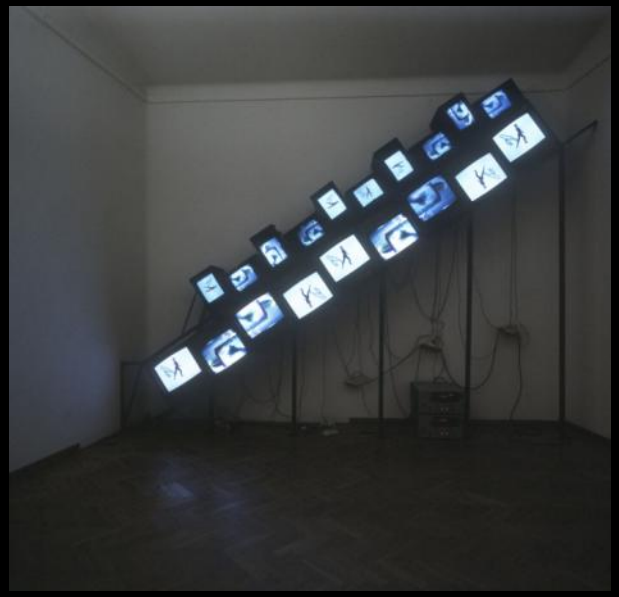
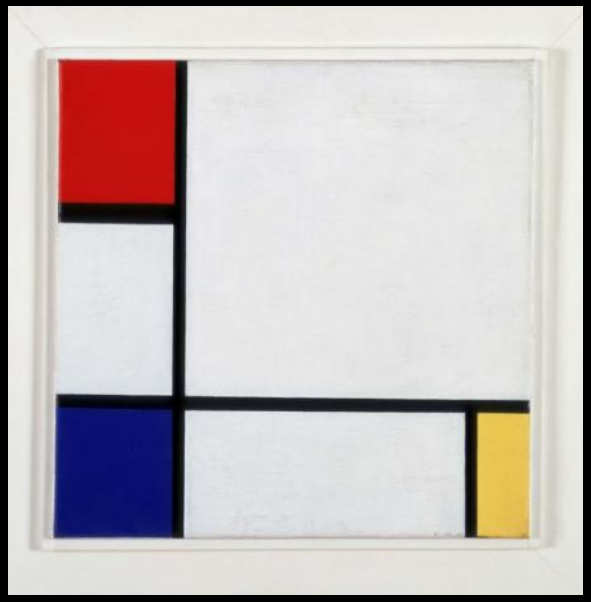
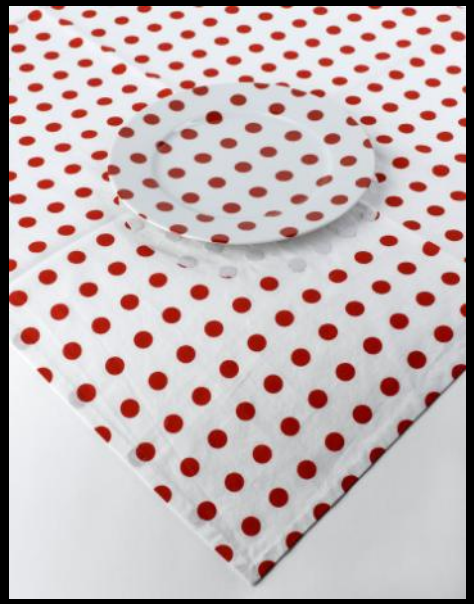
All You Ever Wanted to Know About Artours But Were Too Afraid To Ask

