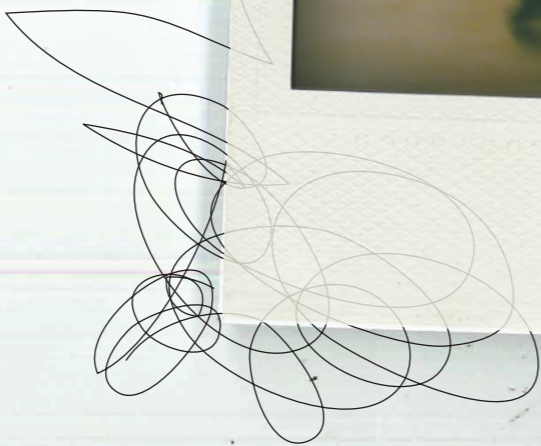


design goal



the  
unbearable  
*lightness*  
of art



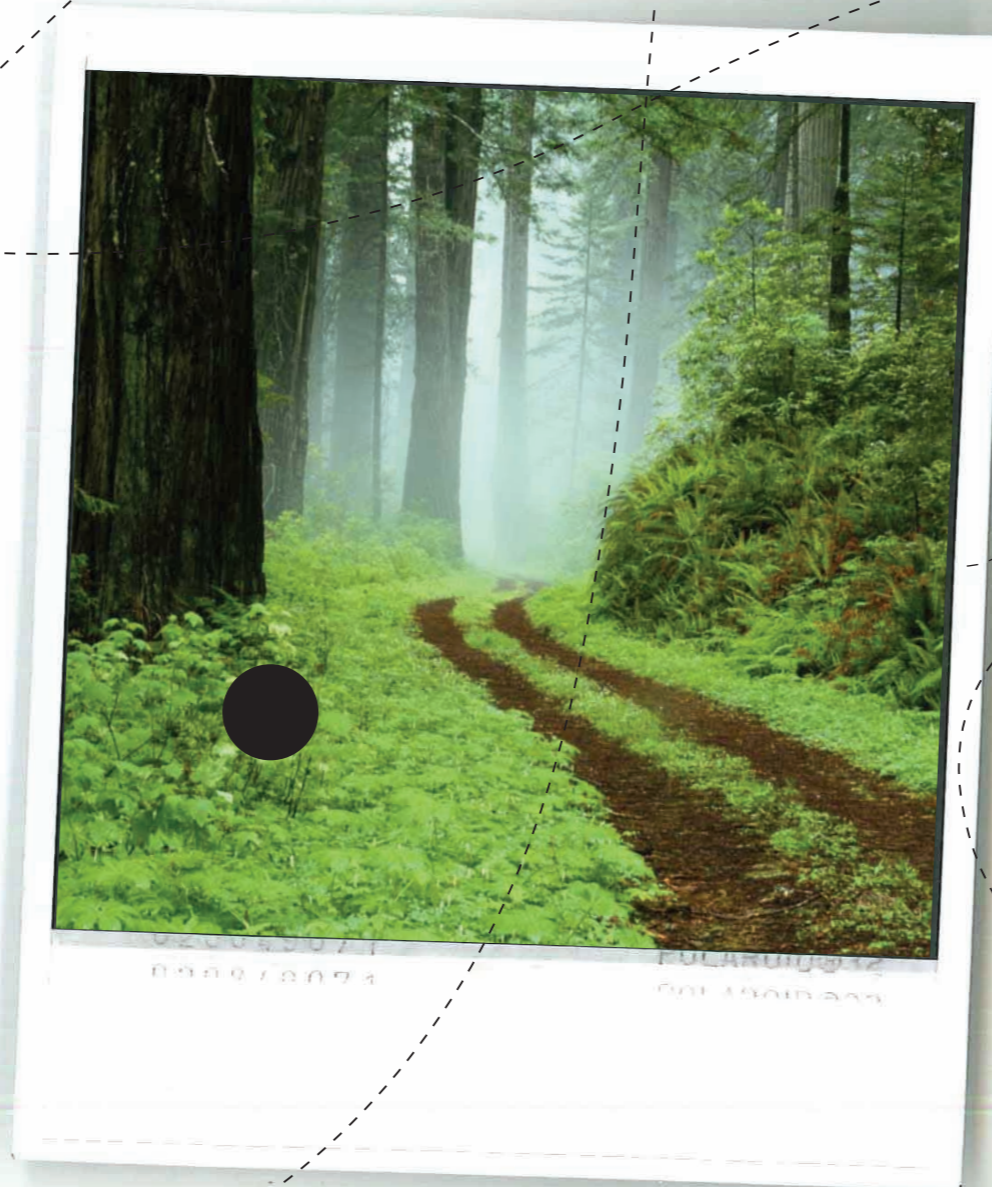
I want to enrich the contemporary art museum experience by making the visit an **interactive playground** where visitors can express, share and contribute.

By doing so the visitors modify the museum content and influence the possible interactions between the artworks and the exhibition space itself.

design goal



interaction  
vision



as in a forest  
you like the idea of  
*feeling lost* in it  
but in the end, you  
want to make sure  
you are following  
a path  
that you are linking  
everything together,  
*collecting traces.*

New technologies as smart phone applications (but also social media) can create an art experience of the future.

It's not only about reaching out to a broader or bigger audience, but it connects visitors directly with the institution – and other visitors – and it can have an important impact on communications, interaction and museum learning.

Also, it might help an art institution to understand the public a bit more and vice versa, especially when users are able to add content and knowledge and share opinions with the institution (or the people that work in the institutions).

Belinda Hak,

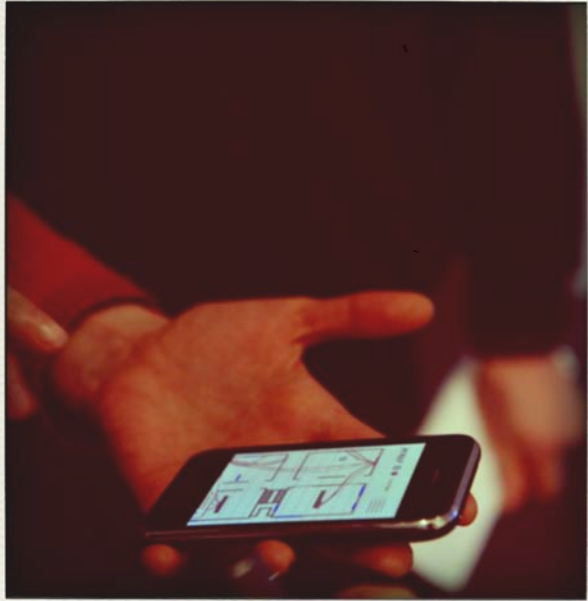
*education project curator*

Witte de With,

Center for Contemporary Art

"Enrica's application allows us to explore all these possibilities and we're all very excited about it."





## evaluation study



- + feeling of contributing to the exhibition
- + one place, *mine*, where to store everything
- + share notes and tag anonymously people want to see what b-her people think
- + it understands the location in the museum
- not easy to come back
- the graphic appealing layout draws attention from the function
- commands symbols should be more explicit