



# ARTIFY

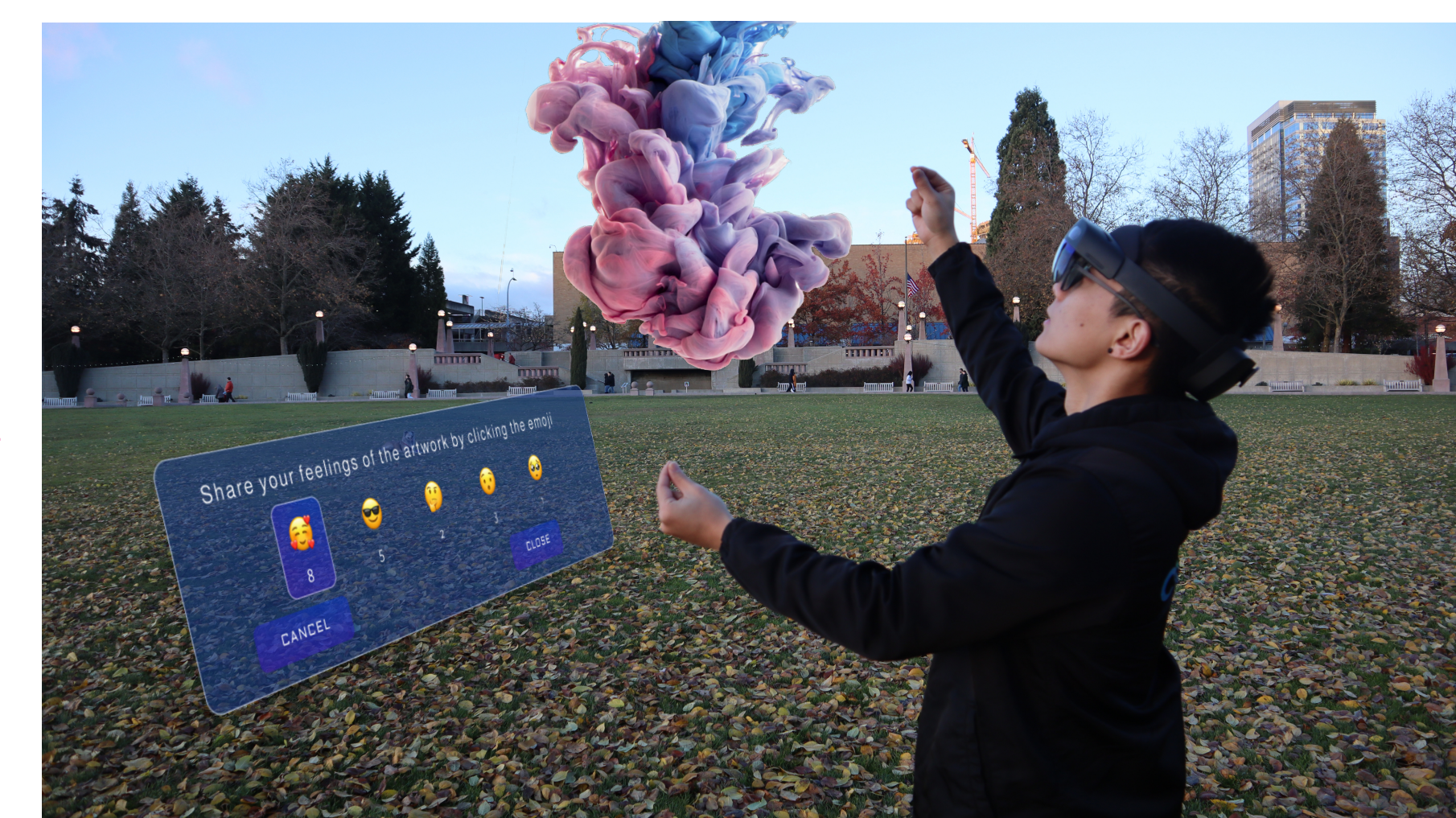
Immersive Pop-Up Museum that brings galleries out of the building!

## Opportunity

Since the pandemic, the demand for digital usage has drastically increased in the art world, straying away from its traditional structures in the past and adapting to a digital-first art community. With this new trend in art culture, we've created an AR art exhibition platform that enables art enthusiasts to easily access artwork with no restriction to geography, cost or time.



Traditional Art Exhibition

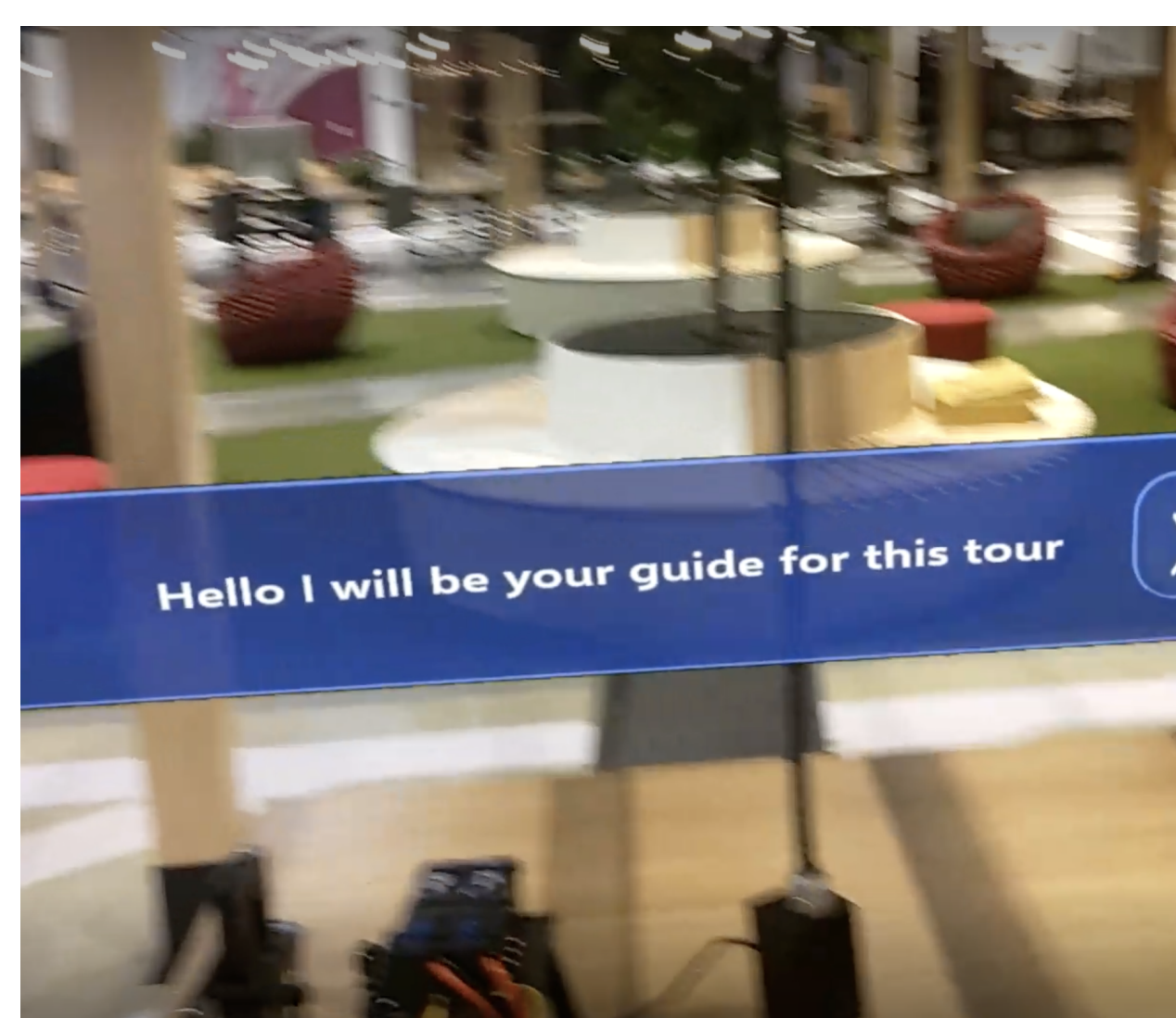


Immersive Art Exhibition

## Solution

Our solution is an AR pop-up museum platform that uses AR headset to provide immersive experience. By utilizing T-Mobile's 5G network, we are able to deploy our solution anywhere with cellular connectivity.

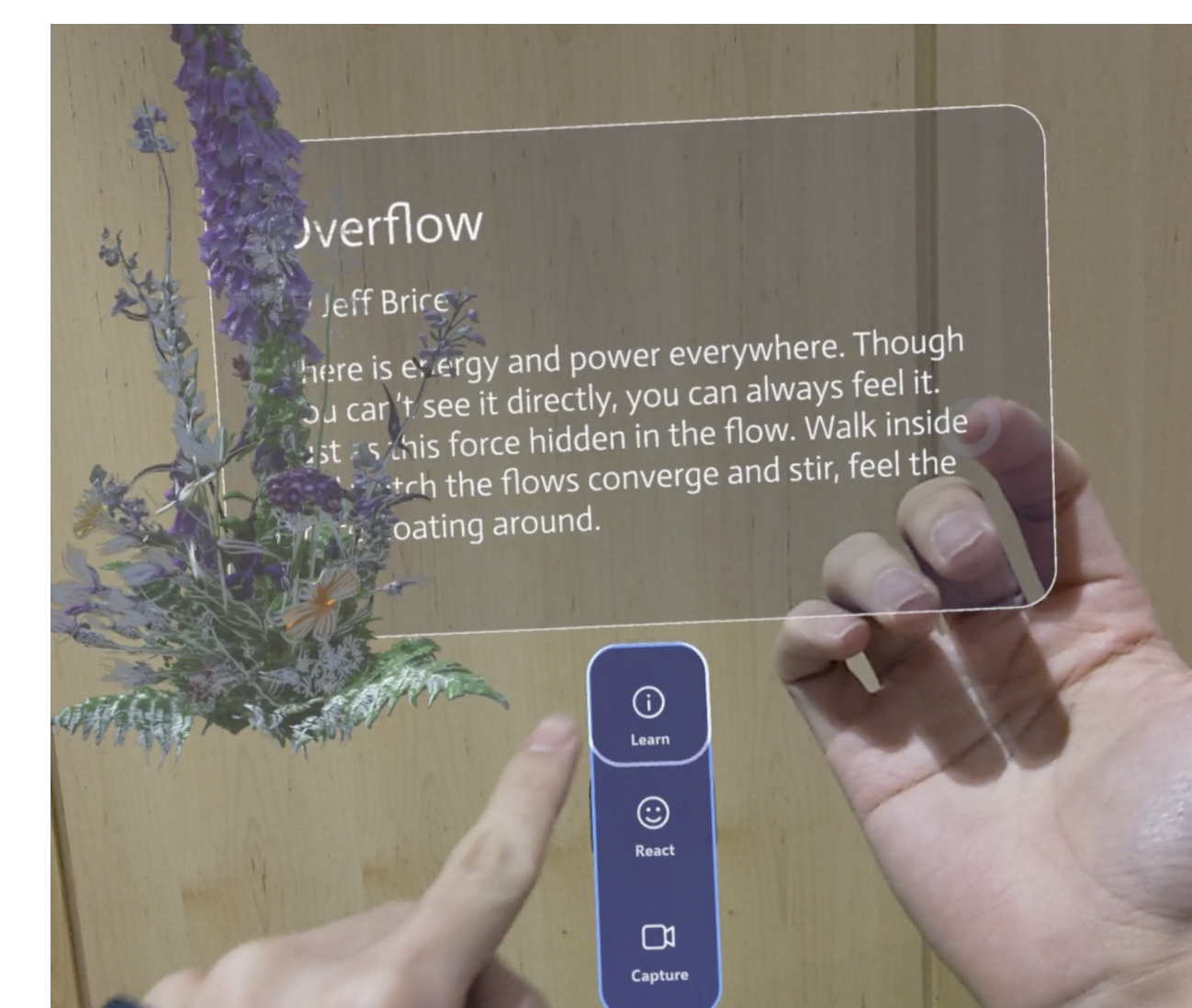
AR transforms a piece of art into an experience. Artists can choose to include animation, another image, or music in the augmented content. Every piece of art is transformed into a story that viewers would like to see.



Guided tour option

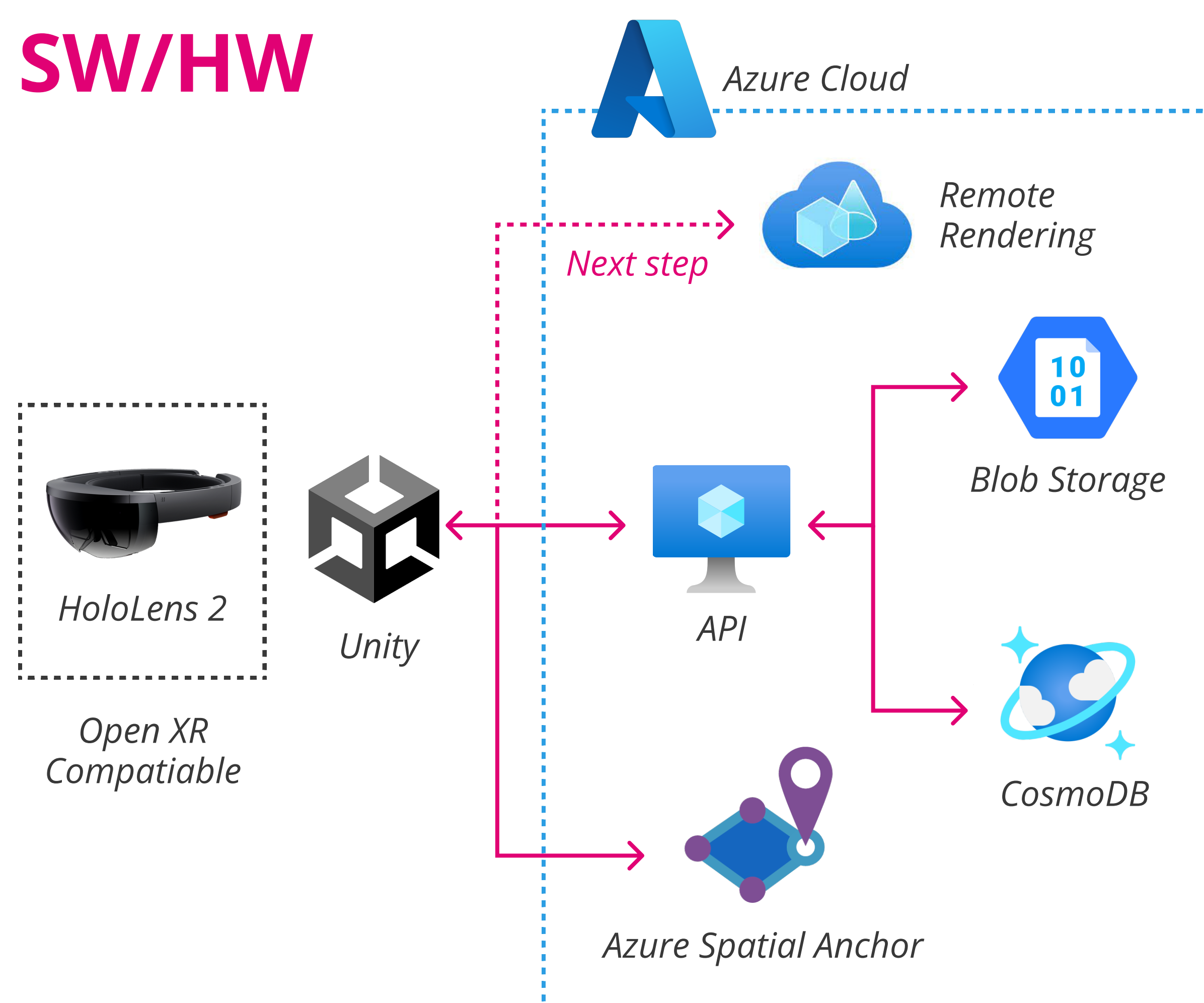


Interact with artwork



Learn, react, capture features

## SW/HW



## Approach

- 1 Field Study & Expert Interview**
  - 8 Field studies
  - Interview with AR expert
  - 4 AR artist + 2 traditional artist interviews
- 2 Design & Usability Study**
  - Created interactive design prototype using Figma
  - Conducted 3 rounds of usability studies to evaluate the overall flow and individual features
- 3 Prototyping**
  - Developed functional prototype using HoloLens 2
  - Implemented artwork, animations, and gesture interactions
- 4 Evaluation & Iterating**
  - Conducted user evaluation with 20 participants and iterated based on the feedback