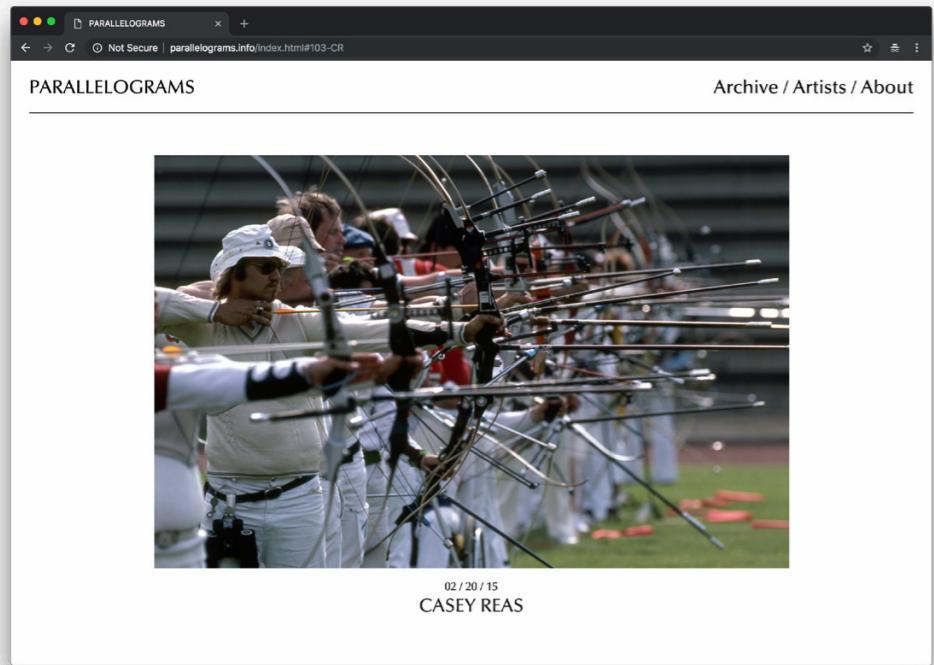


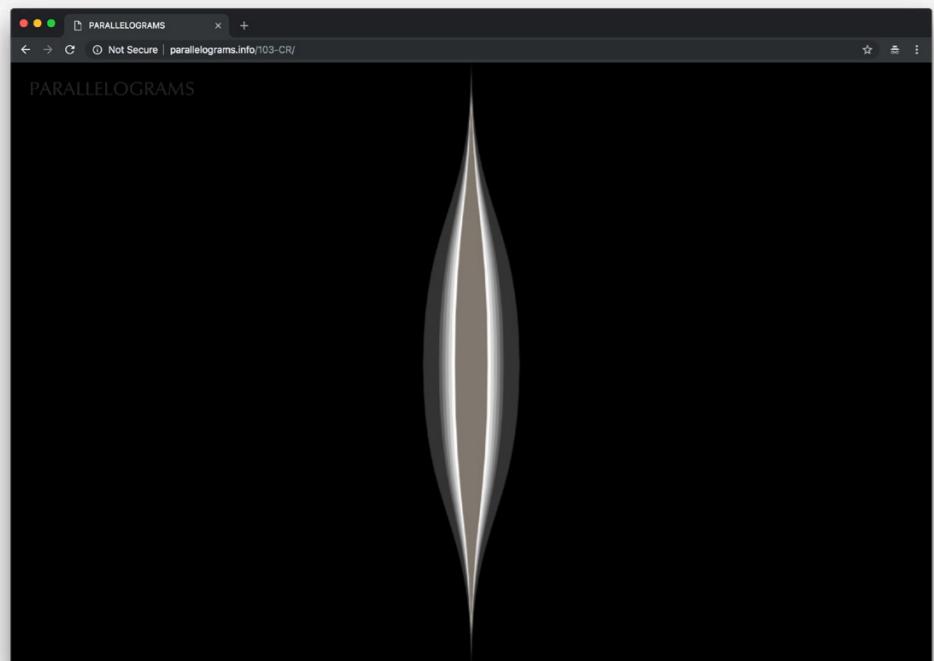
---

## 7 Interfaces for net art exhibitions

## Parallelograms (2010-2015)



Landing view of the exhibition:  
The site can be navigated via  
a long-scroll illustrated list of  
artworks, displaying the most  
recent first, or via an Archive  
page of thumbnails organised  
chronologically.

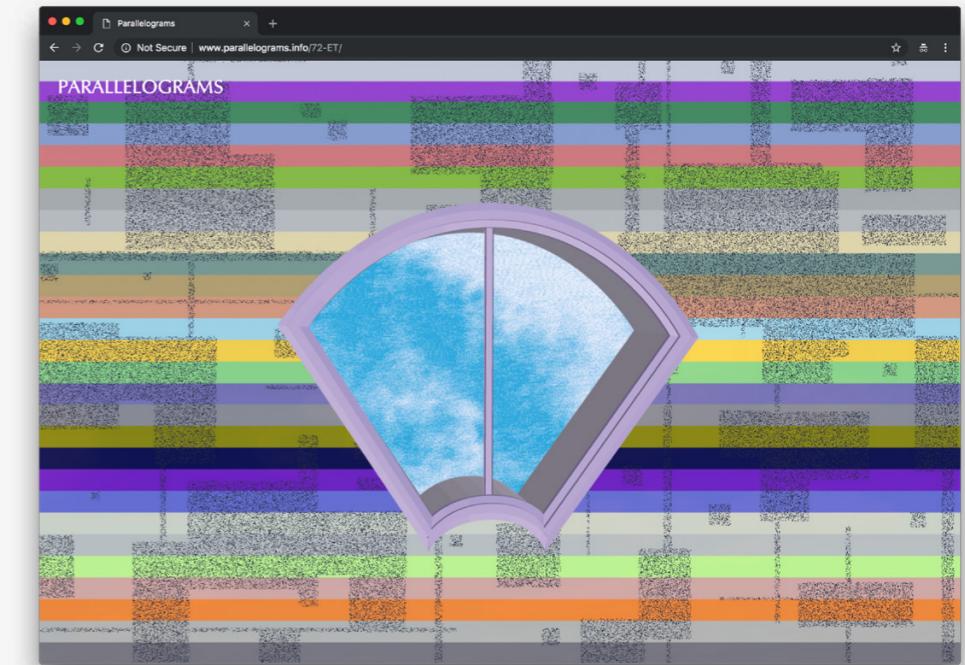


Example artwork view 1:  
The artwork is presented full  
screen, the only reference  
back to the exhibition index is  
the logo just visible (gray text  
upon black ground) in the top  
left corner.

★  
"White cube" exhibition  
approach

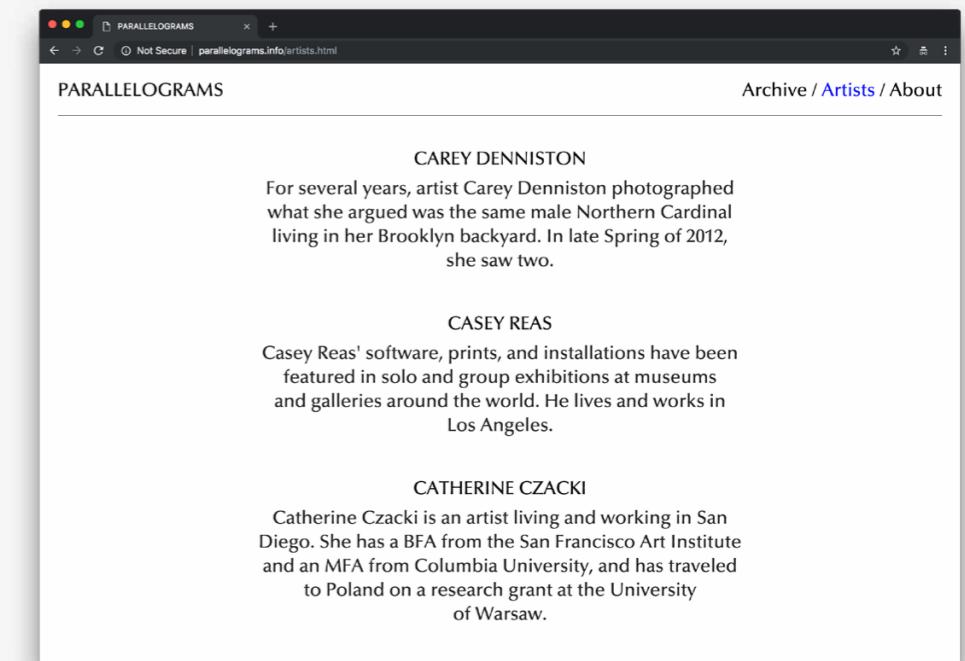
★  
Overviews & previews

★  
Artworks hosted on  
exhibition site



Example artwork view 2.

