

01

Experience design/Graphic design/
Installation/ Interaction

Museum 3.0 Experiment

This project takes as its starting point Museum 3.0. This theory proposes that museums where people view art works are no longer valid. Instead, Museum 3.0 proposes a 're-purposed museum experience' where art is created by the public in public spaces. This project was inspired by a visit to a museum where a group of friends found they could not relate to the works on view. A series of interventionist experiments were set up, to provide user feedback, which could then be presented as a interactive booklet.

Inspiration



I visited contemporary art exhibition, Challenge the Soul, with my classmates, even though we had read the information and materials provided by the museum, we could not understand them. Before leaving, some of us complain that

"contemporary art is a hoax".

———— My classmates

Interview

In traditional art galleries, art and artists are sacrosanct. With the development of contemporary art, the definition of art has become more and more vague, and diverse works of art have challenged the background knowledge and understanding ability of the audience. Therefore, art has become more obscure and difficult to understand. This mental distance is directly reflected in space. People look at art from a distance.

Reaserach



I visited different art exhibitions such as Perpetual Present, the exhibition of Joseph Beuys and the show of morden game. During this process, the sense of "distance" intrigued me.

Observation

Photography has become the main way for people to communicate with art in the art gallery.

So what other methods can we interact with the museum?



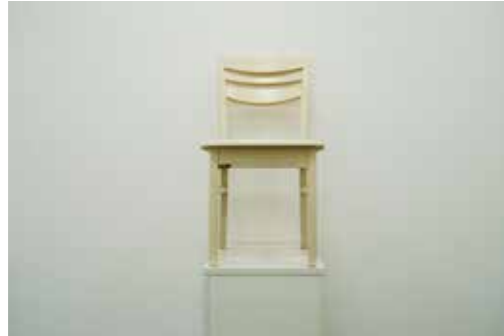
Design Direction

According to the theory, I want to test what will happen under the environment described by museum 3.0 and whether people can be creative.

'The Museum 3.0 is designed to present the modern technologies in an interesting and amusing way. You, visitors, are expected to play with the novel technologies and have fun.'

———— Alistair Hudso

Design blueprint



.....sitting in these forlorn chairs though at one time it must have seemed a good place to stop and do nothing for a while.

_____ Billy Collins

Chairs are known from Ancient Egypt and have been widespread in the Western world from the Greeks and Romans onwards. Surviving examples of chairs from medieval Europe are often ornate works associated with royalty and nobility. During the Renaissance, chairs came into more common use, their design reflecting the changing costumes and furnishings of the period. Distinctive designs developed in France and England.

So historically, chairs have not only existed as works of art, but also as representatives of the sacred and the upper class, which is similar to the image of arts in modern museums.

key words

Aim

Emotion

Content

Rule

Model

Distance

As the control group of the experiment, the purpose of this room is simulating a traditional museum, which makes people feel far from arts.

There was a white booth with a chair on it in the middle of the room. I choose a sentence of chairs from *History of the chair* 'there were no chairs in the world, people sit on the ground.'

Do not touch anything

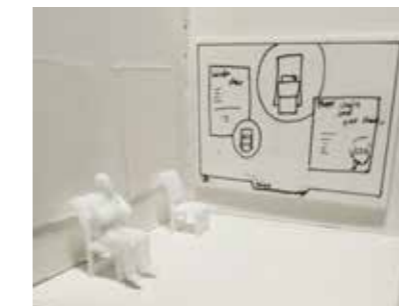


Search

Based on the theory of museum 3.0, this room will provide users with a rich knowledge. Open up users' mind and lead them to feel and experience.

Different information of chairs is provided by the screen and posters. In this room, the distance between arts and the public is broken up as people can move it, touch it and feel it.

You can touch the chair. You also can read and search the information on the screen.

