

# A new Art Experience

## *The design of an exhibit for Science Centre Delft*

The aim of this project was the design of a new exhibit for Science Centre Delft, using lifelike reproductions of historic paintings created by the research project "3D fine art reproductions".

Using reproductions of paintings opens up doors to interact with paintings like never before. The main challenge was researching how the use of these reproductions can create an added value in experiencing art for the young audience of the Science Centre (7 to 12 years old), and finding a way to incorporate the research outcomes in the design of an exhibit.

The final design of this project makes the aesthetic experience into a **tangible** experience, by providing the user with clear goals and tools to explore the painting. This way, an **engaged** aesthetic experience can arise that fits well within the Science Centre context.

The exhibit consist of three parts, each with their own approach.



### 1. "Kun jij kijken als een PRO?"

The first part focusses on the formal elements of art: the building blocks of an artwork. Small pieces of the painting are printed separately, for the user to find back in the painting (Figure 1). If the search piece is held at the right location, a green light shines around the painting.

### 2. "Schilder als Van Gogh"

The second part of the exhibit brings the formal elements into practise. With the separately printed magnetic flowers, the visitors can create extra flowers onto the painting. This requires close attention to how the formal elements are used, and lets the visitor experience how their actions influence the design of the painting

### 3. "Wat is jouw favoriet?"

The third part evolves around a personal question. The painting is split into a grid, and the visitors are asked to choose and vote for their favourite piece (Figure 3). This question functions as a probe to reflect on the painting from a personal point of view.



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