The only contextual  
information provided is a  
list of artists' names and  
short biographies.

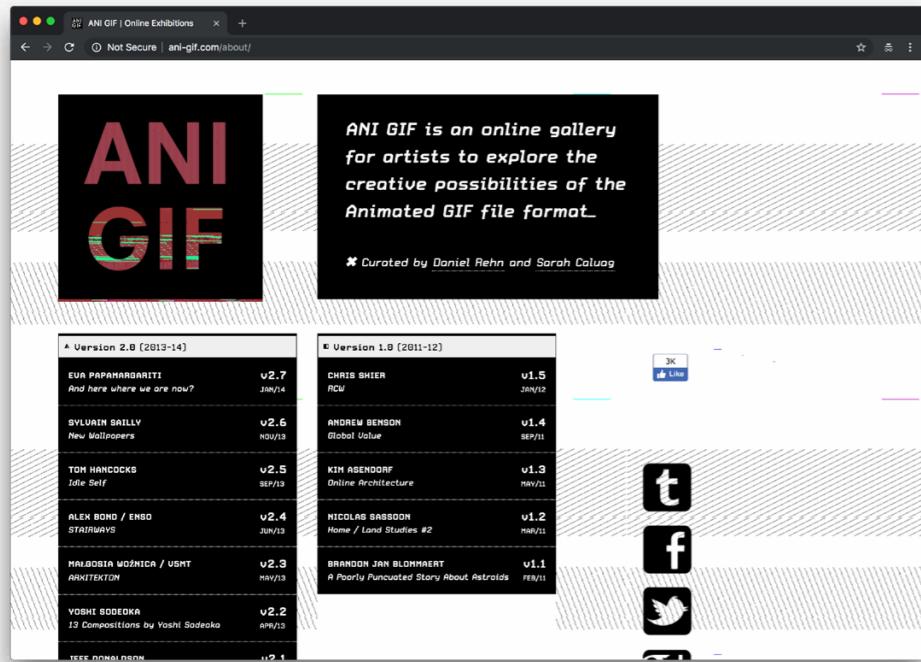


Reference URL: <http://parallelograms.info/>

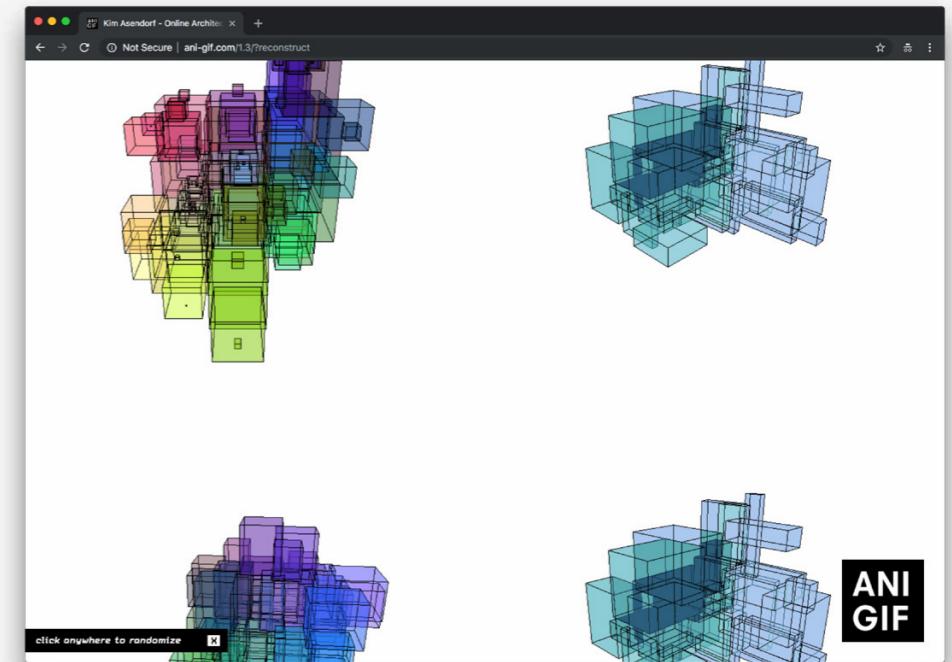
Date of screenshots: 2018-11-25

Notes: This online exhibition is organized as a series of individual commissions, developed between 2010–2015. Artwork thumbnails are presented as clickable elements, which open new, self-contained pages. The majority of the artworks are hosted on the exhibition site, but some video works are hosted elsewhere. The formula of white background, responsive image grid structure and minimal typography adhere to the portfolio and gallery websites from the late 2010s. The minimal, seemingly 'transparent' interface design adheres to the 'white cube' gallery space paradigm. No further context is provided for individual artworks.

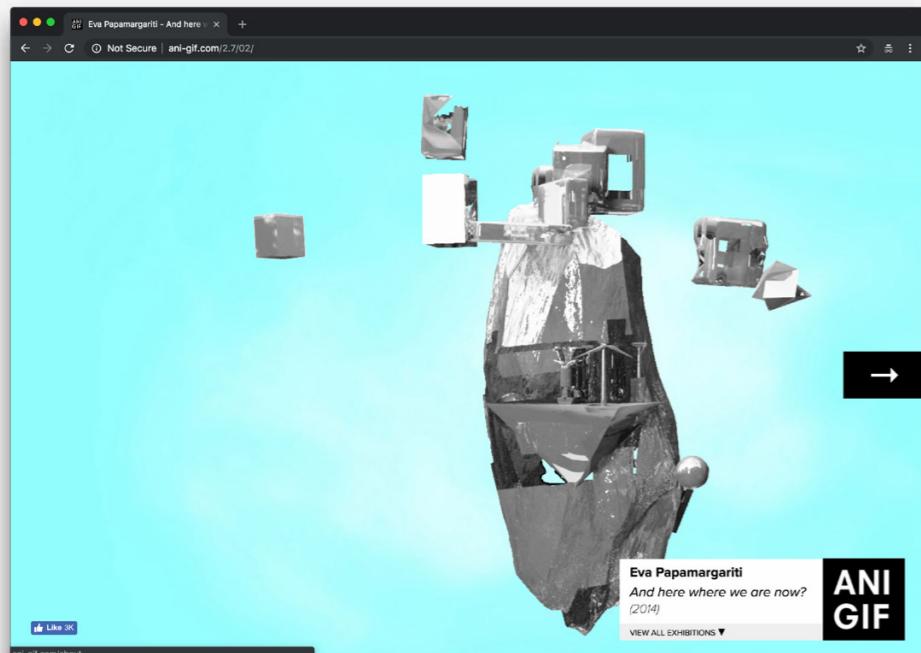
## ANI GIF (2011-2014)



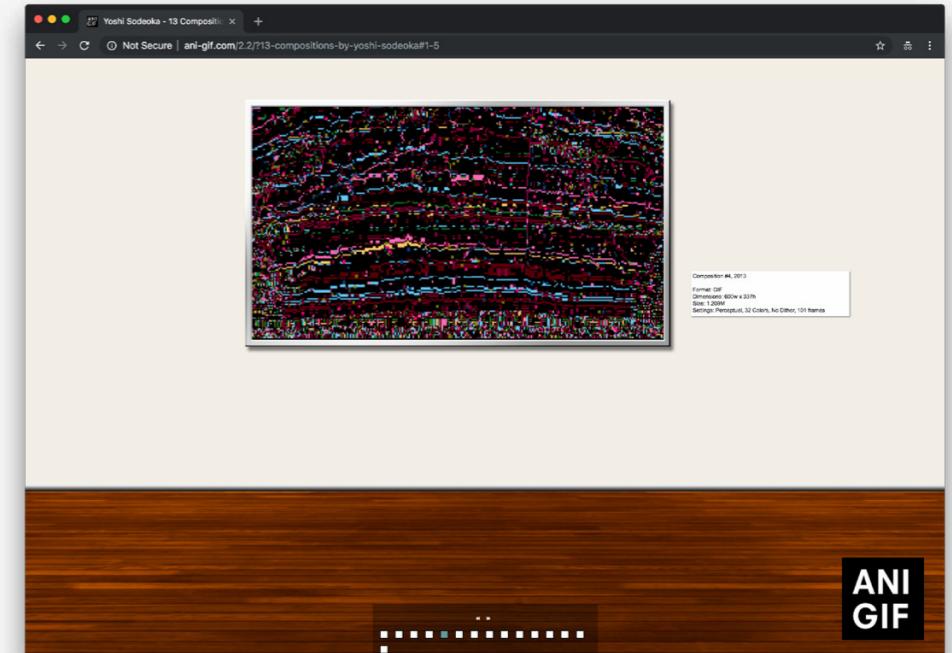
Landing view of the exhibition: A chronological list of artwork titles serve as links to individual commissions. Thumbnail previews are not provided.



