



A New Perspective While Plugged In

by Ren Davison

What about people who *want* to like museums, but feel like there's something standing in their way?

Concept:

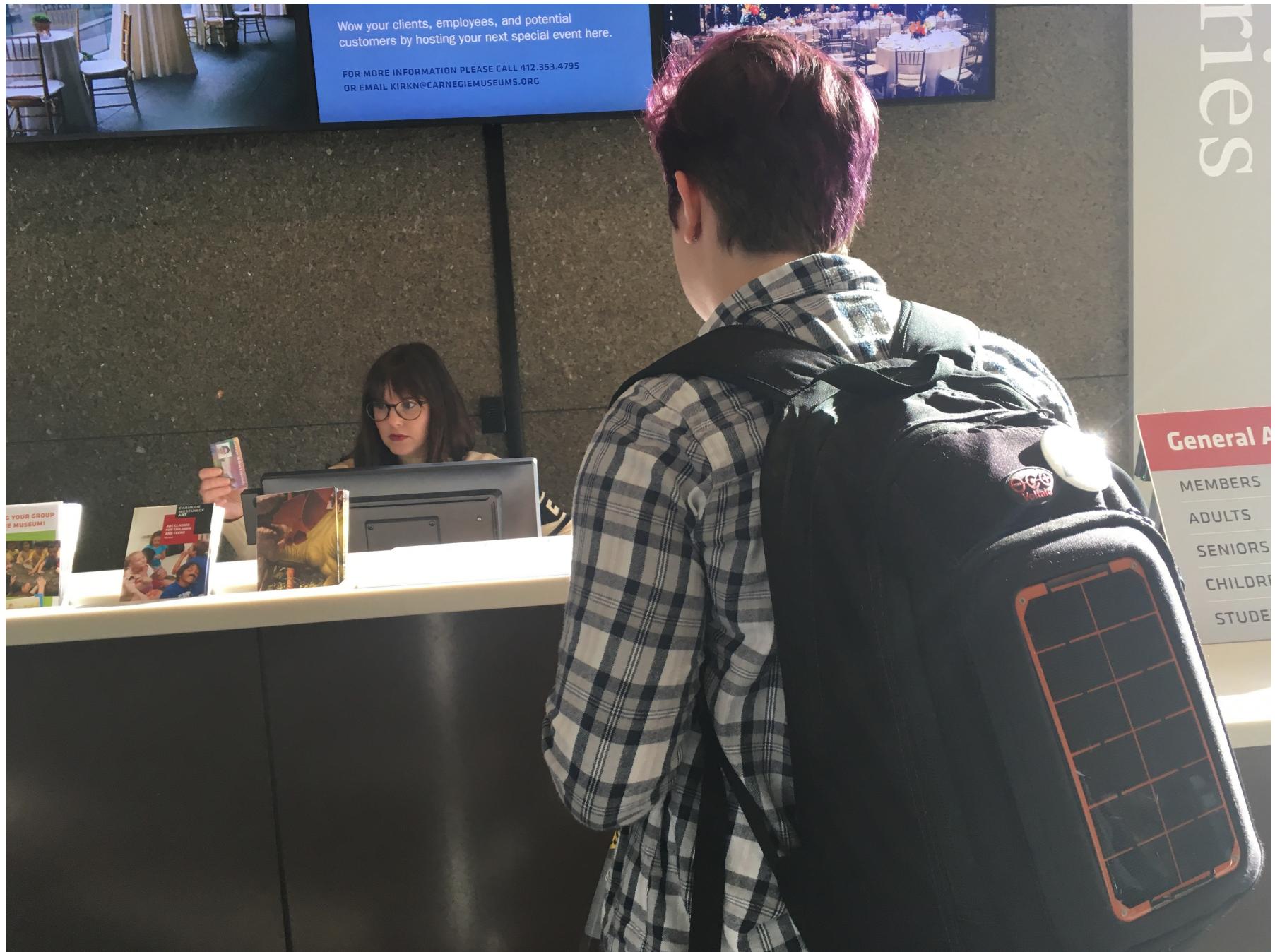
Groups of friends or family often go to museums together, and each member of the group has a varying level of background knowledge or interest in art. While walking around with more knowledgeable friends can be a fun experience for art newbies, often giving them a perspective on the pieces they might not have considered, this requires the group to stick together. I wanted to translate this concept to a more individual experience.

Scenario:

A group of friends goes to the CMOA. They decide to split up and check out different galleries. One of the friends that is left on his own has little to no background in art, and feels awkward and even uncomfortable alone in the gallery. He also feels like he should be getting more out of this trip to the museum than he currently is, but doesn't know how to go about achieving that goal.

