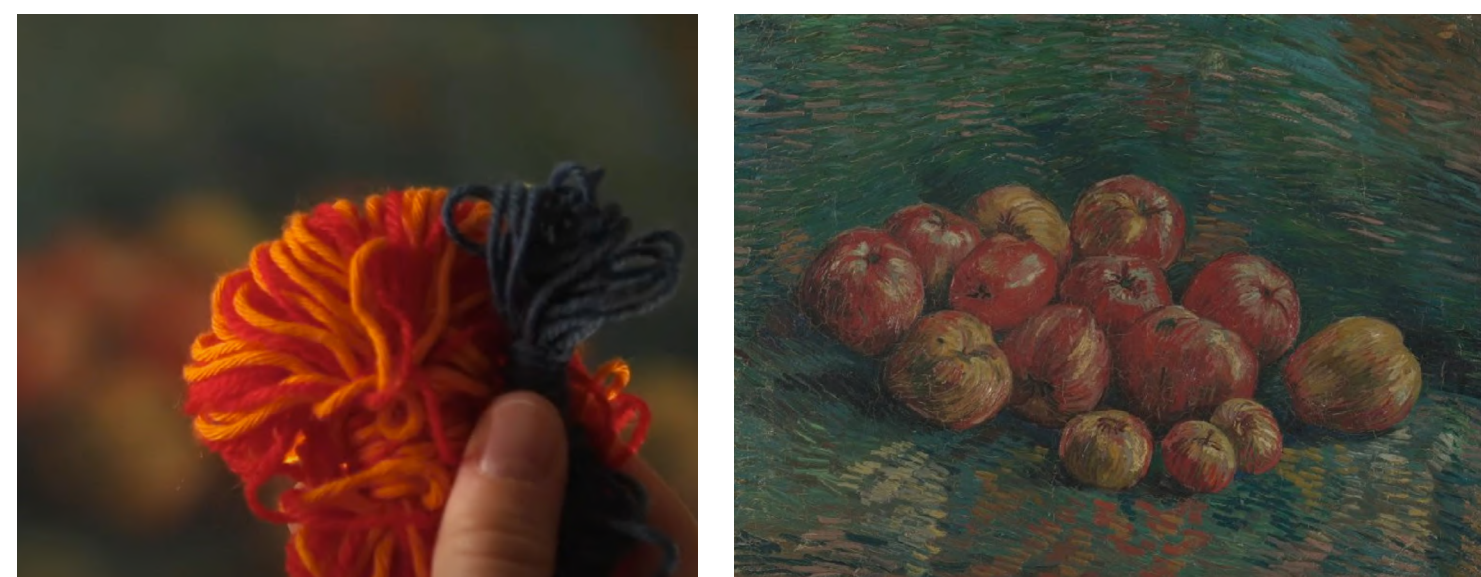




Exploring Colour Compositions like Van Gogh

Van Gogh often tested his colour ideas by placing strands of wool side by side before painting and directly using expensive paints. This interaction design brings that story to life, letting visitors experiment with a physical colour wheel and digital projections to explore his colour strategies.



Installation Setup Design (above)

At the centre, two interactive colour-wheel stations let visitors choose hues. Their selections are projected onto digital versions of Irises (left) and Sunflowers (right) displayed on the wall. Original paintings and explanatory colour graphics surround the setup, linking the wool story to the interactive experience.

User Interaction Step

The ideal user interaction steps in design are described as follows:

Step 1: Observe original set by Van Gogh

Users will first observe the original colour combinations in the original painting created by Van Gogh.