Example artwork view 2:  
This piece responds to vertical scrolling, and a user click generates alternate views.



Example artwork view 1:  
Each commissioned artwork utilizes the entire space of the browser window. The only fixed page element is the square exhibition logo (lower right), which provides basic information about the artwork and links back to the homepage.



Example artwork view 3:  
This work utilizes a metaphorical 3D virtual gallery space.

Vertical scroll

Horizontal “slide” transition

Virtual 3D gallery environment

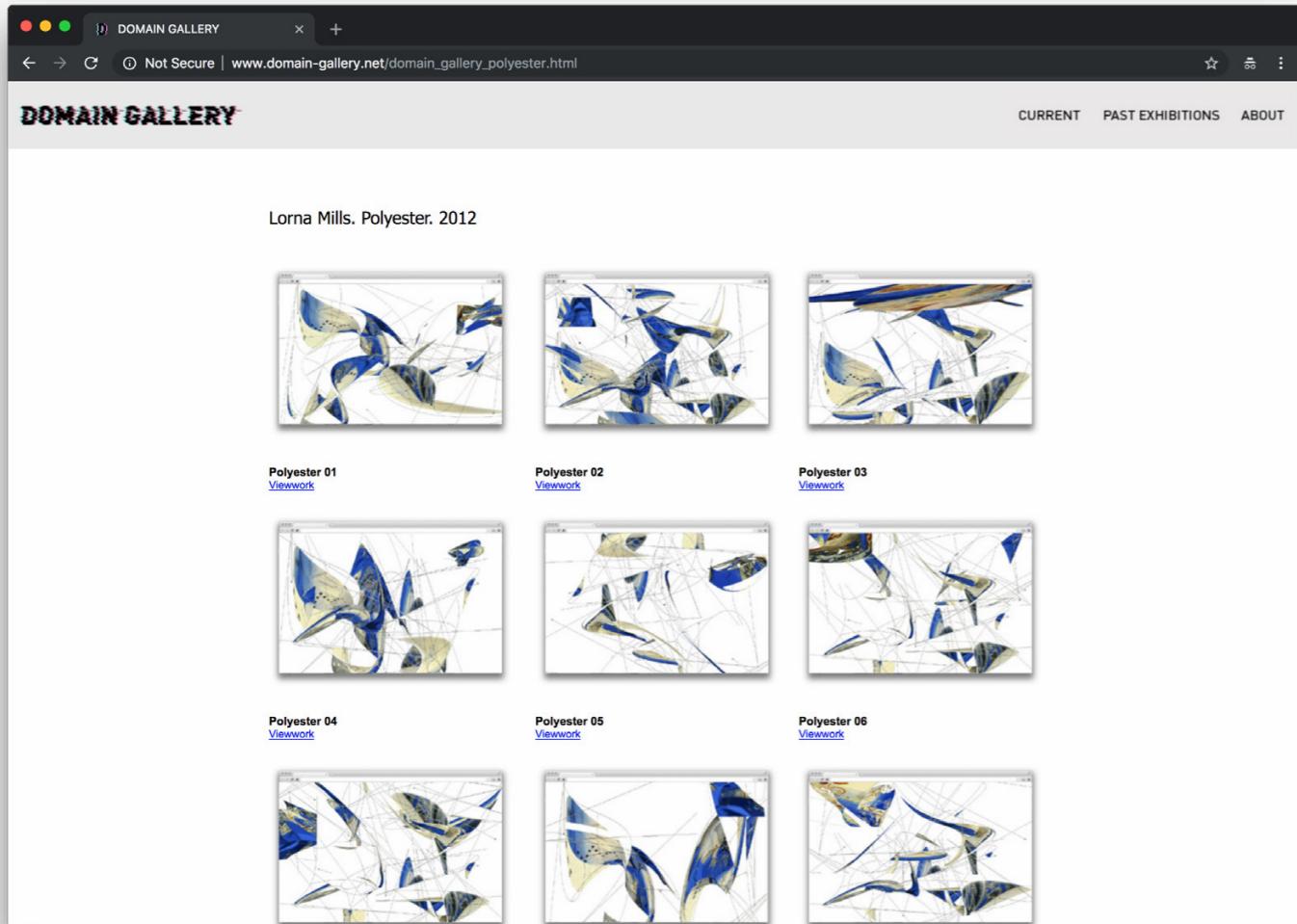
Artworks hosted on exhibition site

Reference URL: <http://ani-gif.com/>

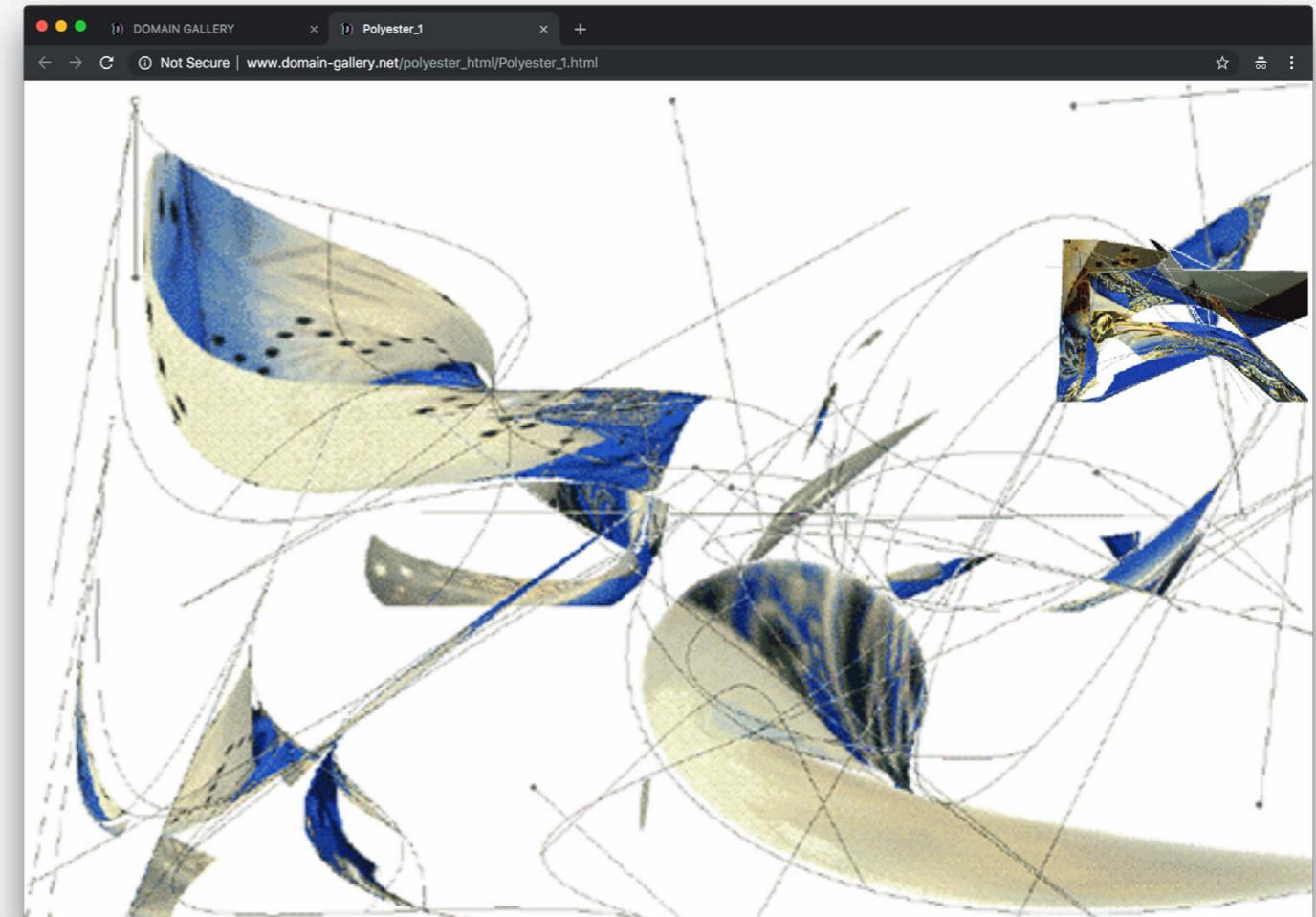
Date of screenshots: 2018-11-25

Notes: This online exhibition features multiple commissions by artists (each conceived as a small, stand-alone exhibition), which are all hosted on the main site's infrastructure. Some of the commissions use the vertical space of the browser for display (vertical scroll). Others use the horizontal space – via left/right arrows in a slideshow style. One of the commissions adds a secondary level of navigation and uses the browser window as a virtual 'gallery wall', adding mock frames around the artworks, and allowing horizontal panning of the wall left and right, to navigate between artworks in the 'space'.

