

MOBILE APPLICATIONS WITH NEW INTERACTIVE TECHNOLOGY FOR ART GALLERIES AND MUSEUMS

DESCRIPTION OF THE INVENTION

For more than a decade, museums and art galleries have used corporate web sites to publish information about programs and courses or to disseminate their different activities through social networks. Certain museums have even begun to design applications for mobile devices that can be directly downloaded from different online markets. Pradomedia or Guggenheim Multimedia are good examples which allow these institutions to reach potential visitors by exploiting the opportunities provided by new technology.

Within this field, researchers at the Universitat Politècnica de València have developed a new application that allows users to access works of art through their Smartphone or tablet, via content in Augmented Reality, 2D and 3D animation and other multimedia formats. The software improves and broadens the experience offered to visitors and, via the device, the spectator can select the desired

contents as well as virtually interact with the other elements on display.

With this software, users are able to virtually activate drawings, text, collages and any other work of art on their mobile devices; the contents appear in different formats, sometimes in the form of a game, through 3D animation, and others in a documentary or informative format through videos or audio material.

The project is the result of UNIT (International Experimental Editing), an interdisciplinary work team that brings together researchers from the San Carlos Faculty of Fine Arts and the School of Informatics Engineering of the UPV.

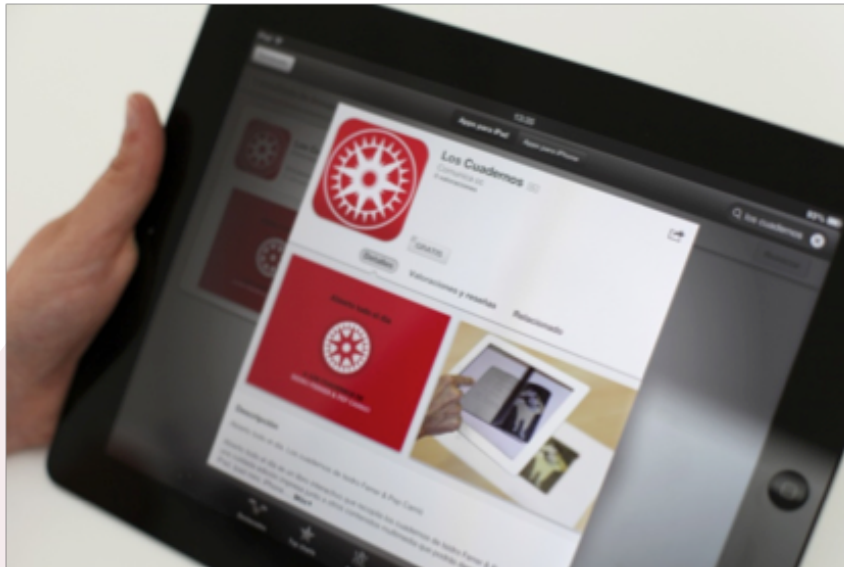
SECTORS OR BUSINESS APPLICATION

This technology is of benefit to museums and exhibition centres, as well as the publishing world and cultural management

TECHNICAL AND BUSINESS ADVANTAGES

- From a Smartphone or tablet, the user can access interactive content linked to the exhibition, presented in different formats, such as augmented reality, 2D and 3D animation, leap motion or video; all without the need for a QR code, for both printed formats and three-dimensional works of art.
- This application broadens the possibilities of mobile applications for exhibition and published content
- It uses new technologies such as augmented reality, leap motion, etc. thereby making the most of the capabilities of new devices and helping to attract more visitors
- It allows the user access to play-based activities, and informative or documentary content within the exhibition, which is highly relevant for the cultural management sector
- By enabling the interaction between mobile devices and printed formats such as books, catalogues, invitations and press coverage etc. this technology presents a variety of possibilities for the publishing or printing sector.

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TECHNOLOGY DEVELOPMENT STAGE

The researchers applied the software developed for the exhibition “Thinking with your hands” at the San Carlos Faculty of Fine Arts of the Universitat Politècnica de València (from 31 May to 31 July, 2013). The application is designed and ready for use with other exhibitions.

INTELLECTUAL PROPERTY RIGHTS

The software is protected by copyright.

COLLABORATION NEEDED

The Universitat Politècnica de València is searching for firms and institutions from the museum, publishing and cultural management sectors to collaborate in the development of new interactive content from protected software.

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