InsideArt

Concept

InsideArt is a concept that is designed for art museums to promote the connection between visitors and artworks. Using personalilization approach, the concept strives to match visitors with relevant artworks providing visitors an opportunity find their own reflection inside masterpieces enhancing it with a personally meaningful context. Visitors will be invited to the digital screen at the beginning of exhibition to choose keywords that identifies them and make a photo. Gigital token will be provided as a tangible guide that will vibrate each time visitor passes by matching artwork. When visitor approach the digital screen located next to the painting, they will will be able to explore the painting in more details, find themselves in the art and read additional backgroung information which is connected to them.

Target Audience

• People who like to visit museums and have no specific art background
• Group visitors

Project Aims

The objective of our project is to explore the key factors that make people connected to the exhibitions in a museum. Through the use of social and mobile technologies, we look at ways to enhance visitors engagement with the artworks, to deep their connections through establishing links between their personalities and the meaning behind the art objects. The provided opportunity to see themselves in the art and be navigated with a digital token desires to provide another layer of connection.

Though information about the author does give insight and background that enables visitors to be connected to the artwork, our project is looking beyond the mere display of more information to capture and maintain visitors' connection with a piece of art.

Design Process

Initial interviews
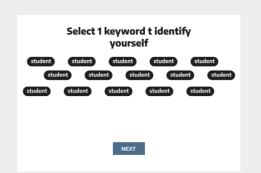5 interviewees

Visitors have more meaningful experience if they feel a connection to the exhibits

Contexual enquiry
GOMA, Brisbane Art Museum

Art experts or scholars are not interested in interactive technologies as it distance from the art

Multiple spectators who share a single screen to explore the exhibition beyond the caption on the wall might result in a greater discussion.

Digital portable device can distract spectators

Interpretation, personalisation and socialization are important factors for interactive technologies in museums

Visitors are more connected with artwork if they find some reflection of themselves

Dawn Chorus

Andy Carnegie Chatbot

Google Arts and Culture

Bunratty Folk Park

Visitors evoke more inclusion in the exhibition having an emotional connection with the author, background information, or personal interest to the topic

Social interaction triggers new interpretations, making them more interested and connected to the artworks

Spectator experience differs based on individual visit or in a group

Literature and existing projects review

Personal experience is not limited by the psychological or the knowledge, but also emerges from their interaction with other people.

Visitors evoked "rich sensory relationships to some of the tangible objects" and that people valued them as a physical reminder of their interaction in a museum.

Idea evaluation Workshop

It helped the users to see details they would not ordinarily see in a fixed exhibit of painting as well as the freedom to explore specific sections.

Keywords should be constructed based on existing artworks

Digital version provides them freedom to navigate, expand and control aspects of the view of the artwork.

The description should be constructed in a way to provide relevant and meaningfult context based on selected keywords

Prototype