## Domain Gallery – Lorna Mills (2012)



Landing view of the exhibition: The artwork previews are shown in a grid of thumbnails.



Example artwork view: The artwork opens up in a new browser tab and fills the entire browser window.

★  
"White cube" exhibition approach

★  
Overviews & previews

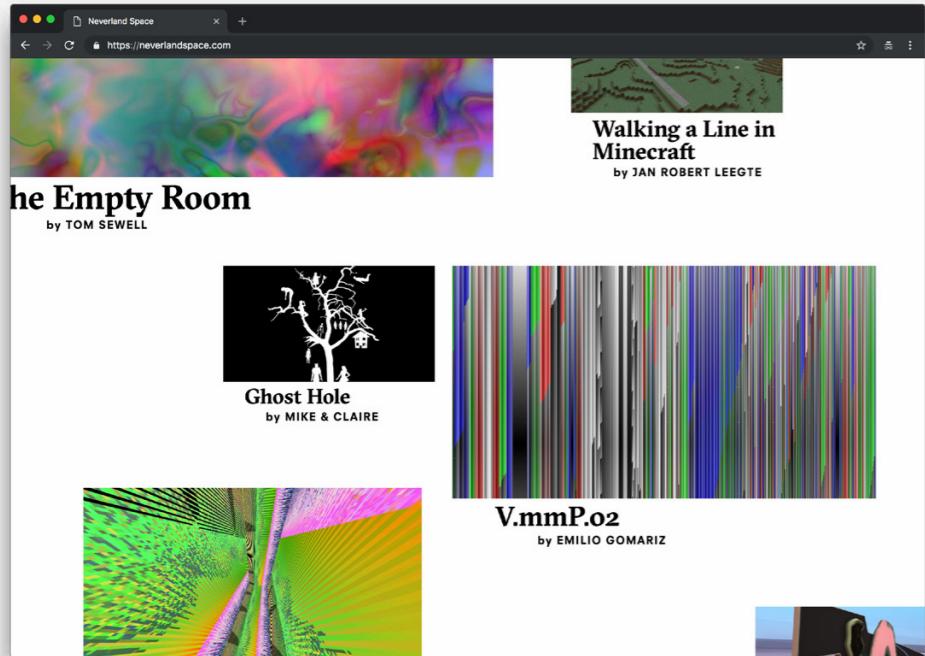
★  
Artworks hosted on exhibition site

★  
Browser frame included in previews

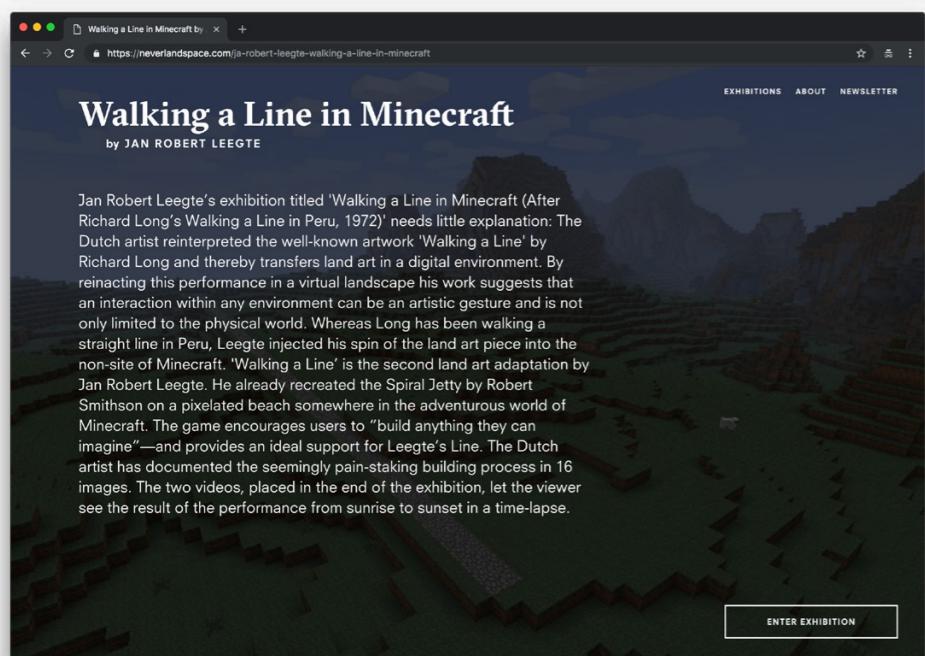
Reference URL: [http://www.domain-gallery.net/domain\\_gallery\\_polyester.html](http://www.domain-gallery.net/domain_gallery_polyester.html)  
Date of screenshots: 2018-11-25

Notes: A solo show of animated gifs, all hosted on the gallery website. Artworks are accessible via links from the exhibition landing page. The landing page shows the images as a grid of screenshots including the browser window itself, which serves as a framing device and makes the landing page look like a born-digital salon wall. The overall approach is minimal – within the artwork view there is no provision of navigational instructions or additional context.

## Neverland Space – Walking a Line in Minecraft (2013)

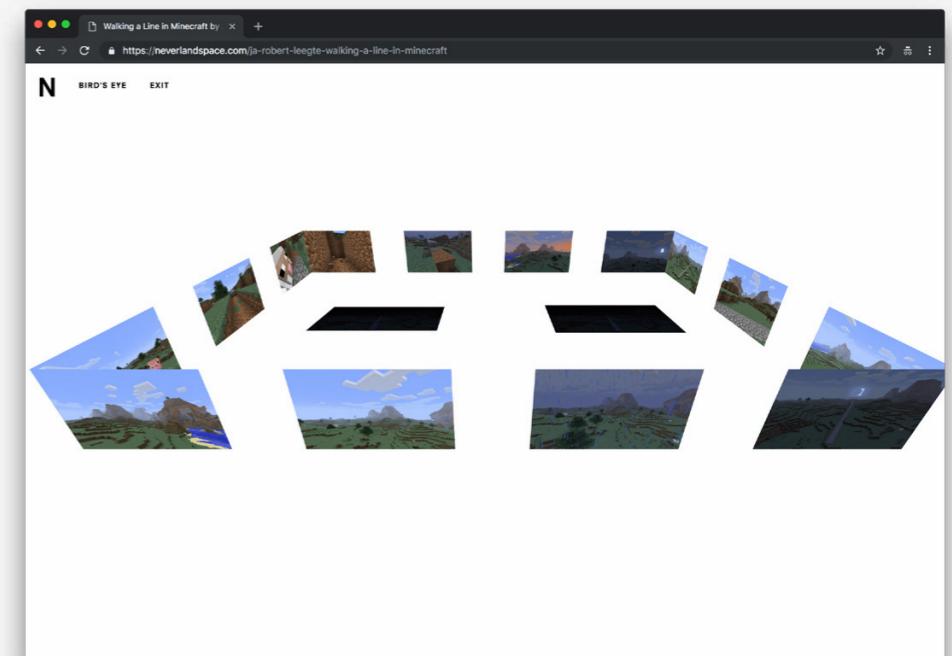
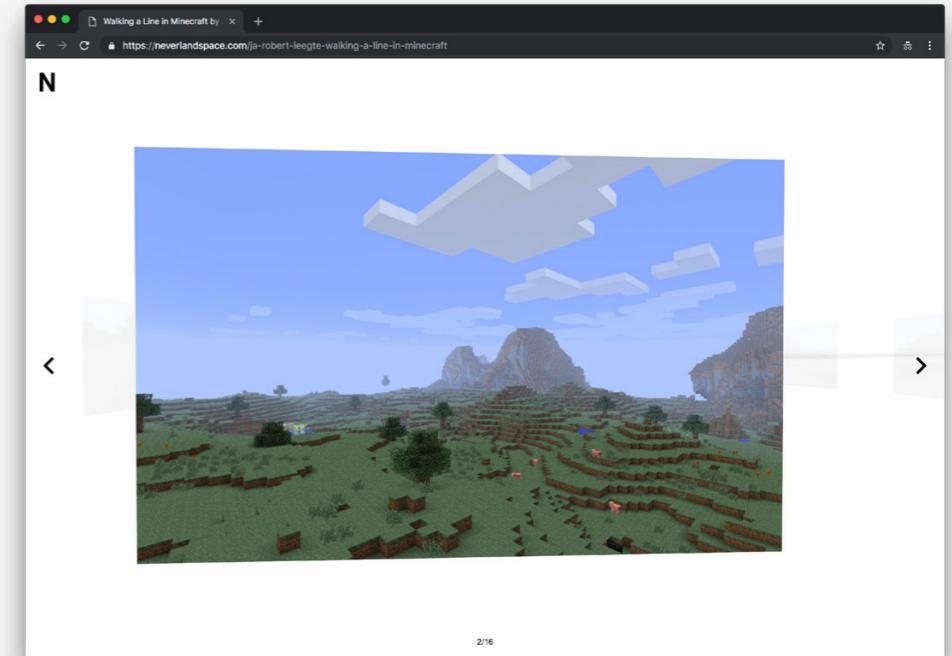


