

Developing New Features for The *Trompe-l'œil*. An AR-Prototype for the Gemäldegalerie - Berlin



Staatliche Museen zu Berlin
Preußischer Kulturbesitz



Briefing for the NYU-Berlin - Augmenting The Gallery
Ceren Topcu (c.topcu@smb.spk-berlin.de)

1. The Design Challenge

- How can Augmented Reality be used to improve the visitor experience within the Gemäldegalerie without interfering with non-users or drawing attention away from the art?
- Task: To extend the AR-Prototype Trompe-l'œil for the Gemäldegalerie with new augmented reality features.



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2. Insights from museum4punkt0 Visitor Research

- According to the visitor research of museum4punkt0 - Staatliche Museen zu Berlin:

The visitors
wish more context
about the
artworks in the
Gemäldegalerie

The visitors need
spatial orientation
in the
Gemäldegalerie



3. Who are we designing for?

- Young audience who is between 14–29 years old and look for new experiences and are curious about art.
- Target audience is explorers & experience seekers*

*Falk, J.H. und L.D. Dierking. 2014. The Museum Experience Revisited. Walnut Creek, CA: Left Coast Press.



4. How did we create and evaluate the ideas?



1. Reconstruct
the artwork

2. Layers
of the painting



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Early Concept Prototype

- Reconstruct the artwork



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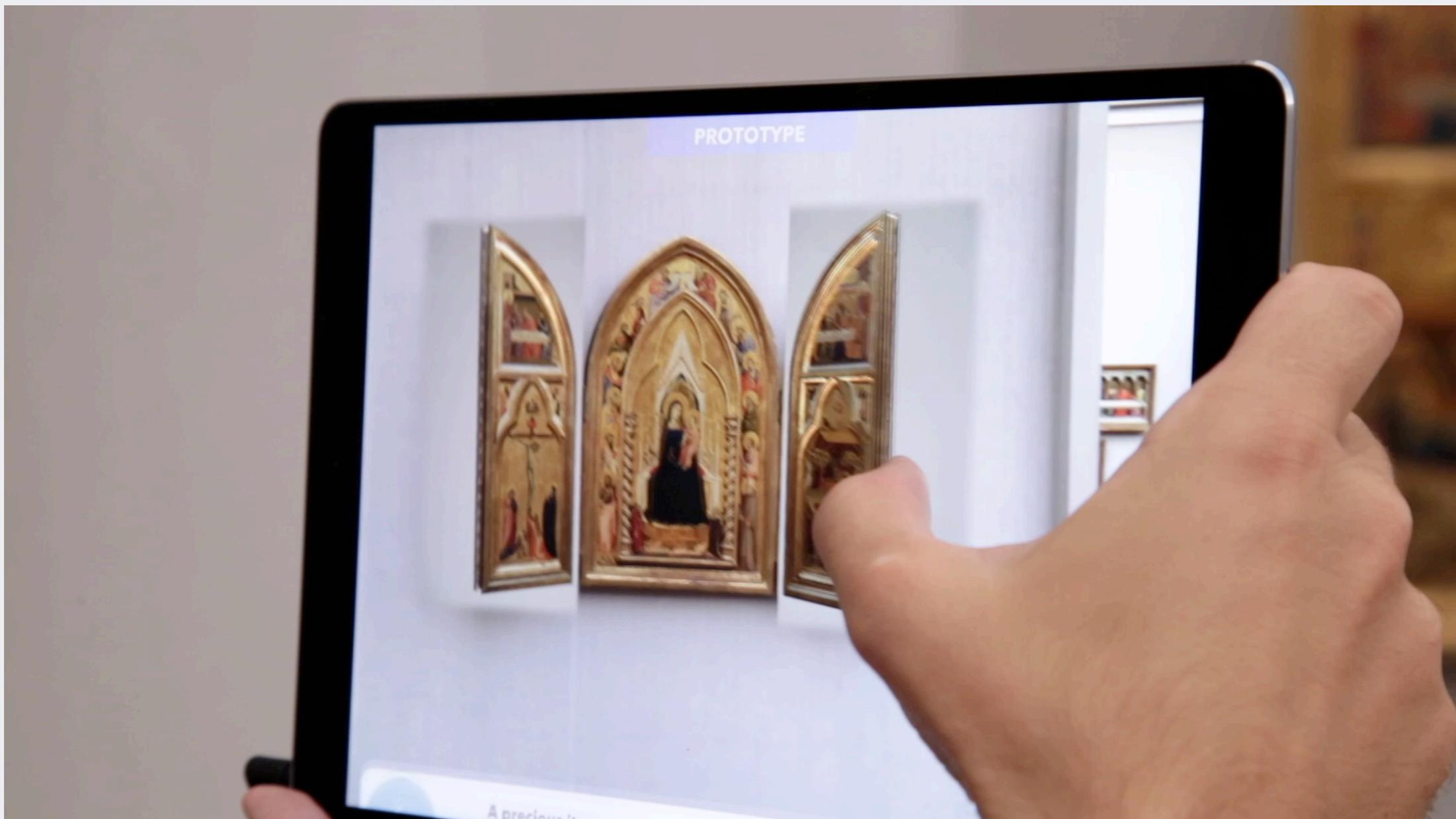


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High Fidelity Prototype

- Reconstruct the artwork



00:00:24 - 00:00:30 © NEEEU Spaces GmbH



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Early Concept Prototype

- Layers of painting



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High Fidelity Prototype

- Layers of painting



00:00:30-00:00:46 © Jana Koelmel / NEEEU Spaces GmbH



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How does it work?

