

MMD PROJECT NO.
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CREATED BY: **SYLVIA JENKINS**
ISABELLA TÖRNER
NADIA ABRAHAMSEN

1. SENDER RESEARCH

MISSION, VISION & VALUES

The founder of LOUISIANA, *Poul Erik Tøjner* had very big visions for the museum. He wanted to create a place where one could experience modern art, which had no special significance in Denmark at that point of time. He wanted to build a museum as an extension to people's everyday life; LOUISIANA being an integrated part of adding critical and engaging perspectives, by “..speaking about the past, the present and the future.”

It was important for Poul Erik Tøjner to make the museum personal and welcoming for everyone. It would not be a grand building as most of us think of when mentioning museums. The art should feel “home”, with many windows gazing through the trees into the landscape, where each mile would allow pauses with a view to the surrounding parks.

CORPORATE IDENTITY

It is important for LOUISIANA that their staff is engaged in the museum and feels a sense of pride providing their guests with the best experience possible.

“It has always been the view at LOUISIANA that art is not just for an elite, but includes experiences and visions for the many.”

Their corporate identity is to provide a public space where everyone can appreciate both Danish and international modern art. Unlike older museums, whose architecture is grand and an artwork in itself, Louisiana wanted to ensure that the building did not take away from the exhibitions, but that they worked together. This is achieved by a harmonious minimalistic design of predominantly white walls and dark brick flooring. The use of natural elements indoors (brick floors, marble

stairs and wooden accents) helps to give flow from the inside to the outside garden, where more modern exhibits continue. This open and minimalistic architecture mirrors their ideals of public openness and that art is for all.

Their minimalistic design is repeated online, with the white background and the only accents of colours coming from the artworks themselves.

COMMUNICATION

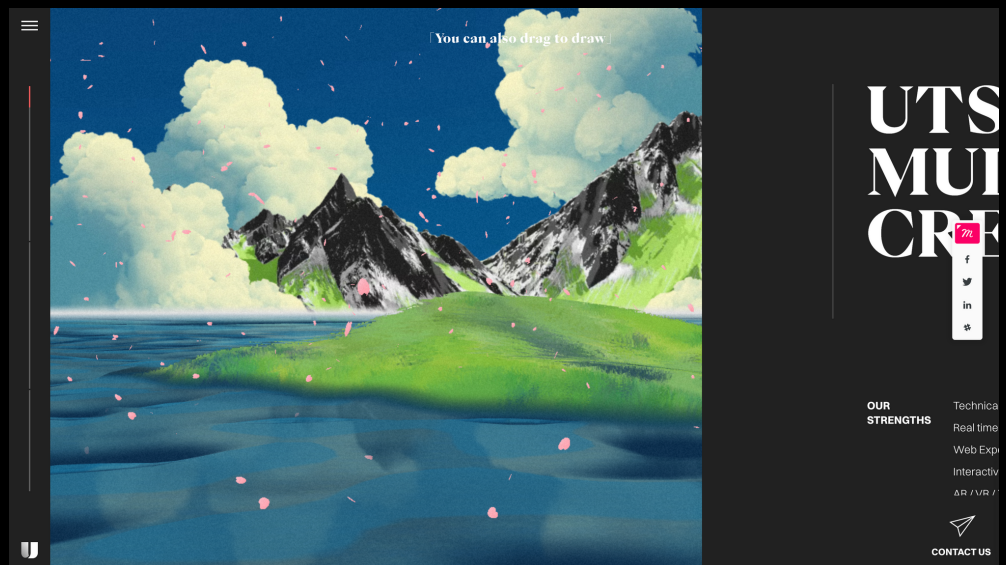
Their logo communicates simplicity, boldness, class and steadiness, which are all factors LOUISIANA contains as a museum, in the quality of exhibitions, the passion for art and the sense of hospitality you feel walking when in their hallways. Our communication should speak to the artlover, and the audience who is willing to know more about what LOUISIANA has to offer, in the same way their logo speaks to us, through simplistic design, the courage of being bold in our statements, and the promise of delivering steady and exclusive content.