Landing view of the exhibition website: Multiple exhibitions are featured as preview images.



Entry point to a single exhibition.

Example artwork view:  
This screenshot shows a zoomed-in mode, which features left/ right navigation arrows.



There is also an alternative exhibition navigation mode, which is a bird's eye view of all artworks.

★  
“White cube” exhibition approach

★  
Overviews & previews

★  
Virtual 3D gallery environment

★  
Artworks hosted on exhibition site

Reference URL: <https://neverlandspace.com>

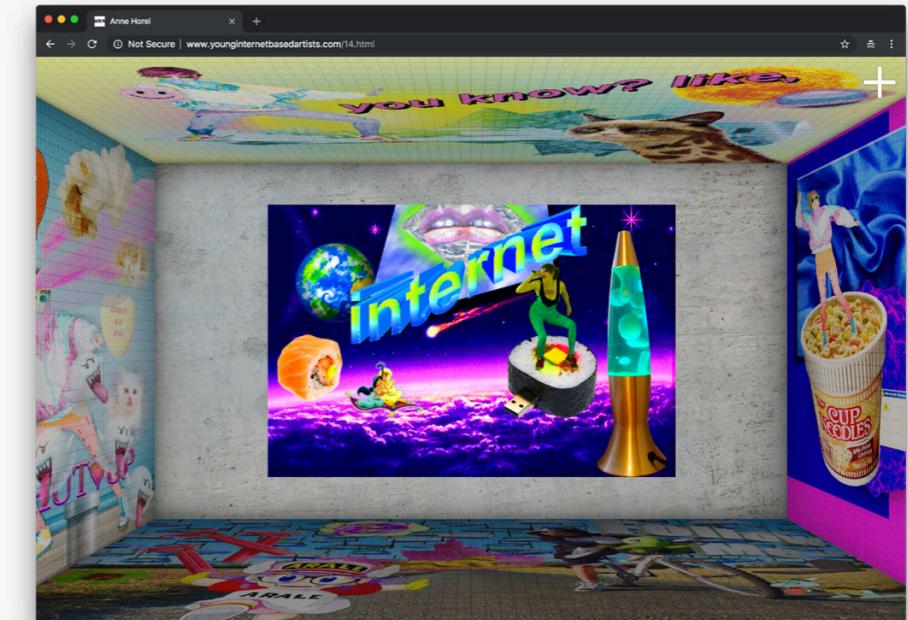
Date of screenshots: 2018-11-25

Notes: This is an online exhibition representative of all shows staged at Neverland Space’s website. These shows include still images, videos and GIF files staged as virtual installations within a blank 3D space. Offering multiple viewing modes within an otherwise empty virtual space gestures towards Metaverse tropes and strategies utilized in multiplayer online computer games, yet the overall aesthetic of the space remains within the ‘transparent’/ ‘white cube’ paradigm. Some context is provided on each exhibition’s entry page.

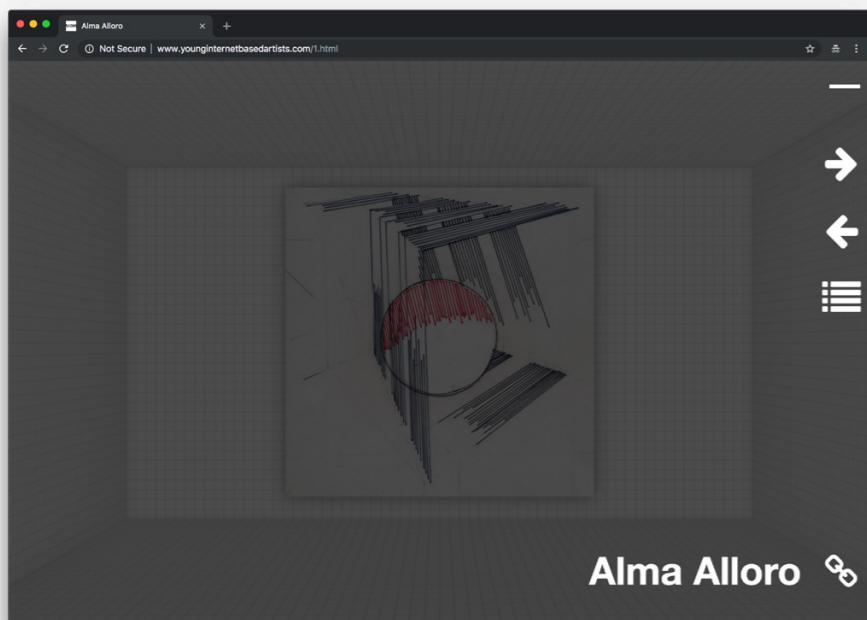
## Young Internet Based Artists (2013)



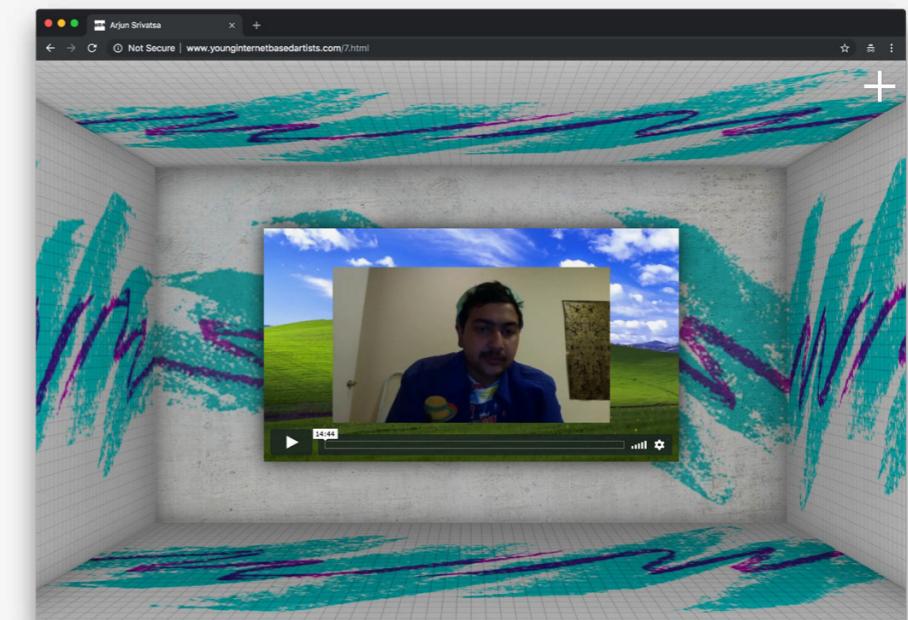
Landing view of the exhibition:  
In this screenshot the optional  
information overlay is  
switched on.