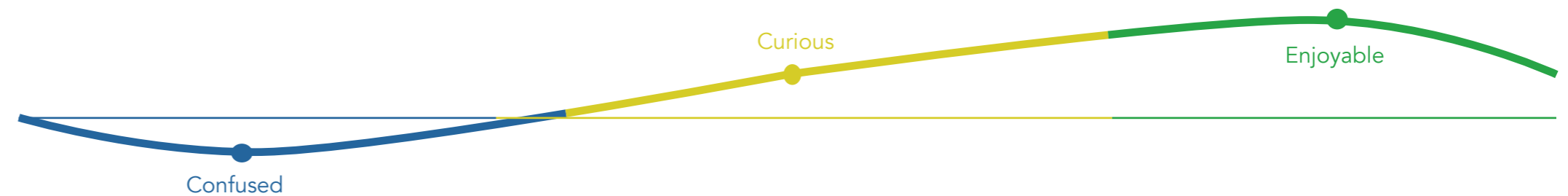


Creat

Provide users with opportunities to create.

Chairs are more like materials and elements rather than tools in the third room. I provide varied tools in the room including decorating tools, repair and removal tools and some materials

You can use tools provided and do everything on the chair



Highlight Behaviors

This page shows the main interactive behaviors of each volunteer in each room.

People



Mechanical Engineer



Civil Engineer



Accountant



Mathematician

First Room



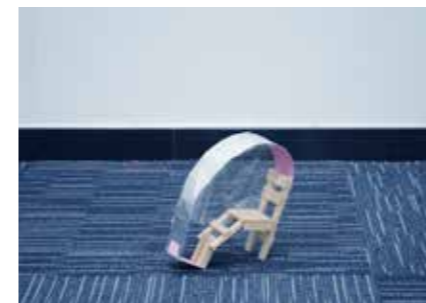
Second Room



Third Room



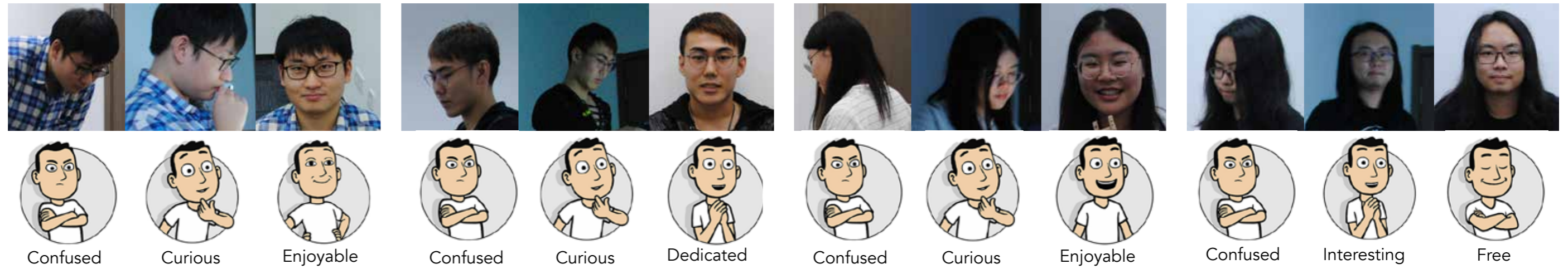
Final



Analysis

Emotion

PrEmo, a method of emotion measurement, was applied to observe the emotions of four people. After that, we can conclude the change of emotions from the process.



Touch Points

According to areas they touched, I pasted colorful papers on the chair. Based on this method, the comparison between the first room and the second room can be shown.



Distance

According to the nearest positions they stood, I put colorful papers on the ground to calculate the distances between them and the chair.