Hein Wils

STEDELIJK MUSEUM





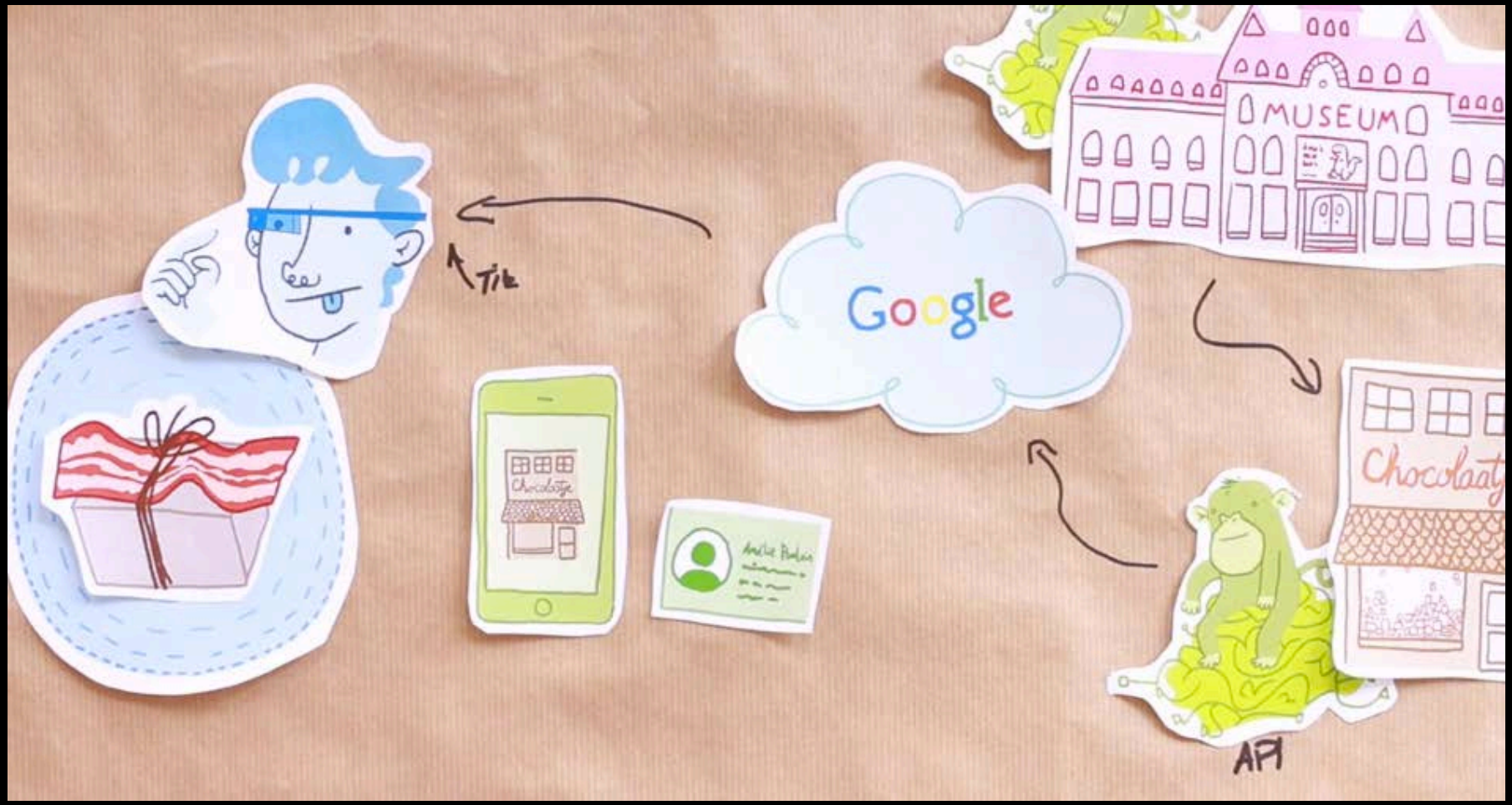


MIRABEAU

AHEAD IN A DIGITAL WORLD

ARtours project

Google Glass



ARtours

- January 2010 to March 2012
- Mobile augmented reality
- Budget 450.000 euro
- A plan and a hunch
- A museum that at first did not know what to do with this project