Example artwork view 2:  
In this screenshot the  
optional information  
overlay is switched off.



Example artwork view 1:  
In this screenshot the  
optional information  
overlay is switched on.



Example artwork view 3:  
This view features  
embedded video.

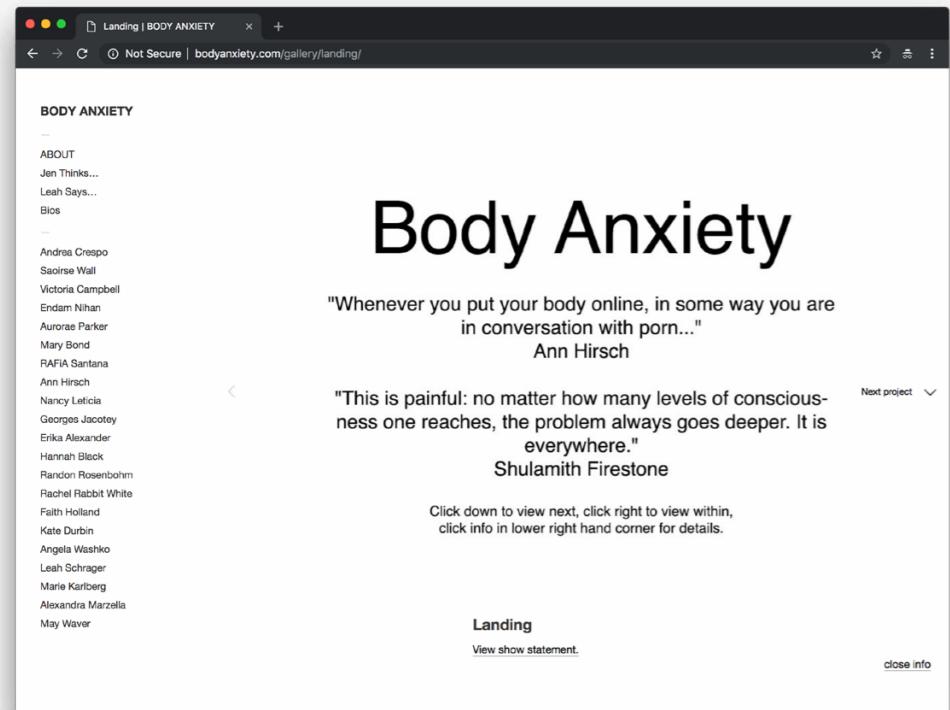
- ★  
Virtual 3D gallery environment
- ★  
Horizontal "slide" transition
- ★  
Overlay state for contextual information
- ★  
External embedded media
- ★  
Artworks hosted on exhibition site

Reference URL: <http://www.younginternetbasedartists.com/>

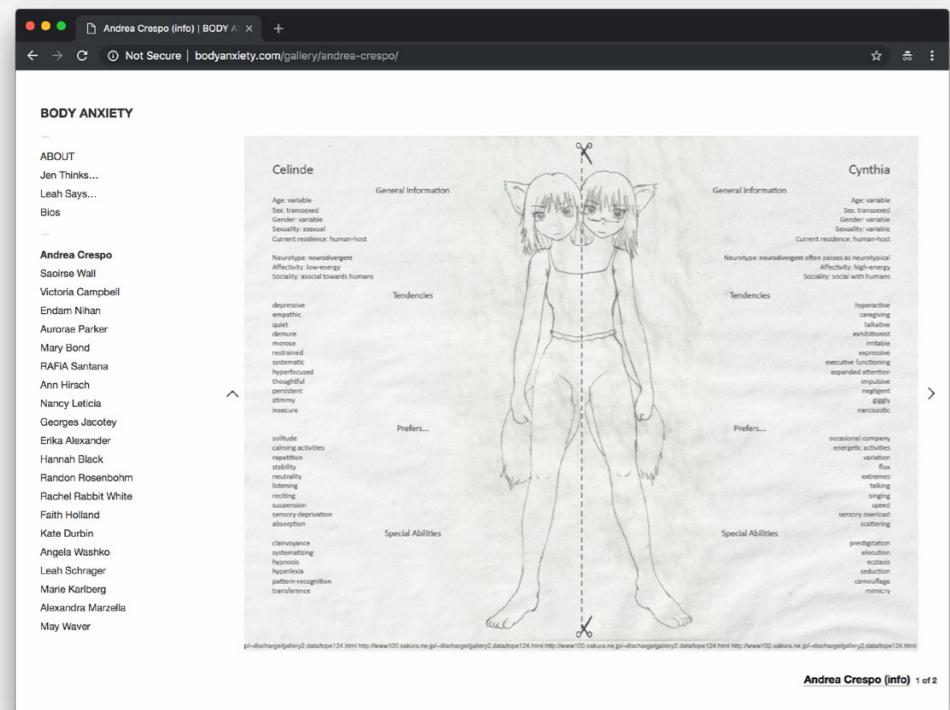
Date of screenshots: 2018-11-25

Notes: This online exhibition utilizes Gallery 404 – an open-source, browser-based 3D exhibition space platform – offering a virtual gallery wall for artists to display their work and to modify the surrounding wall surfaces. The look and feel of the 3D space resembles Metaverse tropes, and other computer game virtual worlds, but it is not an immersive environment. More conventional web-based navigation tools allow the user to either experience the exhibition as a linear slide show – with left/ right arrow controls, or to jump between artworks via a list of artists' names. All navigation controls are accessible in an overlay state from an expandable menu button. While some artworks are hosted on the site itself, others rely on external sources being embedded in the virtual gallery space.

# Body Anxiety (2015)



Landing view of the exhibition:  
A static sidebar on the left displays a list of all the exhibiting artists' names and functions as an index/navigation menu.



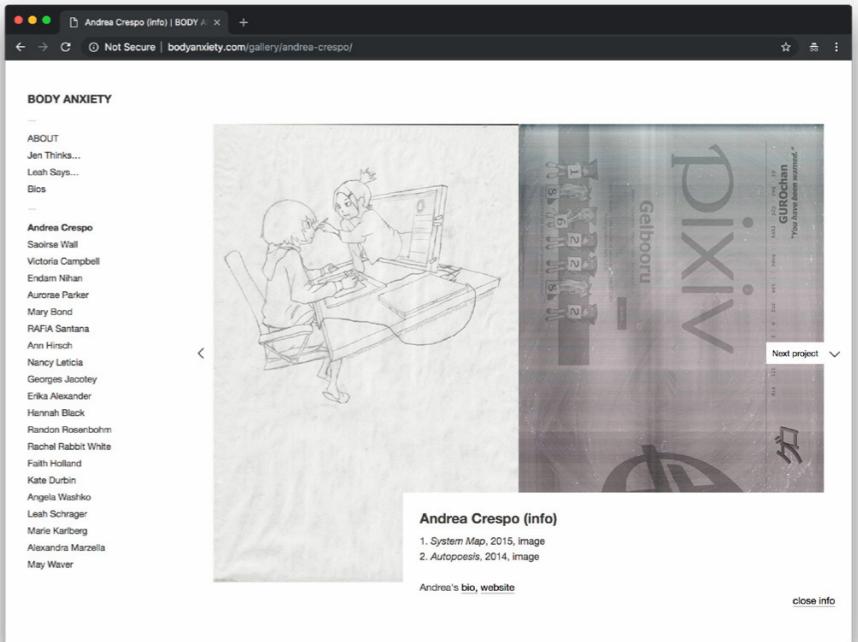
Example artwork view 1.