2. DESIGN RESEARCH



<https://www.loftgarten.co/>

The website that inspired me a lot was loftgarten. What I want to use as inspiration for this project is using asymmetrical layout of elements on the page, like the image above. This is a trend right now among new websites and it also symbolises modern art. Louisiana uses asymmetrical layouts as well on their own website, so it is well suited with their brand.



<https://s.muz.li/MjQ4YzEzNTNI>

Another popular trend right now is horizontal scrolling. The website above gives a great example on how you could create a website using the scroll to the sides. This is more of an advanced task, but it would be a fun idea to have for our website, to make it more playful and also more attention grabbing.

CUSTOM CURSORS

A trend that we also would like to jump on is creating custom cursors for our archive. The concept we chose is for kids so we have come up with different ideas on how to create a playful cursor that inspires the children to paint artwork. Some of our ideas are: a ball, a stroke or a pencil.

3. CONCEPT

TARGET AUDIENCE

The target audience we have chosen are kids and families.

We wanted to make the experience for kids similar to how the real physical one is in Louisiana.

The concept is to create an immersive archive for kids, where they can play games to learn more about art.

DESCRIPTION AND VISUALISATION

We believe the future of art is the children. To create a sustainable museum it's important to engage and educate children and youth in the interpretations of art, as well as the appreciation of preserving the free expression of art.

We want to bring the archive alive by engaging children and youth with their families, who have the curiosity to learn more about art or artists. Or art loving parents who want to immerse their children into the world of art, through artistic games about art pieces, artists, colors and strokes, learning while having fun.

In our prototype we are going to try to create 3 games concepts we have come up with.

The first being "EVOKE YOUR INNER ARTIST".

In this game you would recreate or recolor an existing art piece from the archive. The user would be able to choose between coloring within the lines, or "evoke your inner artist" where they would be able to recreate their own version of the chosen art piece. There will be a small explanation about the art piece and the artist. A fun fact would pop up, (or be placed somewhere) which could explain the typical colors the artist would use, or typical objects the artist would paint/draw/Photograph.

The would be 3 different versions available. An empty canvas with black outline. A version where the original colors are faded. Or the original piece.

After the child has finished coloring, they are able to either:

- Save and download the photo.
- Print out the photo
- Print out as a LOUISIANA poser, and pick it up at the museum.
- Or/and enter the photo into a family competition

Our second game concept is “STIR ART UP”.

This game is inspired by our design benchmark, using two different art pieces mashed together as one art piece.

The kids would get a collection from the archive and match, or mash up the different pieces into one complete piece, getting useful information about the different pieces and artists along the way. Once the art piece is mashed, they can change it again, hover over the mashed photo to see the full original piece, and maybe test their parents in their knowledge.

Our third game concept is “MATCH & MEMORY”.

This is probably the most educating concept. Our user would start by choosing a category