Goals:

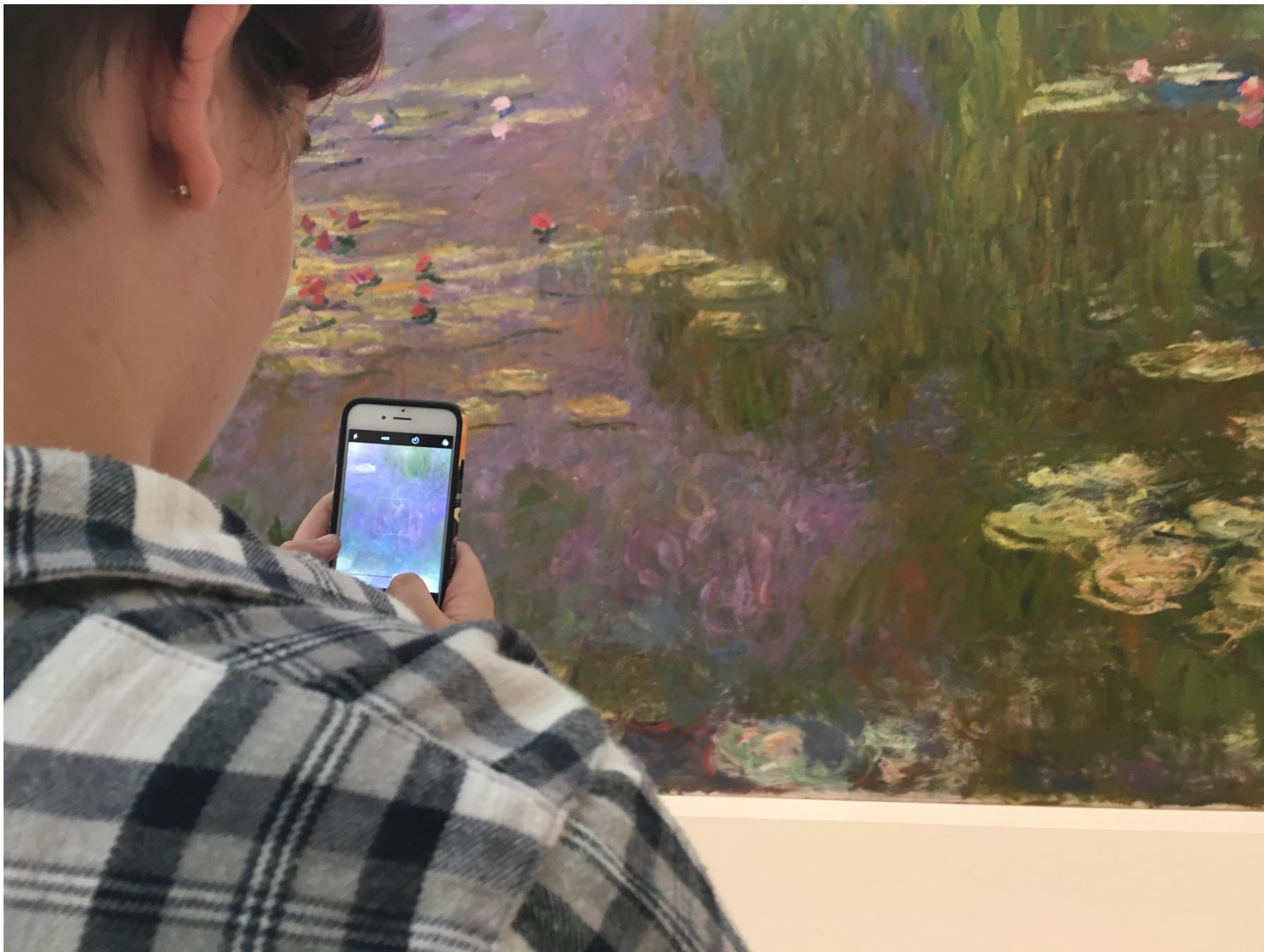
1. *Focus on the individual* - create an experience that a person can participate in on an individual level, and private enough to alleviate any feelings of discomfort or awkwardness
2. *Accessible knowledge* - add an additional level of understanding to an Individual's trip to the CMOA, assuming little to no former/background knowledge regarding art and art history
3. *A personal touch* - add in the element of the personal, human feeling of having a friend talk someone through a "tour" of a museum