★  
“White cube” exhibition approach

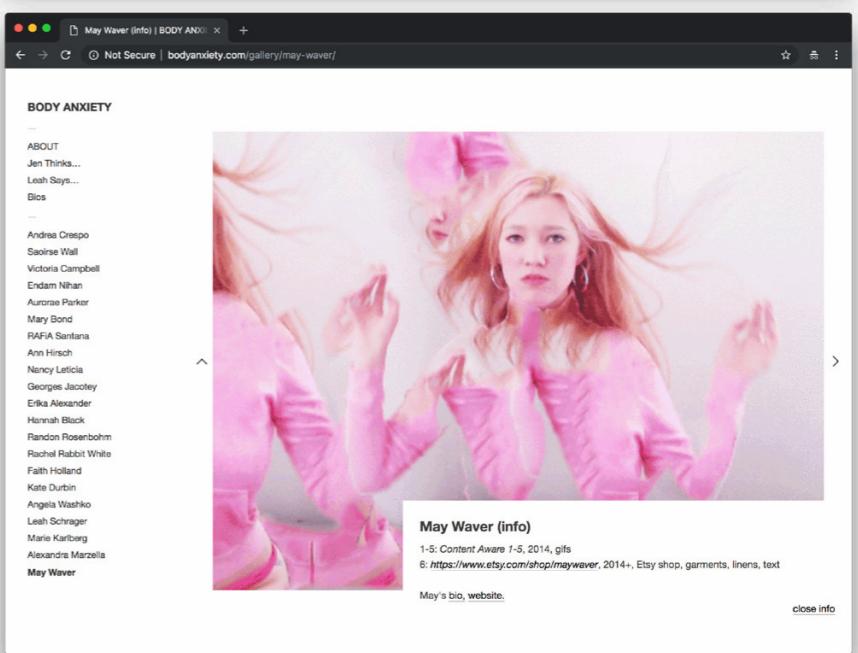
★  
Horizontal “slide” transition

★  
Overlay state for contextual information

Example artwork view 2:  
In this screenshot, the information overlay panel is switched on. Navigation within projects is horizontal, and users are able to flip through a slideshow of images left to right. Navigation between projects is vertical. Users can click on the ‘Next project’ button (centre right) to auto-scroll down the page and reach the next project.



Example artwork view 3.

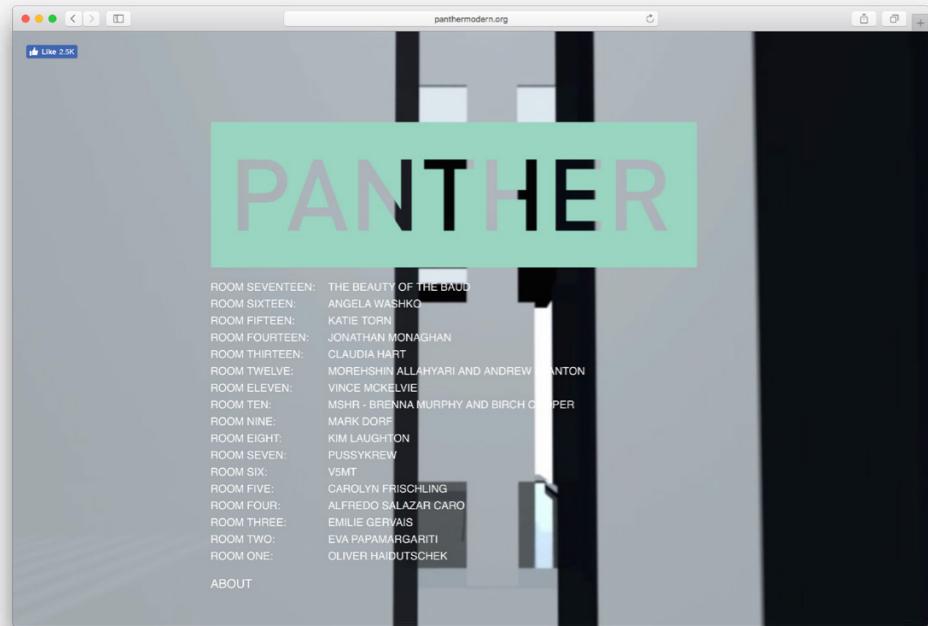


Reference URL: <http://bodyanxiety.com/>

Date of screenshots: 2018-11-25

Notes: The white space and the straightforward navigation style adhere to the portfolio and gallery websites from the late 2010s. The overall layout follows the established “index + exhibit format” popularised by the Indexhibit platform, still widely used by artists and designers to date. An ‘invisible’ / ‘transparent’ approach to the interface design adheres to the ‘white cube’ gallery space paradigm. Limited contextual information is provided via the ‘info’ button (lower right) which opens an overlay panel. The medium labels suggest where the artworks are hosted – images and animated GIFs are hosted on the exhibition site; videos are embedded from external platforms; websites added as links only.

## Panther Modern (2014–2016)

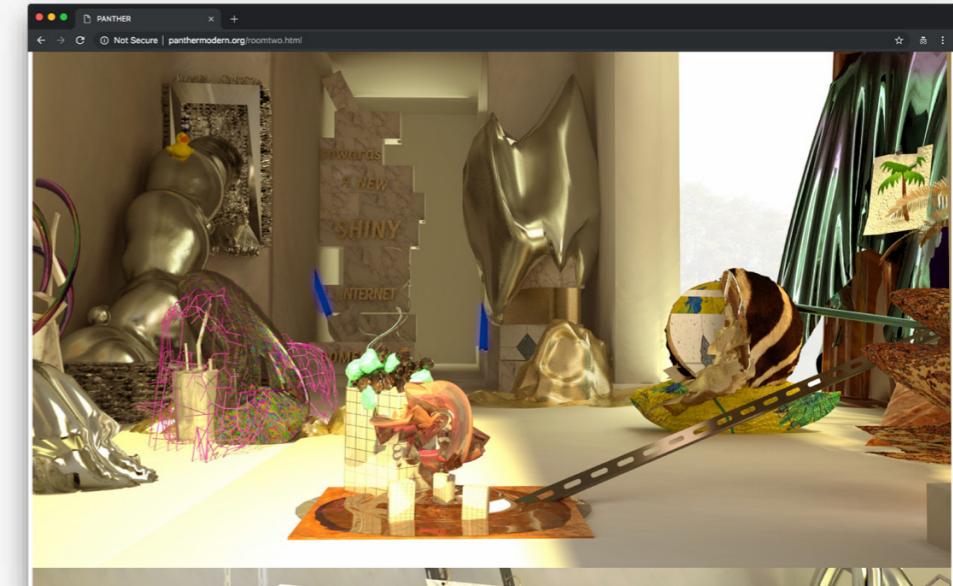


Landing view of the exhibition 1:  
Artists/ exhibition areas are listed  
in an index list format.

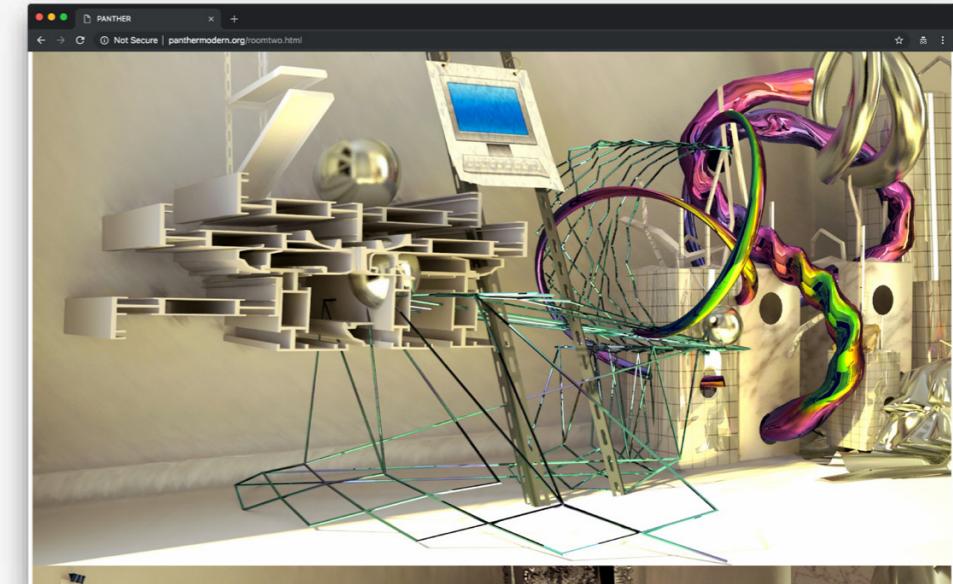


Landing view of the exhibition 2:  
A video pans around the 3D  
virtual space in the background  
(not available in all browsers).

Example artwork view 1:  
A series of images are  
stacked vertically on the  
page.



Example artwork view 2.