New platform for visual artists

New dialogues with new audiences

Karte
Liste
Sichtweite: 4.0km
Ebenen

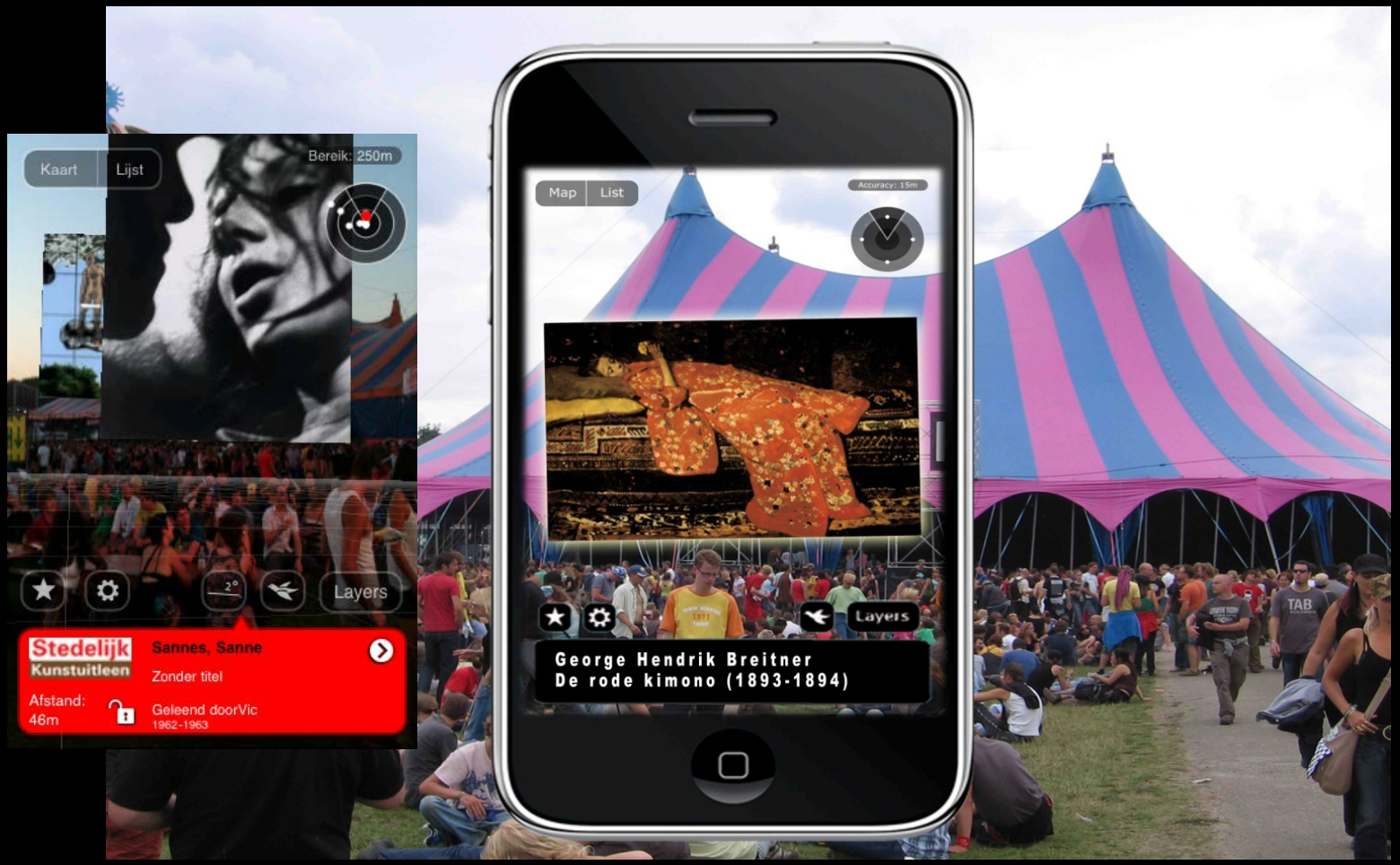
DIG FOR VICTORY

3G
9:42 AM
Terug
AR view
MAP
LIST
3D
2.4
NAi
NEDERLANDS ARCHITECTUUR INSTITUUT
Calypso
Architect: Will Alsop
Opleverjaar: 2012
Afstand: 500 meter
VERLEDEN
TOEKOMST
ALTERNATIEF

What worked?

- Lean and mean, start small
- Work with outside agents who understand the technology
- Match an idea to an event
- Be open and inviting and willing to share

Guerilla, Artotheque



THIS is NOT
Accuracy: 12m
WHAT HERE
WAS A SINGLE
PALMTREE, NOT
AS ART BUT
AS POSITIVE
DISTRACTION
Palm Tree
(C) Jan Rothuizen 2010
1.0km

Museum AR

- Offers interesting collisions between virtual (digitized) heritage and real (analog) space;
- Provides a new platform for artistic experimentation;
- Is a perfect medium for museum innovation and collaboration;
- Generates (and needs!) communication, interpretation and contextualization (‘paratouring’).

Museum AR

- Offers interesting collisions between virtual (digitized) heritage and real (analog) space; *We've forgot the element of time. It's only interesting for a short while*
- Provides a new platform for artistic experimentation; *not many artists are using this canvas*
- Is a perfect medium for museum innovation and collaboration; *Is it? Sharing knowledge yes but collaboration proved to be far fetched*
- Generates (and needs!) communication, interpretation and contextualization ('paratouring'). *Indeed, it needed too much explanation to make it a good stand-a-lone experience*

Artours future

- Content platform open to other museums
- Sharing knowledge: Expertise and workshops
- Collaboration: AR(t) Plans for a travelling global AR exhibition in collaboration with five Dutch partners
- Workshops for game with Tate Studio and Tate Turbine Generation

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What went wrong?

- We never embedded ourselves in the museum
- We weren't able to fund ourselves properly when the grant ran out
- We didn't get on the directors priority list
- We stopped being a guerilla operation
- Maybe our ideas weren't good enough?

What became of it?

