



Colorizing Sculpture

One possible use of augmented reality
in a museum gallery context

A presentation by:

Rachel Lewis

How to convey that



=



Or that



=



Or that



+



=





MOBILE AR

MUSEUM EXPERIENCE
SURVEY
SUMMER 2018



To measure the public's interest in new ways to access content at museums, Cuseum recently conducted an on-site survey. The objective of the study was to evaluate the impact that new forms of mobile technology, such as augmented reality, have on the visitor's experience.

Almost all participants agreed that mobile technology enhanced their experience of the museum.



“ The objective of the study was to evaluate the impact that new forms of mobile technology, such as augmented reality, have on visitor's experience ”

RESULTS



9 OUT OF 10



Responded that it made it easier to access information

Exciting new way to learn



91%

of participants



87%

Enhanced their overall experience



87%

Wished all museums had this



85%

Would recommend to a friend

REACTIONS

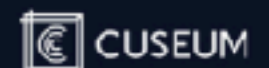
“ Great, easy way to access information about the artworks ”

If you could describe your experience in one word:

- Educational
- Easy
- Satisfying
- Enhancing
- Cool
- Interesting
- Engaging
- Fun
- Immersive
- Exhilaration
- Neat
- Innovative

Location: Top 10 Art Museum in Northeastern United States | Study Size: 103 People | Date: July 2018

Source: Cuseum Mobile AR in Museums Survey, Summer 2018
Website: cuseum.com
E-mail: kalls@cuseum.com





**Brooklyn
Museum**



THE
MET









“ **Polychromy:** The art of painting in several colors, especially as applied to ancient pottery, sculpture, and architecture. ”

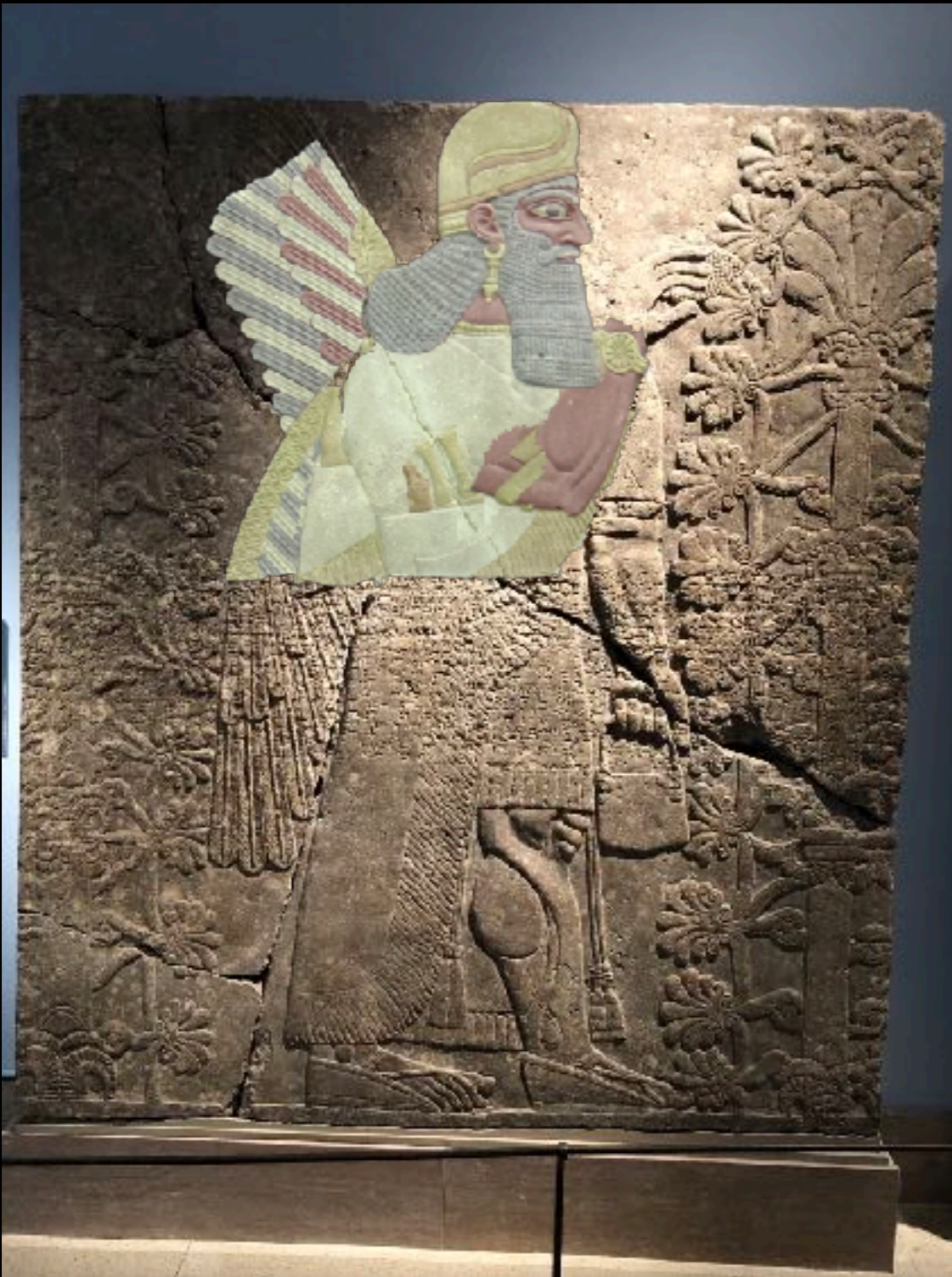
A Mobile AR Experience



- Deepen users' understanding of ancient art and culture.
- Disrupt widely held beliefs about 'whiteness' in the ancient world.
- Activate innovation in the field of digital museum engagement, especially with regard to AR and VR solutions.

