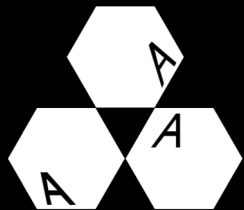


Augmented artworks and museum digitalization in 360° video



Augmented
Artwork
Analysis.

Sofiane Doulfaquar – Justine Lascar – Julien Thiburce
Cellule Corpus Ingénierie Audiovisuelle
UMR 5191 ICAR



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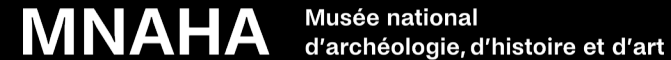
AILA 2023 - Visual 360° video methodology
18th and 20th July 2023

1.1. Context of the *Augmented Artwork Analysis* project

ANR – FNR funding : 2021 - 2025 (P. Basso Fossali, Univ. Lumière Lyon 2 & G. M. Tore, Univ. Luxembourg)

3 disciplines : semiotics, art history, computer sciences

3 partner museums



Application prototype on tablets to explore artworks in their :

- plastic features (textures, colors and composition) ;
- figurative et narrative dimension (characters, landscapes and objects participating to multiples narratives) ;
- aesthetic dynamic (senses, perceptions and affects of the public).

2 key concepts guiding the application prototype design :

- the augmented artwork —> informations and data on artwork exhibited, perceived and interpreted in museum
- the *complementary museum* —> articulation between the artwork and other paintings and images

1.2. Semiotic and linguistic approach of artwork experience

Museums are apprehended :

- as a place to exhibit cultural and artistic objects (ex. *cultural studies*)
- as a space for developing knowledge and learning (ex. *learning studies*)
- as a fieldwork for academic and extra-academic professions (ex. *workplace studies*)

In the design of the prototype, we have to take into account the current practices in the museums :

- the one of the institutions, the curators and the guides,
- the one the public,
- and their interactions.

To observe, describe and analyze those current practices, we have proceeded to audiovisual recordings of guided visits :

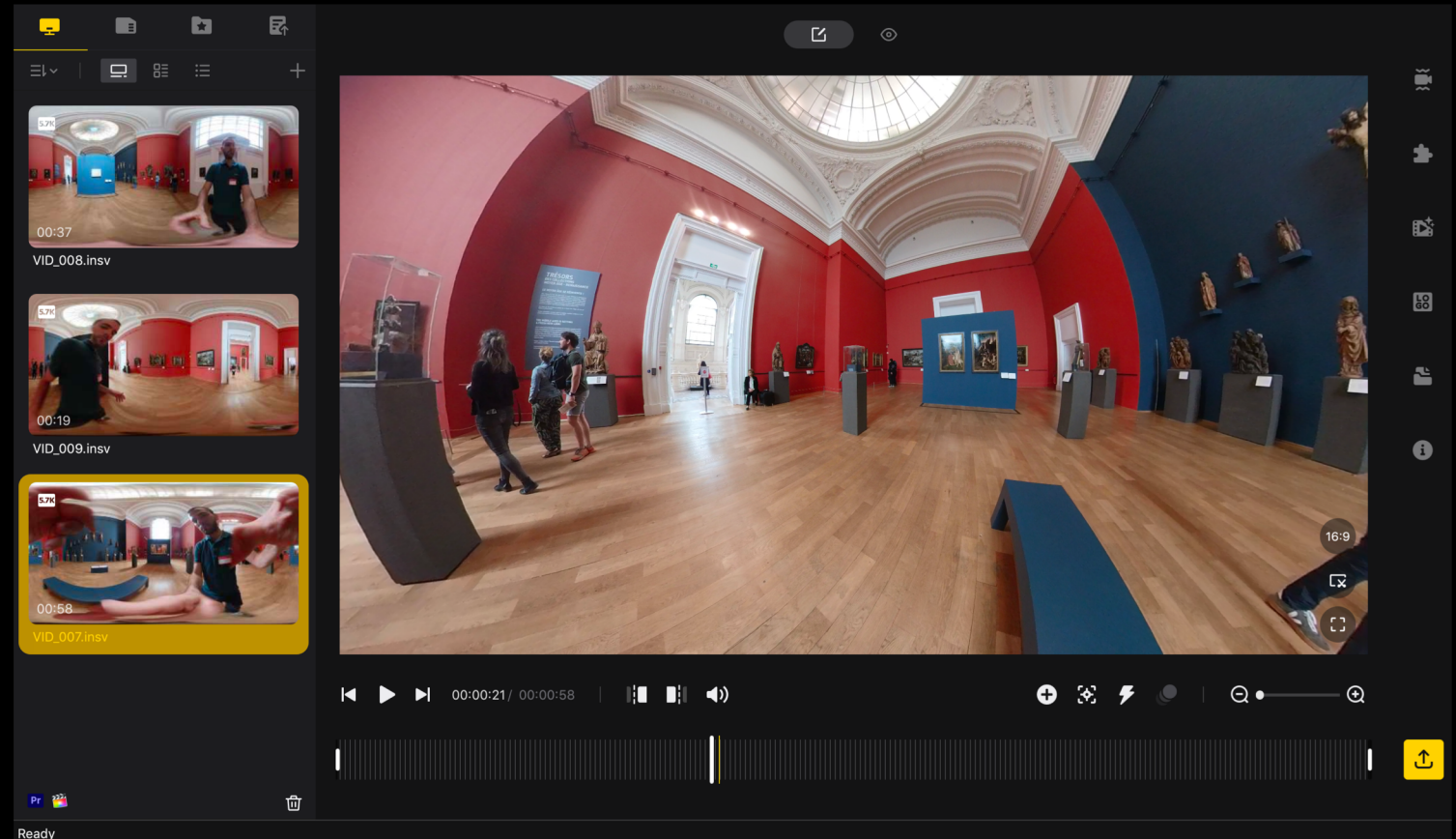
- to understand the interactions that take place between guides and the public, and the challenges of intercomprehension
- to report on transformations in perceptions of artworks and knowledge about them;
- to assess the potential of digital resources for understanding and mediating works of art.