- Artours app in the appstore
- A few well executed tours (with little AR)
- Some of our original tours were added
- A pleasant memory of an exciting adventure

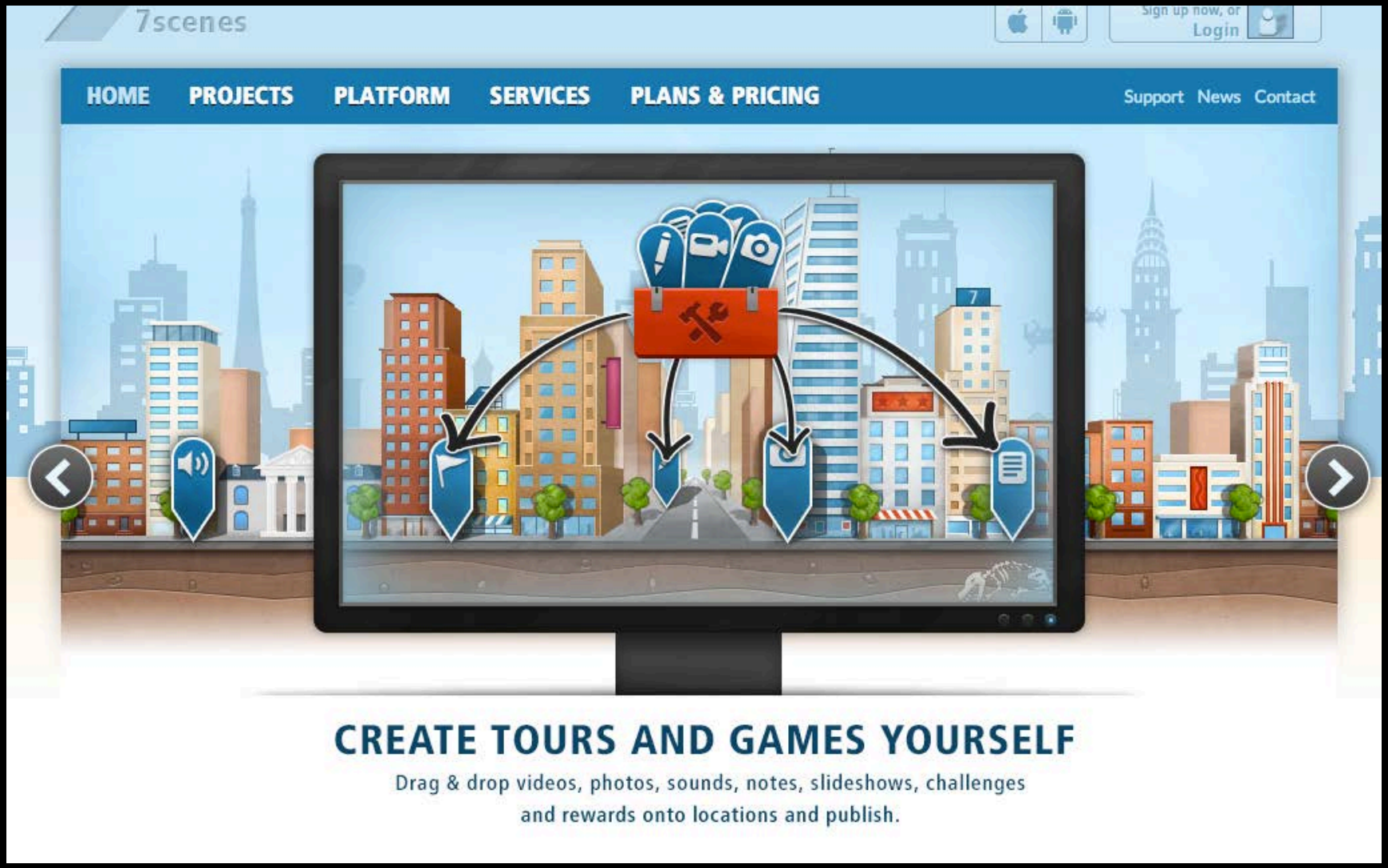
ARTOURS APP

Je kunt in de appstore de Stedelijk Museum *ARtours app* downloaden. Met de app kun je interactieve tours beleven met je smartphone en genieten van de rijke content (video, audio, foto's, verhalen, opdrachten en Augmented Reality toevoegingen) terwijl je door het museum of de straten van Amsterdam loopt. De Tours die het Stedelijk Museum bij de lancering aanbiedt zijn gewijd aan de collectie vormgeving die het museum door de jaren heen heeft verzameld. Daarnaast neemt Timo de Rijk je mee op een tocht door de stad en kun je de nieuwe versie van de ARtour *This is Not a Church* volgen die Jan Rothuizen speciaal voor het Stedelijk Museum maakte.

What would I do different?

- Only make small tours, make a lot of them
- Fail quick and fail often; learn and make better experiences
- Stay away from a CMS or platform solutions
- Collaborate with creative industry, especially with young guns
- Challenge that same creative industry to make game-changing technology

No Platform solution



Kaart
Lijst
3 resultaten gevonden
YOU DON'T
HAVE TO
UNDERSTAND
EVERYTHING
Terug
Afstand:
1.0km
You dont have to...