This is not a new idea





Brooklyn Museum Assyrian relief



Bowdoin College Museum of Art colorized Assyrian relief (using projectors)

TRIGGER IMAGE

COLOR OVERLAY

PIGMENT RESULT



PIGMENT RESULT - MORE INFO

Egyptian Blue

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquet lectus proin nibh nisi condimentum id venenatis a condimentum. Nam libero justo laoreet sit amet cursus. Tempor commodo ullamcorper a lacus vestibulum sed. Faucibus scelerisque eleifend donec pretium vulputate sapien nec sagittis aliquam. Tempus



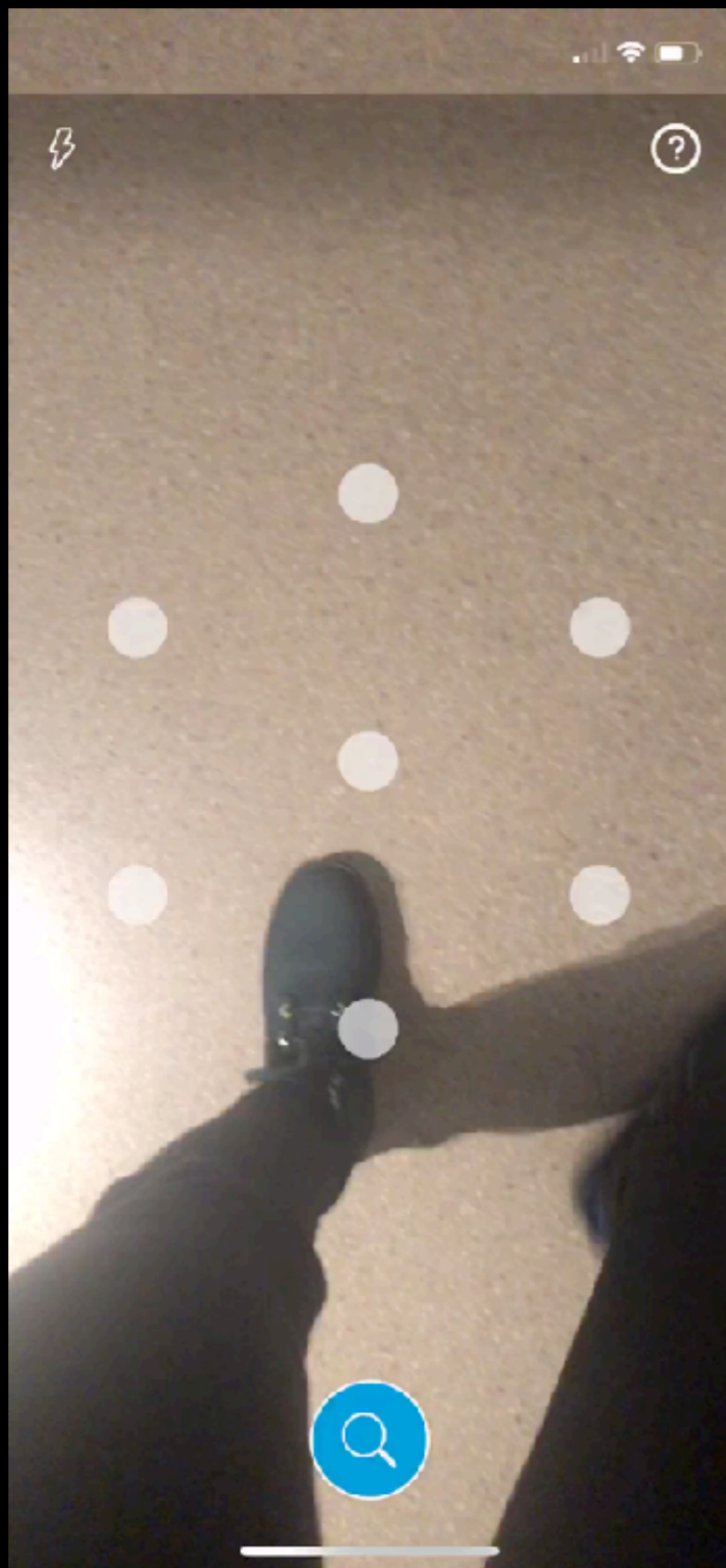
Screen recording of prototype experience using HP Reveal mobile app on iPhone X.



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but wait, what challenges?



REVEAL

Sign in

 Account has been closed

raerachell|

Remember me

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Sign in

blippAR



Screen recording of prototype experience using BlippAR mobile app on iPhone X.





END.