

# ARticulate:

## *A tool for sharing museumgoer commentary*

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CMS.636: Extending the Museum  
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# As museums target new visitors, there is a need to show increased viewpoints.

- Curators can only show limited viewpoints, which can lead to bias
- Visitors have modern, diverse viewpoints, but do not always participate in the public commentary of artwork
- Museum staff do not have a way to access the private commentary that visitors provide

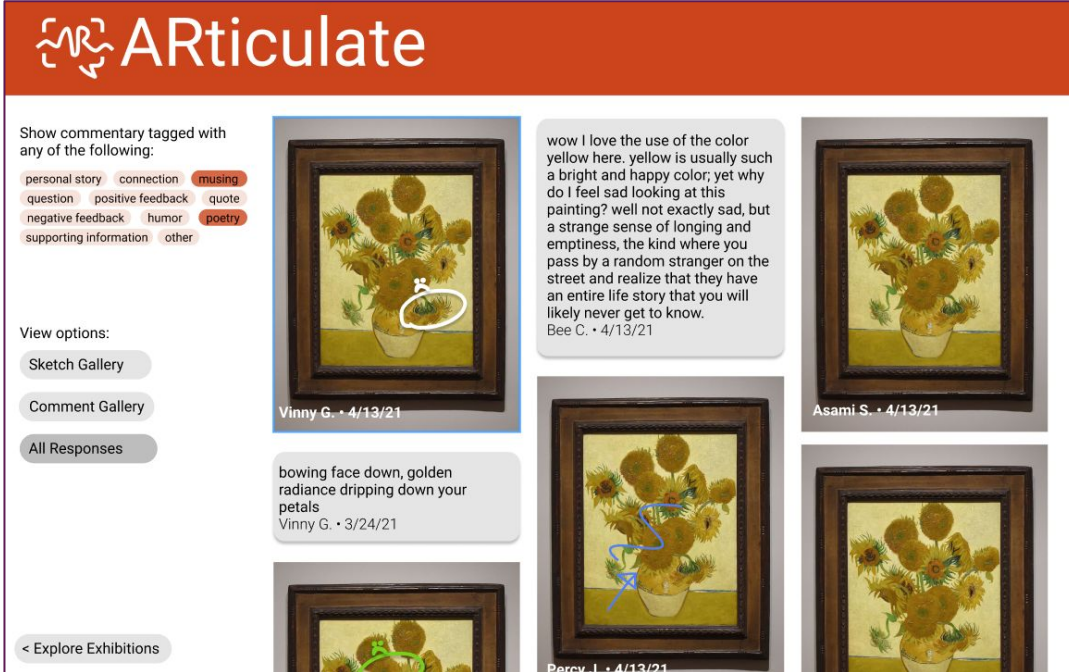
# ARTiculate is a tool that allows visitors to publicly participate in the commentary.

Provide a response



View others' responses

# ARticulate is a tool that allows visitors to publicly participate in the commentary.



**ARticulate**

Show commentary tagged with any of the following:

- personal story
- connection
- musings
- question
- positive feedback
- quote
- negative feedback
- humor
- poetry
- supporting information
- other

View options:

- Sketch Gallery
- Comment Gallery
- All Responses

< Explore Exhibitions

wow I love the use of the color yellow here. yellow is usually such a bright and happy color; yet why do I feel sad looking at this painting? well not exactly sad, but a strange sense of longing and emptiness, the kind where you pass by a random stranger on the street and realize that they have an entire life story that you will likely never get to know.  
Bee C. • 4/13/21

bowing face down, golden radiance dripping down your petals  
Vinny G. • 3/24/21

Vinny G. • 4/13/21

Asami S. • 4/13/21

Percy J. • 4/13/21

Accompanying website

# ARTicuate is beneficial to both visitors and the museum staff.

## Young-to-middle-age adult visitors can

- Engage with artwork in a new way
- See commentary from multiple, modern viewpoints
- Have enhanced pre- and post-museum experiences

## Museums can

- Understand visitor interaction
- Evaluate success of an exhibit

# We sought input from MFA staff throughout the development process.

## Concept development

Input from MFA director and curator, background research

## Concept refinement, moderation process

Input from MFA staff in public relations

## Details, web app, moderation process

Input from MFA staff in interpretation, evaluation, and education

# ARtificate Features Overview

**Sketch**

**Comment**

**Tag**

**React**

**Revisit**

# Technical demo

edit profile



Bouquet of Flowers on a Ledge

Balthasar van der Ast

respond **oria** view responses



# Phone UI



try prototype [here!](#)

# Web UI

## ARtificate

This website accompanies the interactive ARtificate mobile app, which allows museumgoers to participate in the commentary of artwork. By annotating pieces in AR and writing a response in the mobile app, museumgoers can provide previously unseen perspectives. Here, you can see galleries of those perspectives.

### Explore Exhibitions

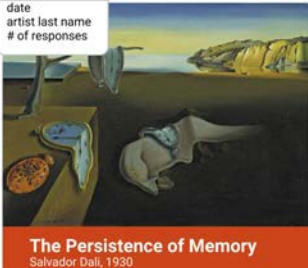


Sunflowers  
Vincent van Gogh, 1889

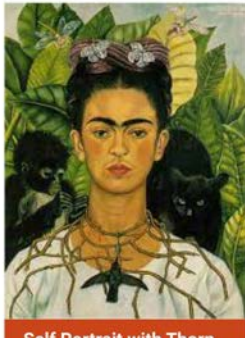
sort by ▼

- default
- date
- artist last name
- # of responses

search by keyword:



The Persistence of Memory  
Salvador Dali, 1930



Self-Portrait with Thorn

Explore

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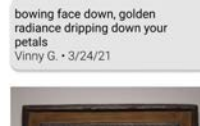


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Browse

Try prototype [here!](#)

# Enabling Technologies

- Unity
- Vuforia
- Free Draw

# Next Steps

- Database integration
- Functional web app
- User authentication



**Thank you for your  
feedback and support:**

Christopher Atkins

Kristen Gresh

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Kristen Valenti

Emily Scheinberg

Sophia Walter

Ben Silverman

Nim Shapira

Prof. Kurt Fendt