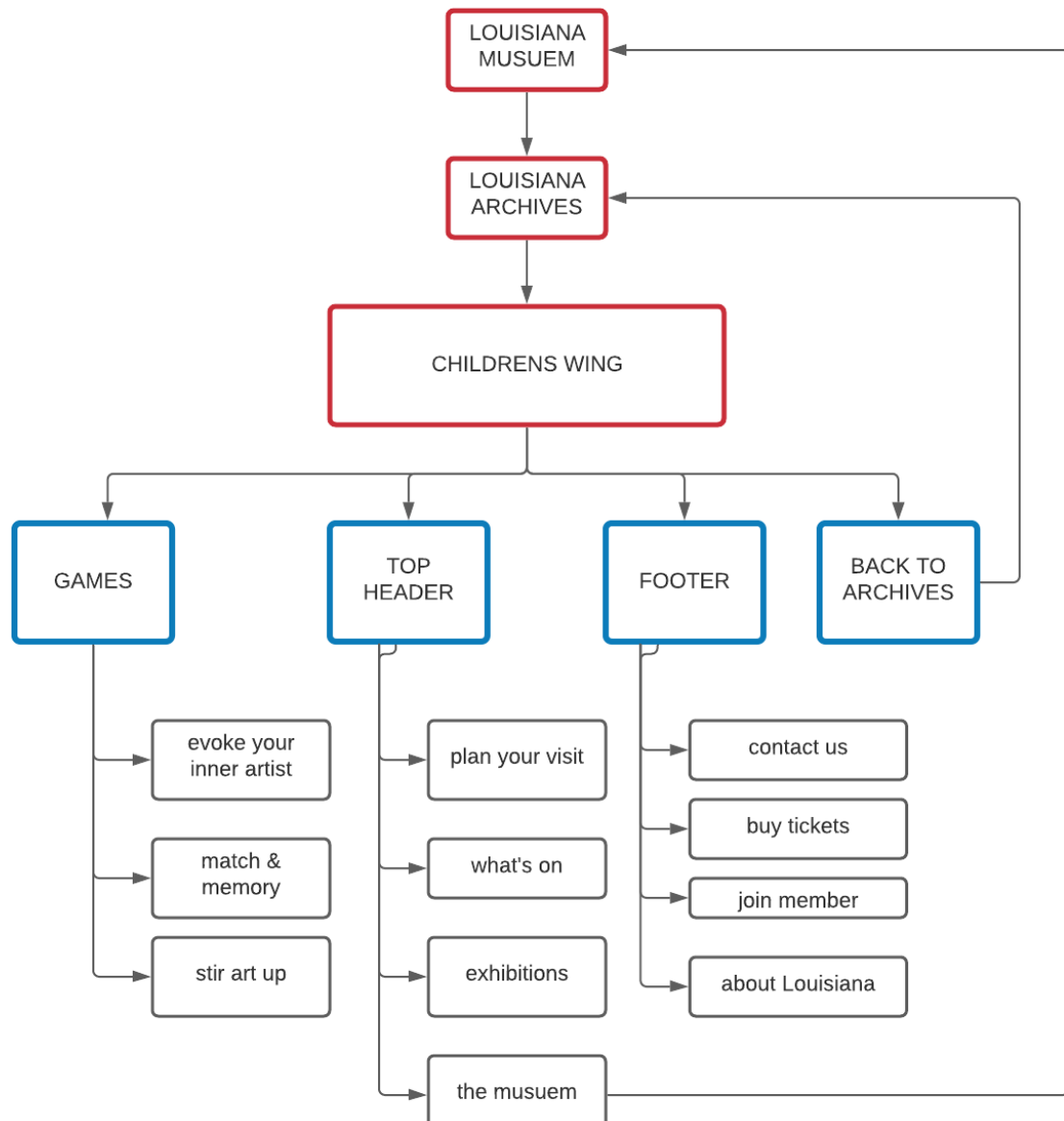
- Artists
- Genres
- Period
- Type of art

After choosing the category a deck of cards would be laid face down.

First you want to find the exact match, and with each draw, a new fact about the specific card would appear.