Step 2: Move tokens on the colour wheel to test combinations

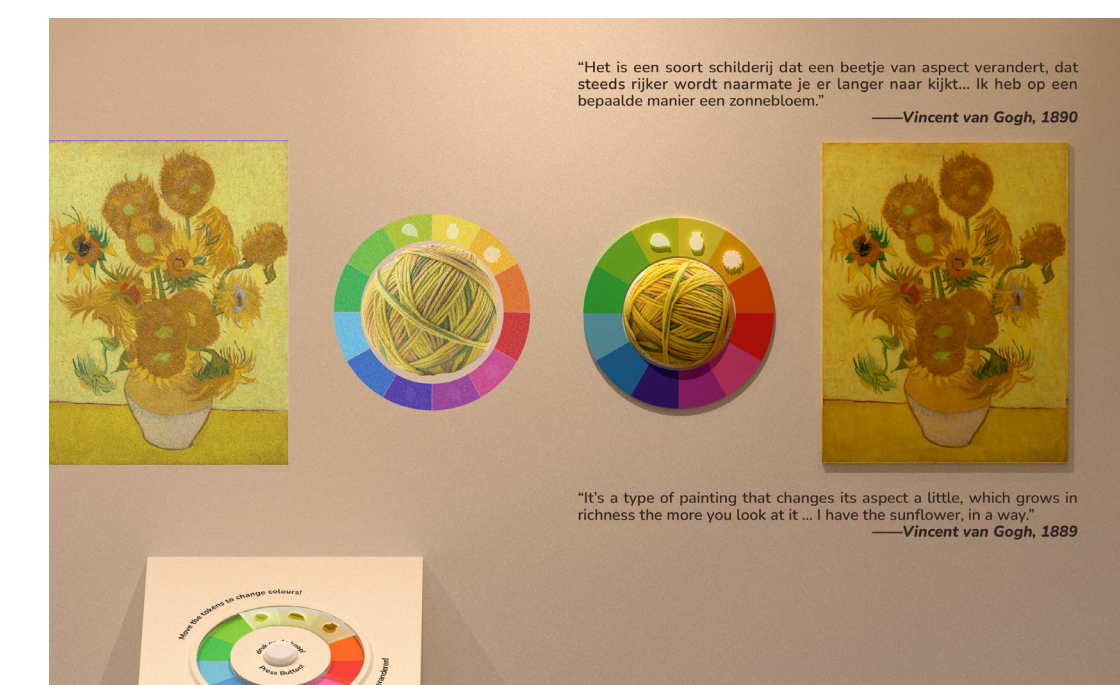
Users can quickly move around the 3 tokens on the colour wheel on the operating table. The digital wool projection will change its colours simultaneously with tokens changing their positions.

Step 3: Reveal and compare colour choices with Van Gogh's original

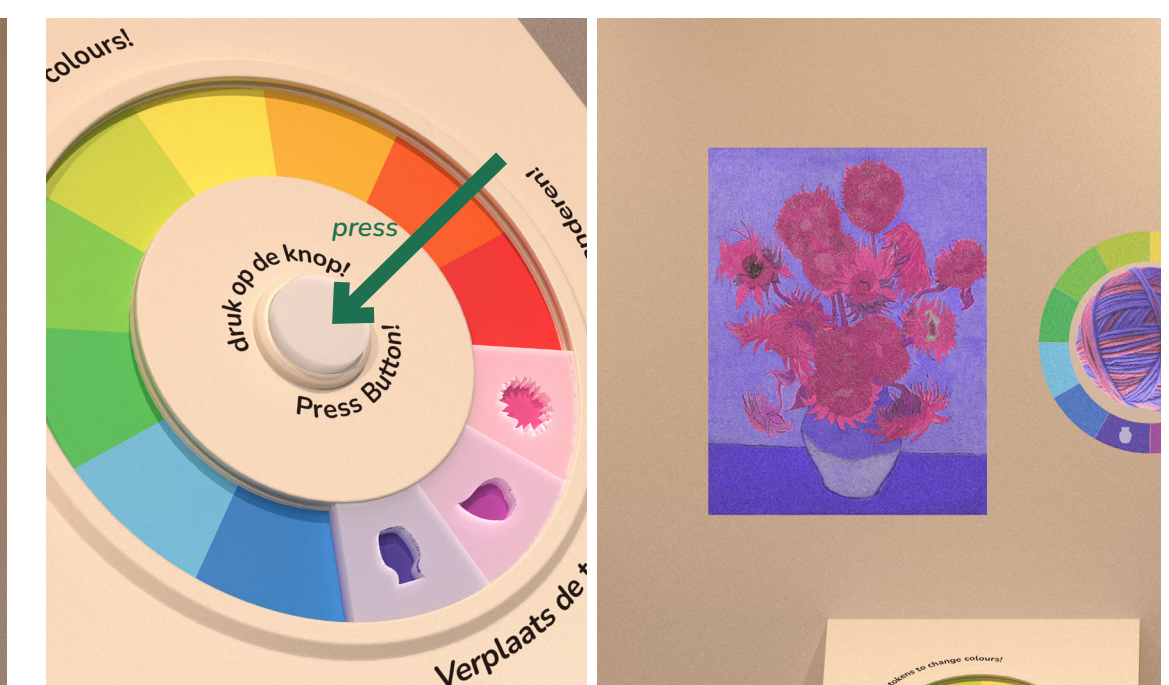
The central button can be pressed to reveal updated painting after users are satisfied with the colour combination shown in the wool.