1. The user points his/her iPad at the painting. The iPad's camera scans the painting and points of interest (POIs) appear on top of that painting – in the shape of a bubble, floating in front of the painting. There are minimum two, maximum four POIs for each painting.
2. The user taps on a bubble and content will be triggered. There are two types of content – text and audio. In addition to that there are special interactions, which enable visitors to explore the painting in unique ways, such as opening and closing the triptych or revealing the x-ray examination of a painting.

*****Please see screenshots which delivered with the briefing*****



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More about the project

- Code and technical documentation of the prototype is accessible via <https://github.com/museum4punkt0/Trompe-Loeil-AR>
- More about the project in german and english: <https://www.museum4punkt0.de/ergebnis/ar-anwendung-gemaeldegalerie-trompe-loeil/>
- More about the design process (in EN): <https://medium.com/neeeu/applying-a-human-centred-design-process-to-create-an-augmented-reality-app-for-the-national-11b3cd8008da>

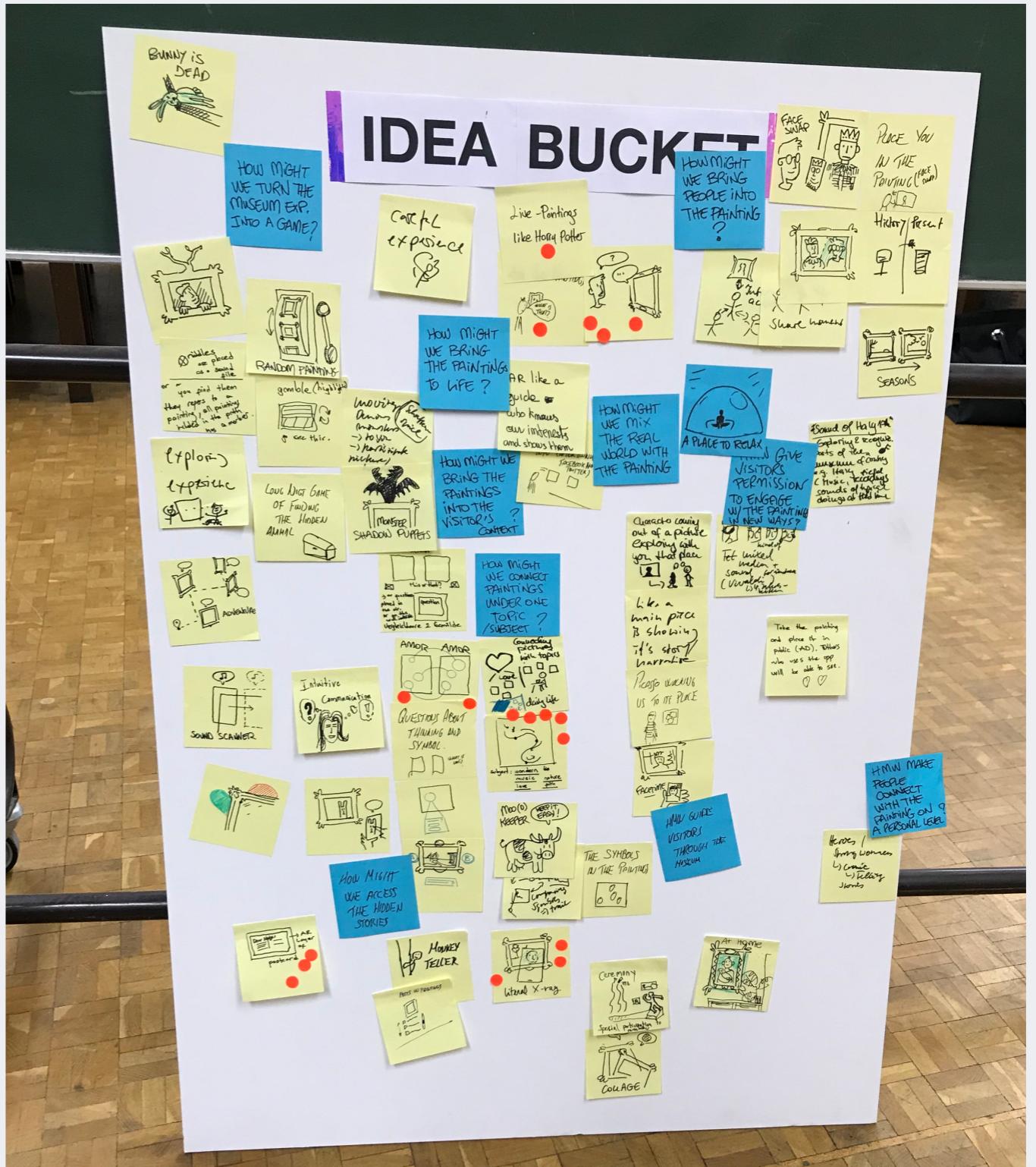


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Inspiration Board



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Trompe L'Oeil is a prototype developed by [NEEEU Spaces GmbH](#) and museum4punkt0 - Staatliche Museen zu Berlin

All the pictures in this presentation © Ceren Topcu



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