2. Digitalization of the PBA de Lille in 360° video : fieldwork

Insta One R videocamera on tripod

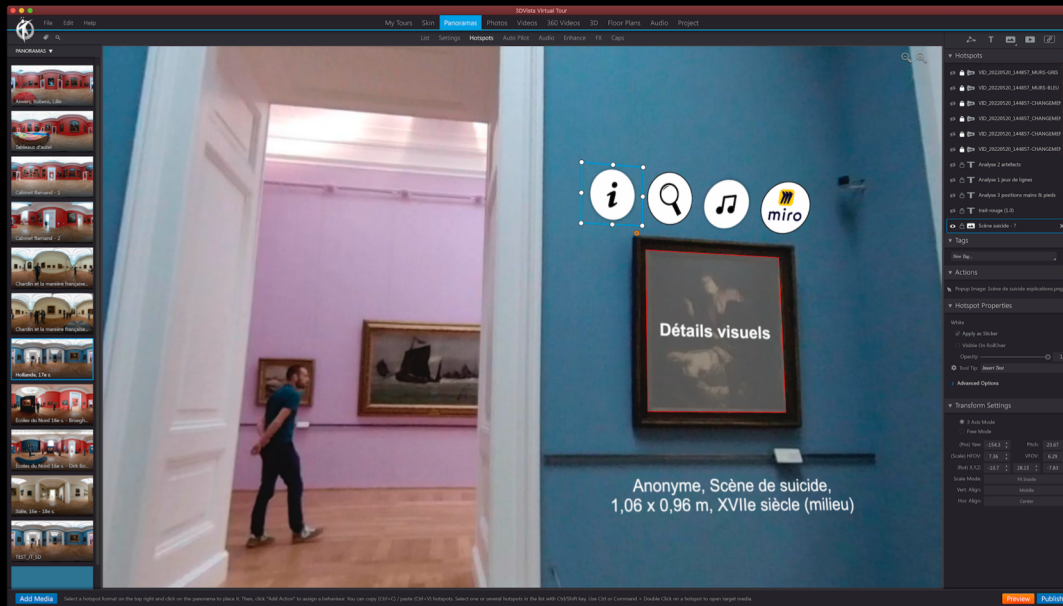


Recording in the centre of each room – off visit



3. Augmenting artworks and creating the tour : the 3D Vista® editing software

3D Vista® software – Editing interface



3D Vista® software – User interface



3.1 Aims of the 360° digitalization in the framework of AAA project

Prototype for testing ways of augmenting works and exploring new ways of writing about research:

- reproducing an itinerary for partner institutions
- augmenting the museum space as a starting and end point for the experience of works of art
- transforming the museum into an incarnation of the “complementary museum”, based on the real museum
- transforming the museum into a space for interpreting paintings for users and researchers alike

Chargement du parcours virtuel...

Palais des Beaux-Arts de Lille

Analyse de l'oeuvre augmenté : Logiciel d'interprétation assistée des images artistiques – ANR AAA