Reference URL: <https://neverlandspace.com>

Date of screenshots: 2018-11-25

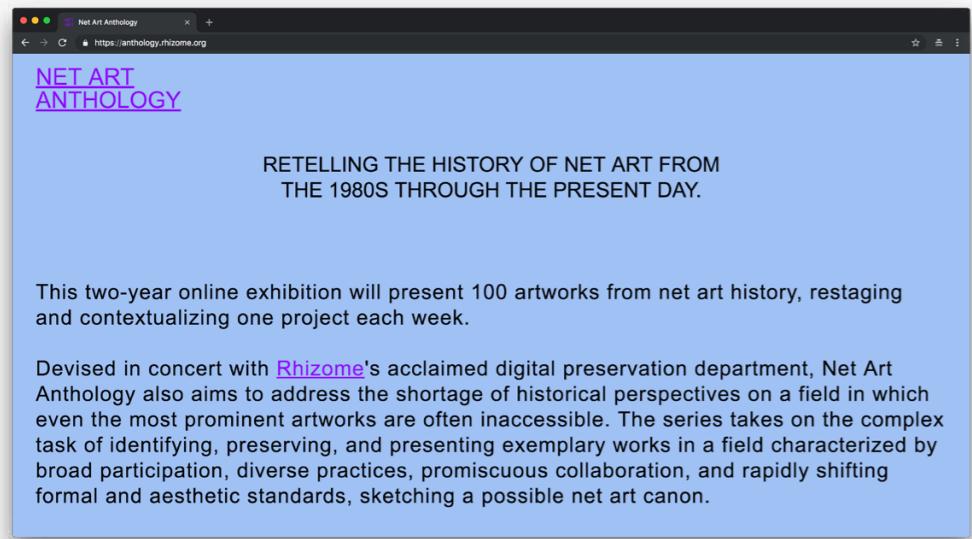
Notes: Panther Modern is a file-based exhibition space. Each artist is allocated a 'room' to create a site-specific work. Rooms are linked visually in the images rendering the 3D-modelled space, but not structurally: i.e. users cannot navigate across the 3D modelled space or from one room page to another. The works are presented mostly as a series of .jpg images stacked in a vertical scroll. Some pages (but not all) require the no longer supported Unity-3D web player browser plug-in, and in its absence load only the static .jpg images. This indicates that the exhibition was originally conceived as a fully immersive environment, borrowing paradigms from computer game virtual worlds, but due to the Unity-3D plug-in's obsolescence this level of interaction is no longer available to the user.

★  
Virtual 3D gallery  
environment

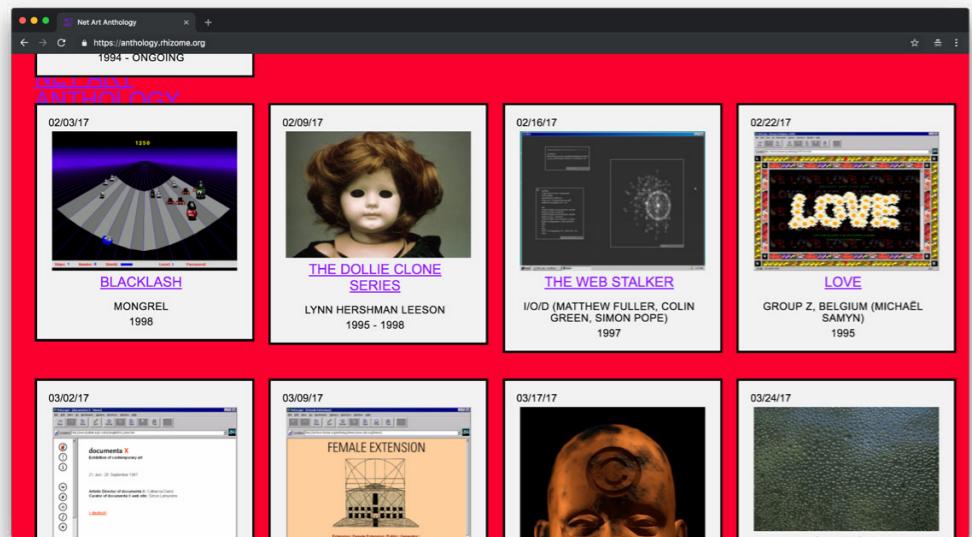
★  
Artworks hosted on  
exhibition site

★  
External embedded  
media

# Net Art Anthology (2016–2018)



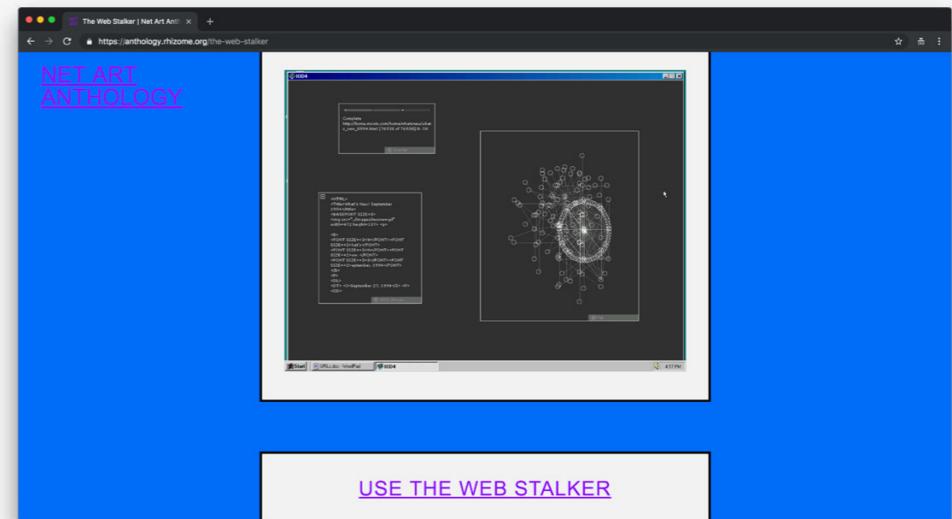
Landing view of the exhibition 1:  
A short text introduces the exhibition context.



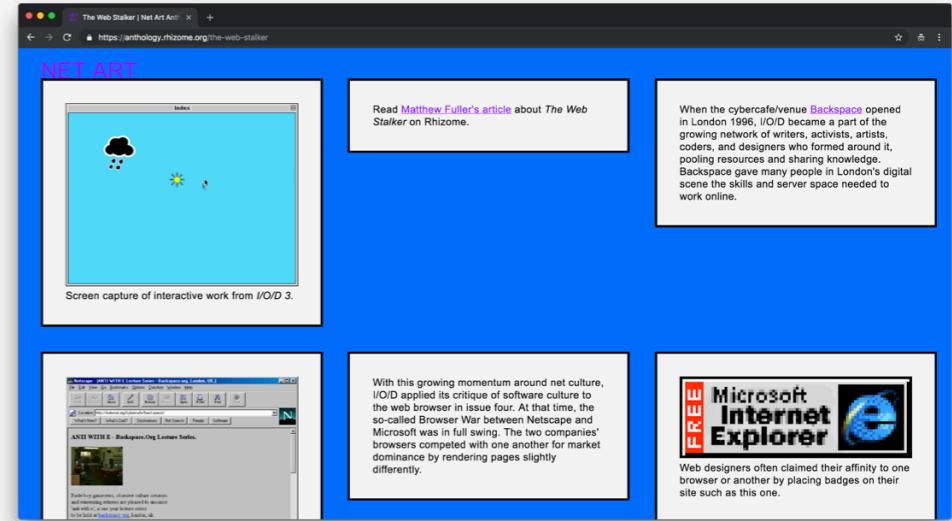
Landing view of the exhibition 2:  
An overview of the exhibition is provided via chapter divisions and previews of the artworks as thumbnail images.

- ★ Overviews & previews
- ★ Vertical scroll
- ★ Browser frame included in previews
- ★ Rich context
- ★ Artworks hosted on exhibition site
- ★ Emulated environments

Example artwork view 1:  
A representation screenshot and entry point button are constant features across all artwork presentations.



Example artwork view 2:  
Further contextual supplements are presented in bite-sized 'chunks' of visual/ textual information.



Reference URL: <https://anthology.rhizome.org/>

Date of screenshots: 2018-11-25

Notes: The Net Art Anthology is Rhizome's most recent exhibition of net art. During user research sessions, users were asked to comment on the interface design. Stand-out features were: the generous size of artwork previews, which provide an at-a-glance overview of the exhibition; the rich contextual information around artworks (including supplementary literature and published texts); as well as the emulated representations of artworks in their native environments.