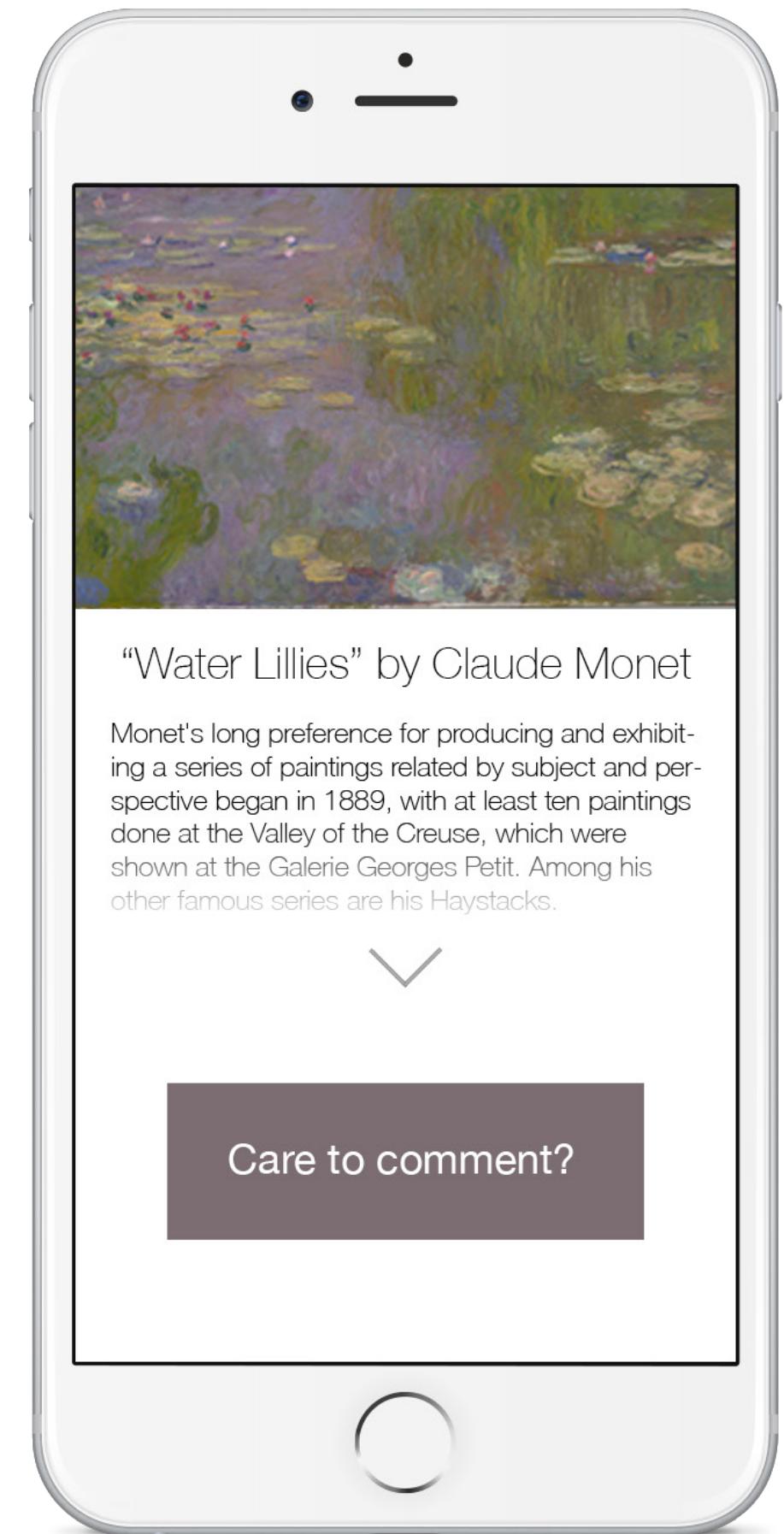
Patrons are encouraged to download the CMOA app when checking in. The app recognizes when members are back in the museum and new patrons can opt into the service when they check in.

Sensors placed strategically around the museum detect when patrons linger in front of works for more than a few seconds.





The sensors interface with the app to bring up that work's information on the patron's phone.



•••• AT&T LTE

9:03 PM

85%

< Messages

CMOA

Contact

I absolutely love this painting! It reminds me of a similar one that I saw on my trip to Paris.

This painting makes me feel at ease. I think it has something to do with the way the artist used such thick and representational brushstrokes.



iMessage

Send

Text the pre-entered number a comment, and the patron receives someone else's anonymous comment on the same work as a reply!

*Back-and-forth commenting and
subscriptions to favorite commentors.*

A simultaneously individual and personalized experience built to introduce, inform, and respect the desires and experiences of patrons.