

“Museums contribute to the richness of the collective human experience.”
– Museums for a New Century, American Association of Museums

CONCEPT

Our project will propose a designed experience that allows the user to make a meaningful connection with the art. We will execute this by using eye-tracking technology that will monitor where the viewer looks at art and provide information about the work.

How may we design an alternative experience that allows the individual to connect with artwork through the multi-sensory?

Our project works to understand the relationship between artwork and its viewer, and will harness and test levels of connectivity as well the experiential.

How do we enhance engagement through the participatory (to play), through the experiential (to have a lasting impression), and through the multi-sensory (to discover)?

How do we consider variant functioning levels in order to ensure equal access to the experience of the museum and to artwork?

An integration of variant museum experiences through programming models and modes of connectivity: homogenizing, into the everyday.

PROJECT

The project manifestation will focus on the stance one has when looking at a piece of artwork. Our design will be a freestanding, scalable interface that ultimately aims to propose a system, method, or mode for the evolution of the museum experience.

What are the experiences we have had when visiting the art museum aligned with the experience we had at Met Escapes.

The magnificent, mystified art: more conversational, and more about hands on approach

Crowded: Not crowded

Easy to understand: what would our group be called: memorable and identifiable

Noise: environment and space

How does one deal with overwhelming environments?

Steps of the experience:

- + Allow the individual to understand variant processes of art making
- + Participating and investigations: the actual, more tangible experience
- + Making a meaningful observation, and contextualizing the art in association with the everyday
- + Take away: considering the lasting effect (tangible, virtual, sharing)

Option 1: Low-tech

A collage of textures, colors and topics as a combined form of existing works of art in the Mets collection that people will be able to touch.

The goal is for participants to see and feel the difference between various art techniques, allowing them to connect with the work and make meaningful observations. We want visitors to ultimately feel a part of something. The experience we wish to create does not focus on the tradition visual exchange art and viewer assume, but rather allows for the participant to feel a part of the artwork and to feel associated with it through the process of *the focus*.

A part of a watercolor painting may be next to some oil painting of a different style. A possible side effect would be that people search for the work of art that was referenced in the art we create.

Option 2: High-tech

An eye tracking station that tracks eye movements over time as you look at an art work. Areas most focused on will tell you information about the work, and it will print out a data visualization of your eye movements (receipt). Participants will have the option to share this information (receipt) via email or social media.

The goal is for participants to visualize how they are seeing the art.

In this project, we are monitoring the way in which people take in art by directly honing in on one's specific area of interest or inquiry. A compiling of data can then be read, visualized, and a feedback can emerge.

How long will it take to build it? What would the process look like to assemble to technology?

Every week or day, the eye tracker would display the collection of past experiences. It gives a read of the day, and is also scalable.