



Püsh

End studies project - Gobelins school of Annecy - 2008/2009

Püsh is an end studies project of a four students group from the Gobelins school of Annecy studying multimedia. Each student has a function : Project manager, creative writer, graphic designer and developer. Students work on this project during the whole year. It will be presented in June in front of a jury and a public at the Chamber of Commerce and Industry (CCI) of Annecy, as it was a real professional project.

What is it ?

Push is a multimedia and multi-supports system which offers to play a scenarized visit of temporary museum exhibitions. It uses punctually as a factual service.

Who is it for

Young adults named "kidults" who aren't very familiar with Museum and Art but are curious and like new experimentations and discover.

Context

Despite a dynamic cultural politic from government for a better access to Art, Museum and Art don't have an attractive image for people. It's annoying and dusty for some people, consecrating, intimidating and hermetic for another who consider themselves not cultured enough to visit museum.

Lot of permanent high performance mediation tools already exist (audioguide, podcast...), in museums to guide, explain, inform, "educate". The playing dimension is often used for children tools, but never for adults.

Why

The main idea of Püsh project is to offer "something else" to adults in musem.

So, for people, Püsh is to do "another visit" in different ways : form (game, using mast tactile technologies, scenarized visit) and content (scenario, chosen information...) with a real communication between group members and an immersion in order to "explore an art collection".

For museum, Püsh is a tool which would make its image and its collections more dynamic, by creating an event and reducing the distance between Museum, Art and people. It would raise museum frequenting.

Concretly

- a general concept and structure which could be declined and adapted to any exhibition
- different tactile supports : mobile and interactive table
- a double scenario : an universe for Püsh and a unique story for each exhibition
- a concept in two times : a buzz with an adverggame and an in-situ experiment in museum, in time specially defined (evening, night) for a particular atmosphere and a better immersion.