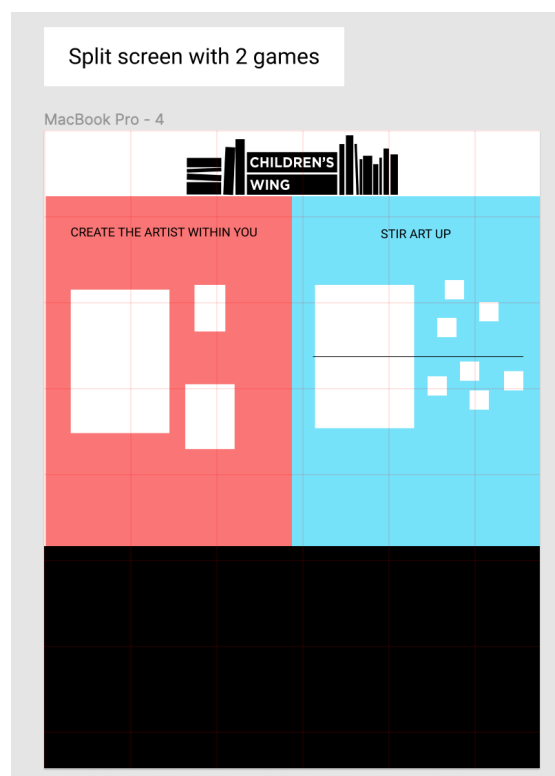
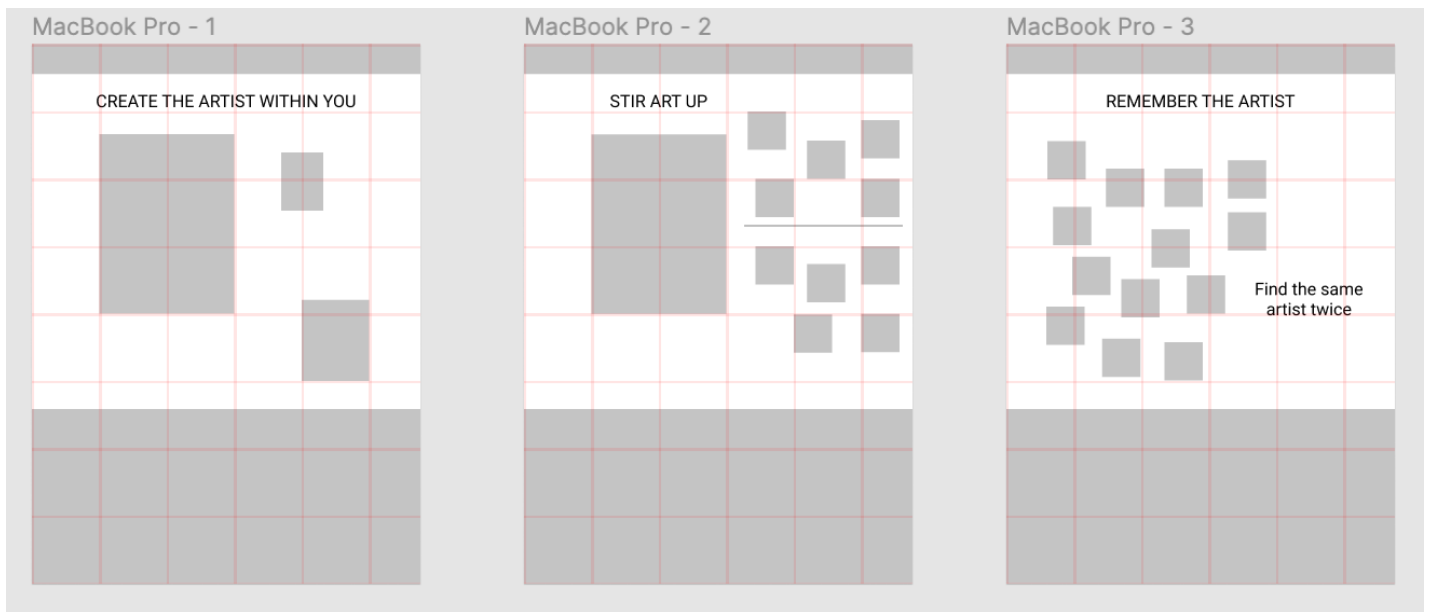
After finishing the first step in each category, the second step would be matching the artist to their art. Third step would be matching the genres to the art or artist. Forth step, matching the period to the art or artist. And the final step, matching the type of art to the artist of period. Every draw would provide information about the given art or artist, giving an extensive Userfriendly and fun library of knowledge about art, and the archive of LOUISIANA.

4. INFORMATION ARCHITECTURE



5. WIREFRAMES & DESIGN SKETCHES

Early wireframe prototypes:



SECOND ITERATION
wireframe prototypes:

