

Reflection: Victoria Valdes (vevagency.com)

## **Pérez Art Museum Miami (PAMM) Brickell, FL**

Among contemporary art pieces on display at the Pérez Art Museum Miami (PAMM), it also includes some of the first fully augmented reality exhibits that are initially unseen to visitors.

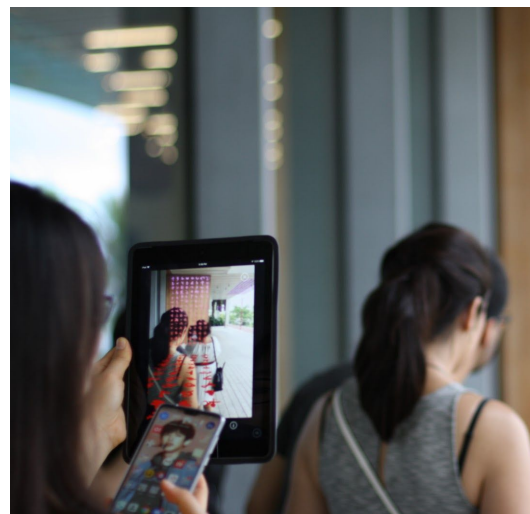
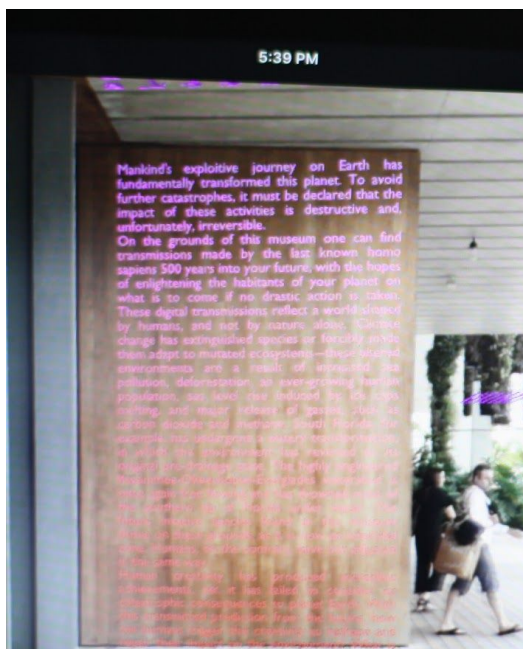
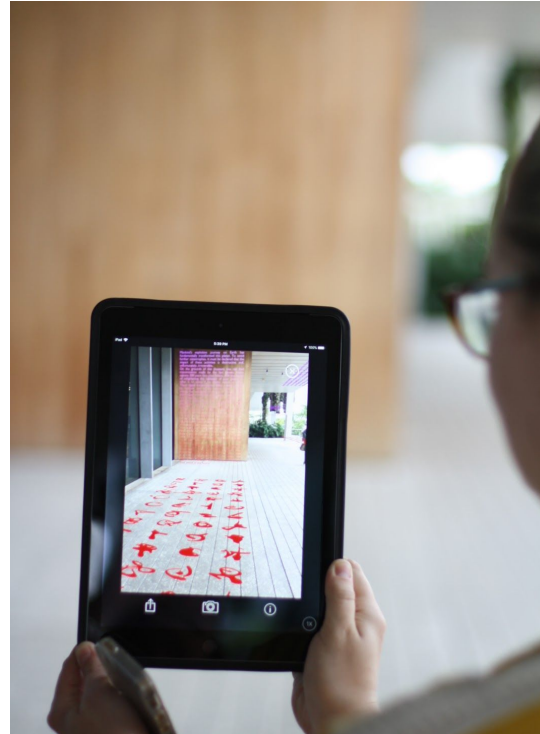
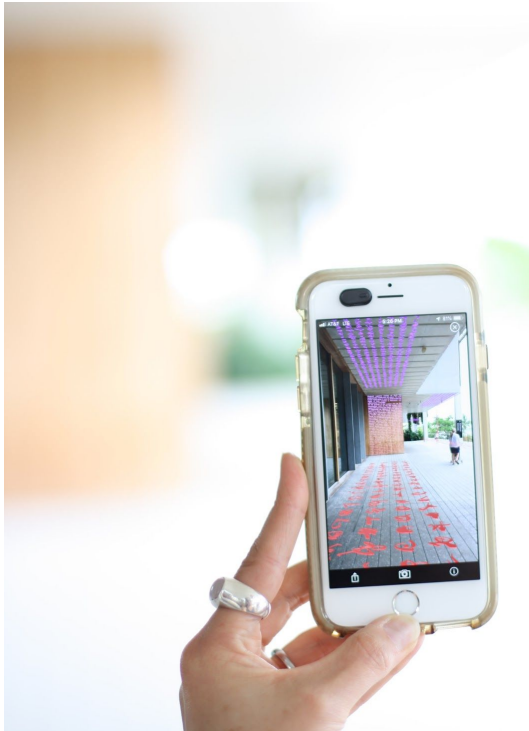
Upon arriving from the parking lot to the top of the staircase onto the museum lobby level, visitors encounter a QR code sticker placed on the floor by the artistic street sign installation.



This QR code scanned with an iPhone or iPad, as well as Android (not tested in this tour), reveals the augmented reality world on the exterior of the museum entrance.

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The augmented reality exhibit is viewed through the lens of the device into the space around the terrace entrance of the museum floors and walls. As you can see in the phone or tablet, foreign symbols are mapped around the space, and upon click to the text on the wall reveals a story about the augmented reality exhibit in plain alphabet text, beginning with the words, *"Mankind's explosive journey on Earth has fundamentally transformed the planet."*





The exhibit's significance is how mankind's impact on the world is unseen to our bare eyes, but upon tapping into the space around, one can see the closer marks and traces that humanity has left on the Earth grounds and atmosphere.

The exhibit may be seen by a large amount of people, due to high traffic at the PAMM museum, however many visitors may not engage with the QR code to reveal the hidden augmented reality exhibit. For those that do, they will contribute to shaping the wider public's understanding of the topic of human impact on the Earth.

This exhibit is using common technology, such as our smartphones, to engage in a new and interesting way through augmented reality (AR) visualization.

This AR exhibit is innovative in bringing the museum to life, without entering the museum doors and paying for a ticket. It allows local passer-bys to scan the QR code and get a glimpse into artful innovation in design and education.

Public historians should be interested in this particular exhibit, as it invites more building spaces to provide the public with a glimpse of what the interior walls hold for them, as well as providing a rich unconventional insight into technology and natural settings being merged.

This exhibit's longevity will continue to progress, due to technology software that can be updated behind the scenes, and uploaded periodically to provide a more intuitive exhibition to the public.



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The PAMM also includes another AR exhibit near the back terrace ocean view. It notes the jellyfish as an invasive species in South Florida waters, with upside down jellyfish that highlights the museum architecture's tall frame by the tentacles projecting upward and the base of the jellyfish on the floor of the space.



In addition, the PAMM has a third AR exhibit inside the museum auditorium of a bug-like creature floating above the seats.

Each exhibit includes the QR codes and vertical signage with title and brief story of the AR installation through which visitors are prompted to engage with the space.

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<https://drive.google.com/file/d/1I7ZbBlp1GMqybZQJLq2Cz7HqsyVLTiS/view?usp=sharing>.