

Final Presentation Strategy Proposal

Museum Accessibility: Parsons Met Collab

Group: Art Experience Through Programming and Technology

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Project Statement:

Our project focuses on the interaction between the viewer and art by designing opportunity for conversations and dynamic viewing experiences to be shared by participants. Technology (eye tracking) is applied to help visualize the relationship between what the viewer is seeing, and what they are looking at. The goal of our project is to enhance one's connection to themes explored in art. By combining education, programming and technology we aim to foster meaningful experiences for all Met visitors through individual and collective participation of art viewing.

Programming:

Access Coordination at The Met provides a series of programs for visitors with various disabilities. Programming techniques allow visitors to learn about art themes as well as provide hands-on experiences with the artwork. Our project uses learning outcomes considered in these techniques, allowing the viewer to discover their own interpretations of an art piece based on how the work appears to them. We will frame our learning outcomes around artistic elements and materials explored in one Impressionist painting within the met collection.

Artwork:

Still Life with Apples and a Pot of Primroses, 1890

Paul Cézanne, Oil on Canvas

Technology:

With technology in constant flux, museums must consider how to incorporate it in a variety of ways. Our project will use technology to track eye movement. The objective is to discover new modes of communicating during personal art viewing experiences. Seeing through physical tracking by technological applications may allow the viewer to discover more about art and the art process.

Target Audience:

Our program intends to specifically target individuals who are non-verbal as well as verbal individuals who may experience difficulty expressing what they see. In order to ensure dialogues and conversations around the artwork are effective, all variants of museum visitors are encouraged to participate.

User Flow:

1) Arrival & Greeting:

Participants arrive to the program and are greeted by facilitator.

2) Program Overview:

The facilitator introduces themselves and explains the program topic, subject matter, objectives and explains the technology in order to ensure each participant feels comfortable and is well informed. Information is given concisely and in straightforward

terms in order to ensure participants are not overwhelmed by information or distracted from the overall program experience.

3) **Art Brief (pre-viewing):** Before the participant views to art piece, the facilitator introduces the artwork that will be on display, including the title, artists, time period, and medium.

4) **Viewing:** The participant is provided the technical gear. Once they are ready, the facilitator will unveil the art piece. The viewing commences as well as the tracking. The participant has as long or as short as they please to view to piece.

5) **Receipt:** Once the tracking concludes, the receipt is generated on the computer based on what the participant specifically looked at. (*more about receipt bellow*)

6) **Participant Response:** Participant is able to speak what they saw and will have a receipt that will show what they looked at in the art work.

7) **Discussion:** Considering the receipts findings as well as the dispensed information about the art, facilitators will engage in further dialogue as well as help lead conversation about the work.

8) **Tactile Experience:** Swatches or props relating to the art will also be shared so that participants can feel some of the materials used in the painting.

Floor Plan:

The viewer will stand or sit in the “standing space” for the program overview, art brief, and viewing the facilitator will stand beside them. The art will be unveiled to the viewer, which will be set up on the wall. The cart will have a computer, which will be connected to the eye tracking glasses and will be monitored by the eye-tracking manager. The table with equipment will have all the printing materials for the receipts and additional information provided by the printer manager and the information manager.

Receipt:

A receipt is given to every viewer who tries our eye tracking experience. After presenting and revealing the painting, the viewer views the painting while being eye tracked. When he is done viewing it, we use the eye tracking data for creating a small trace of it. We gather the relevant information about the painting from what the viewer looked at, and place it and the tracing on a half letter sized receipt. The receipt is meant to be a souvenir for the viewers and to create further discussion and conversation about the painting and/or the experience between the different participants.

The receipt will look like a postcard, which is a natural product of the museum. On one side will be the painting and on the other side, the information that was gathered and a small place for the Met sticker with the Met logo and the date. The tracing will appear directly above the painting or as a transparent paper.

The receipt will be created on the spot, after all the data was gathered, and will be printed immediately.