Step 4: Compare and reflect on your choices

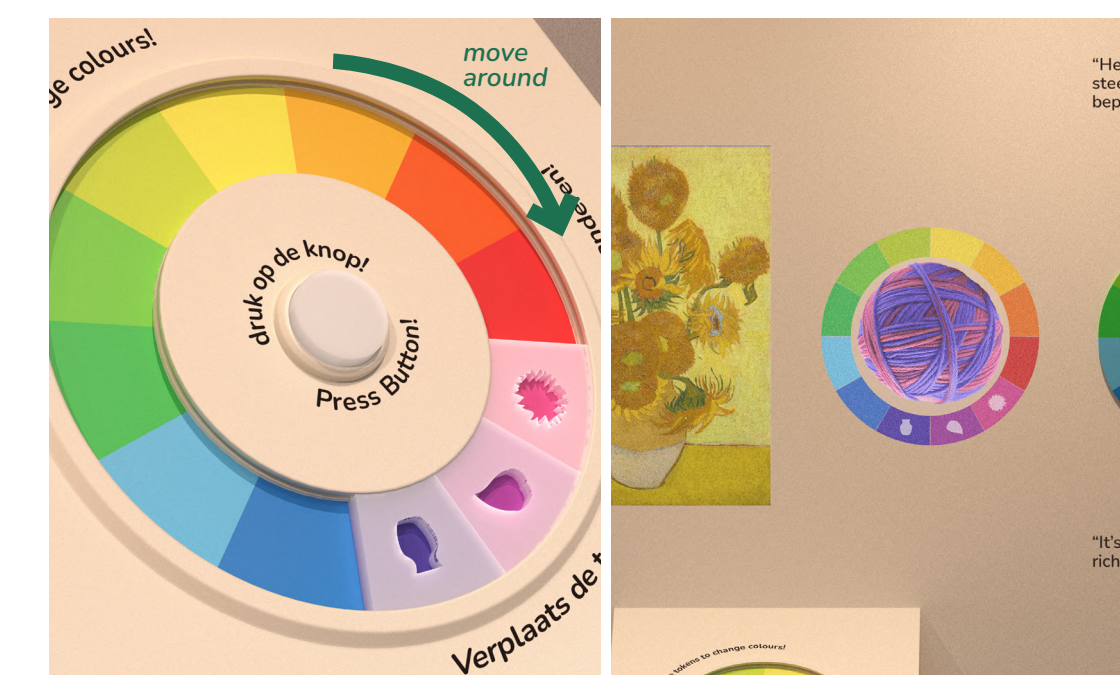
Observe the new effects in the digital display and the entire setting. Compare the results and reflect on the reasons why different colour effects took place.



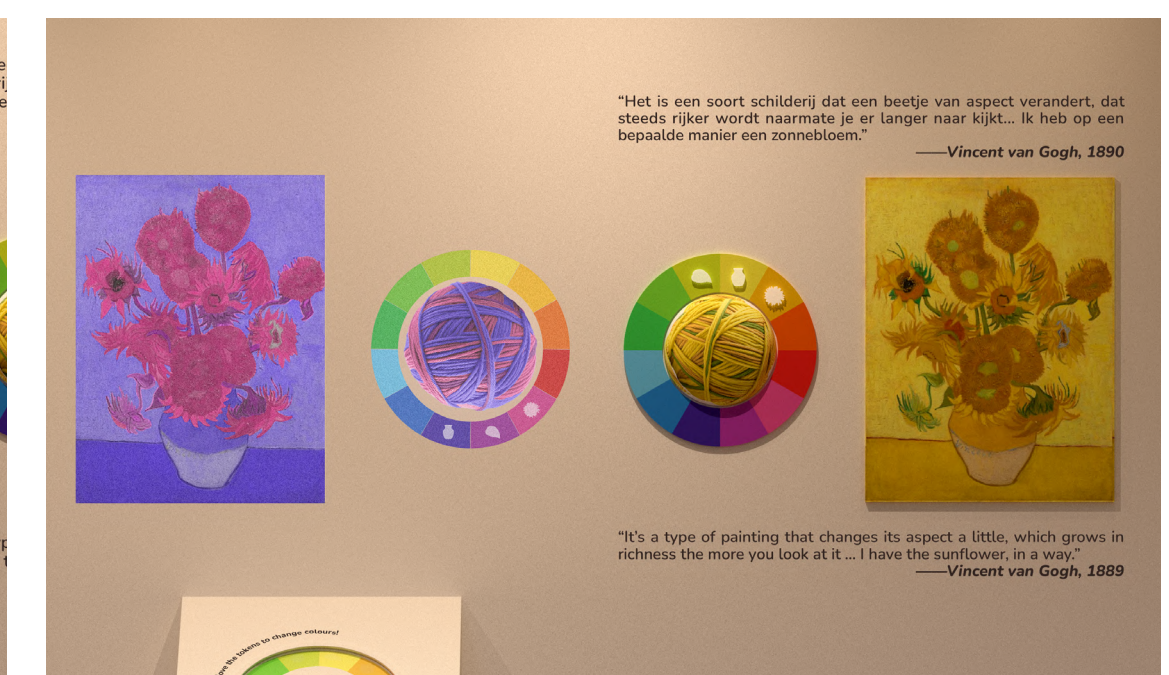
Step 1: Observe original set by Van Gogh



Step 2: Move tokens on the colour wheel



Step 3: Reveal and compare colour choices



Step 4: Compare and reflect on your choices

Linrui Jiang

Exploring Colour Compositions like Van Gogh:

Designing An Interactive Learning Experience at the Van Gogh Museum

August 28, 2025

Integrated Product Design

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