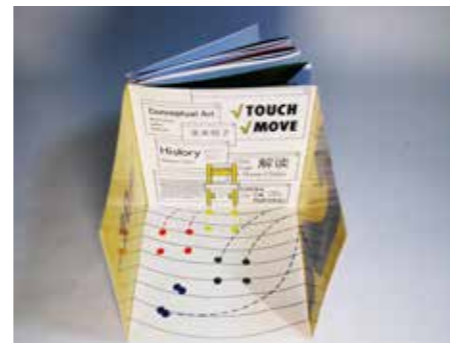
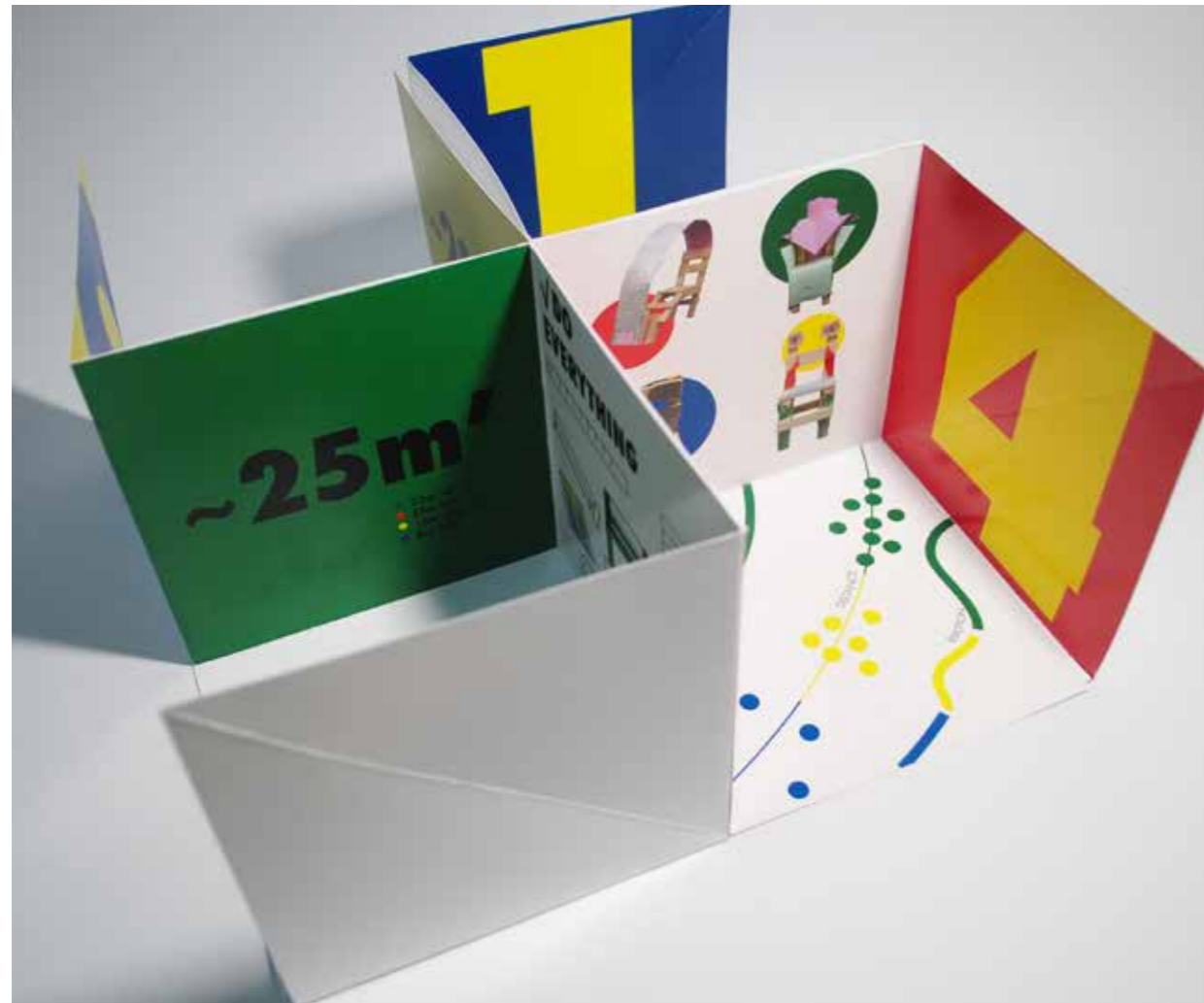


Time

The time they spend in rooms

17s' 15m'24s' 23m'18s' 2m' 25m'03s' 55m'27s' 45s' 17m'20s' 15m'37s' 1m'10s' 20m'44s' 8m'26s'

Final Book Design



Format 13CM*13CM Typeface Futura Bold, Medium, Light Superclarendon, Bold,
 Date 8/20/2019 Avenir, Calibri
 Page Stock Coated Paper 250gms Author Xingyu Li



Conclusion & Rethink

Conclusion

Under the environment, museum is provided, people can be creative and they enjoy the process.



Rethink

Can museum 3.0 be used in the future?
 Considering time of each room, four participates do not do something on chairs before the experiment, so how can we prove that they do not have strong creativity before went into rooms.
 Can their products can be called art?