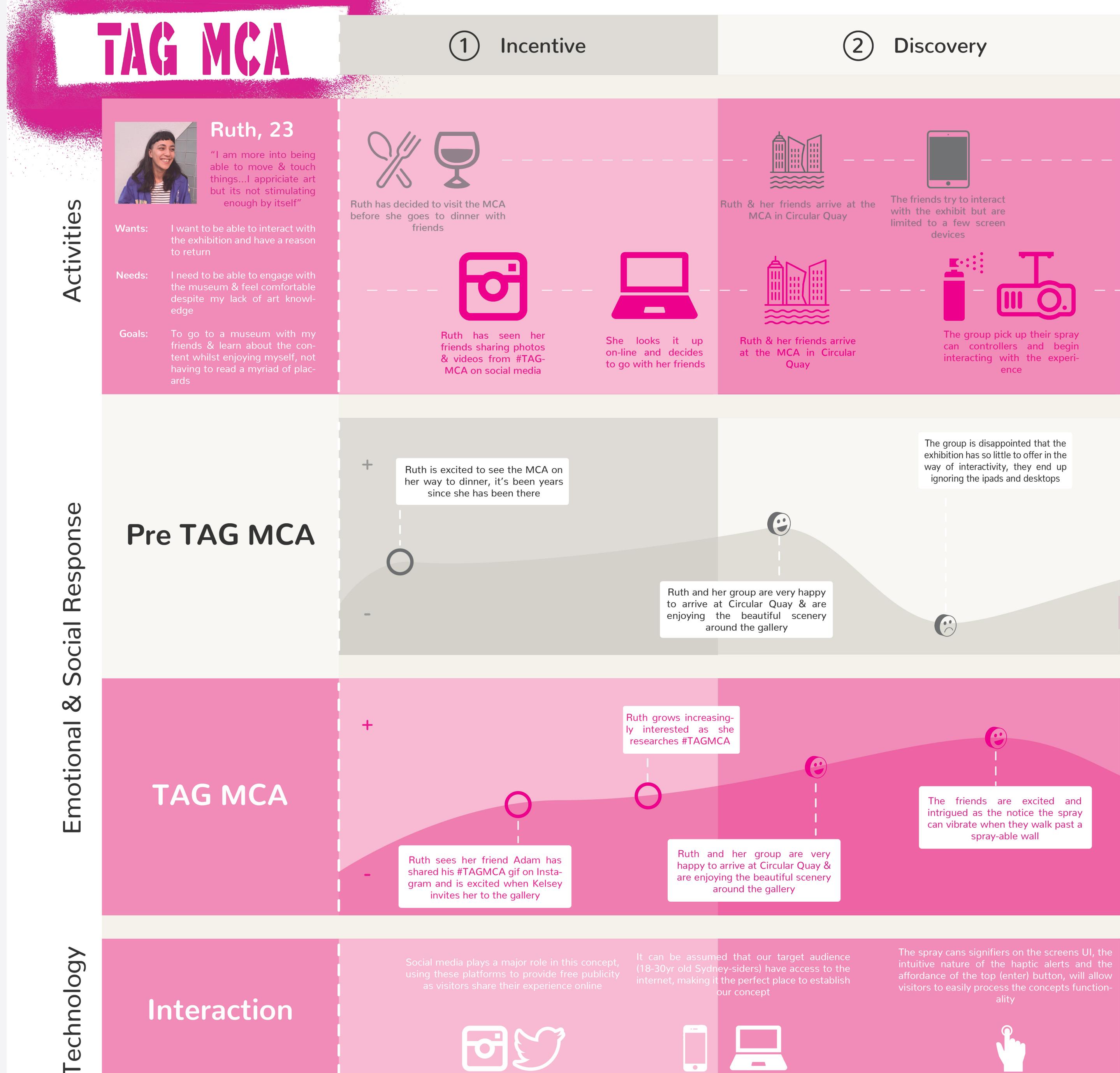
**EPSON ultra short throw IR projectors create spray walls in the gallery**

**Compatible with multiple technologies to allow for us to sync with can**

**Allows for multiple inputs and users so that many visitors can spray at once**

**IR, Bluetooth & depth sensors work harmoniously to create realistic ergonomics when paired with the can**





### ③ Exploration

### ④ Advocate



The wander through the museum looking at the artworks



The wander through the museum looking at the artworks



Ruth is learning about specific artists as she engages with the activities



The spend a short while discussing the art after they have left



The group discusses all the activities and interesting facts they discovered during the day



The artworks made by Ruth & her friends are projected on the walls as they exit the gallery



An email containing the gif they created is sent to all the participants



Ruth is able to share her experience with others over social media

Ruth grows bored of walking through the gallery as she stops engaging with the information placards, the only source of interaction



Ruth & her friends enjoy discussing the works they have seen but the conversation quickly diverts from the MCA



The museum is quickly forgotten after Ruth has left



Ruth loves being engaged as she continues to learn through the interactions of #TAGMCA



Ruth & her group enjoy discussing all the activities of the day & the interesting notes they learned through the experience they have just completed



Ruth is delightfully amazed to see all the work her and her friends have done today come together & displayed on the walls of the foyer and front of the MCA building as they leave



Again, Ruth is pleasantly surprised to find out that her creations have now been sent to her and she can share them online with all her friends

When the users pass a sprayable area the cans will be alerted by the bluetooth connection and vibrate, alerting the visitors that they can engage with this IR projected area

Generative AI scripts process the various artworks created and redraw them as a unified piece

When they leave people enjoy discussing their experience, but ultimately they want to share their day online via social media

Patrons will be required to submit and email address to take one of the cans, which will then be used to send them the shareable file of their artworks

Visitors will be able to share the amalgamated work from their #TAGMCA experience as a gif online, helping to inform others about this amazing interactive experience

