

# CONTEMPORARY ART DIGITALIZATION

## AN OPPORTUNITY FOR DESIGNING NEW EXPERIENCES

### CLOUDART

A team of stakeholders with diverse backgrounds and professionalism from a variety of fields that cooperate and mutually inspire the conversation about the challenging relationship between art and technology and human work.

### BREAKING THE GLASS CEILING

Moving from a cultural elite appropriation of Contemporary Art to more universal and open accessibility.

### INTERDISCIPLINARY COMMUNITIES

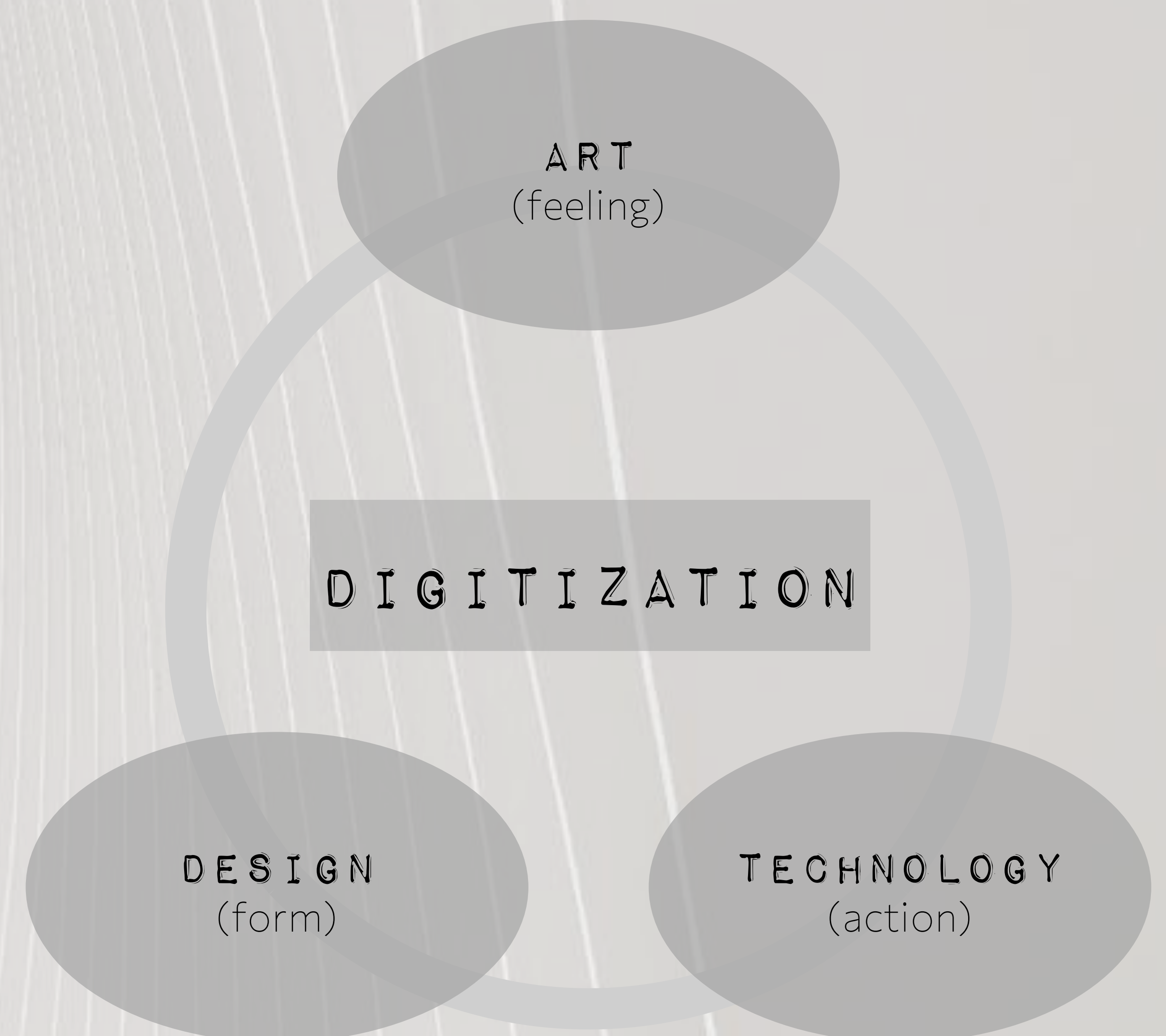
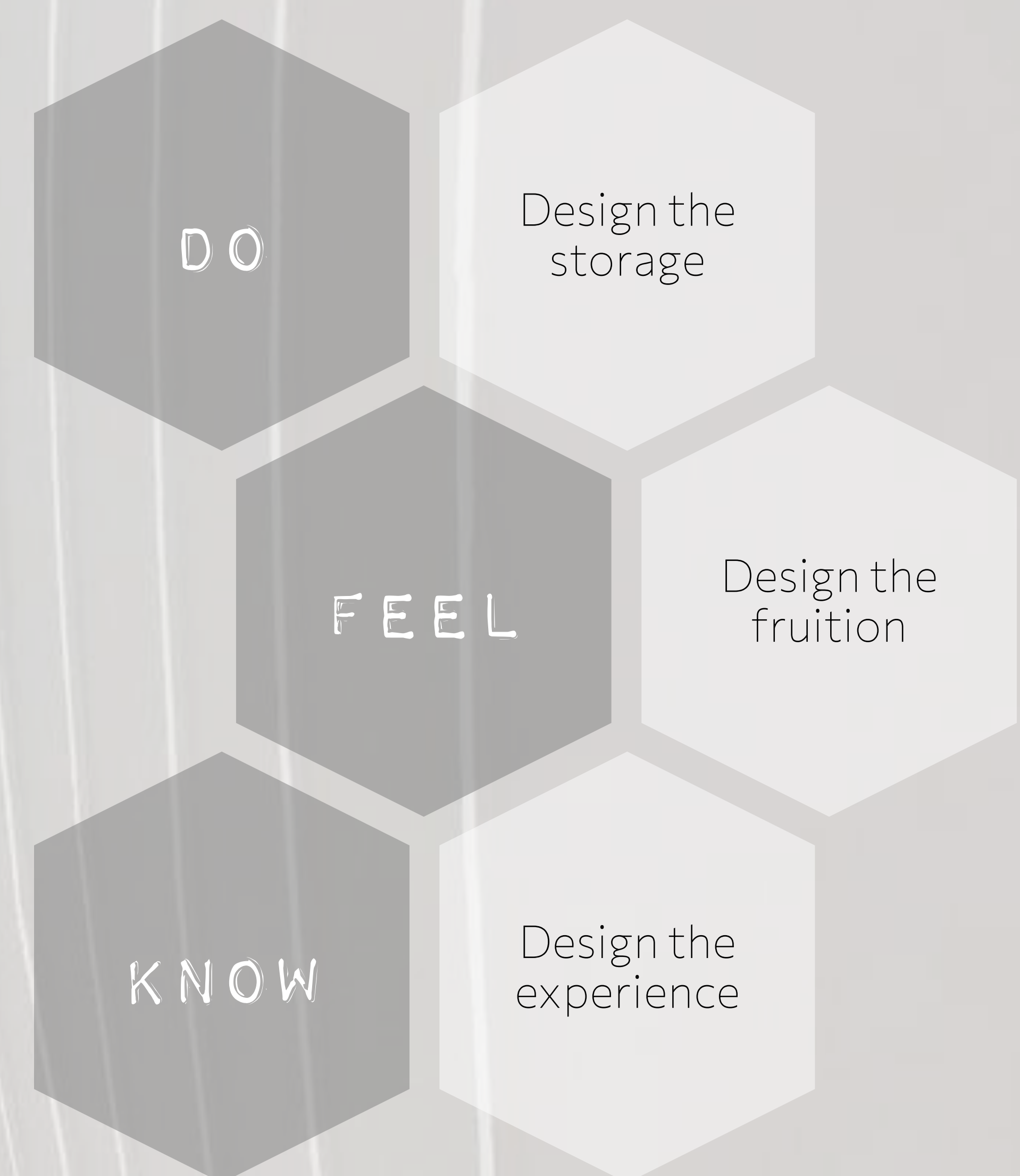
To influence the design of new hi-tech services and products it is fundamental to establish interdisciplinary communities of domain experts, capable of designing emotional services, shaped also on the principles of artistic interpretation. The development of new products dedicated to the digitization of Contemporary Art must follow standards that not only respond to the constraints related to software and devices, but that involve the knowledge in art that has never been considered before by computer scientists in the digital humanities field.

### HUMAN WORK INTERACTION DESIGN

The design of interactive applications to support the human work of professionals needs to be appropriately informed: new design methods, approaches, and techniques need to be defined, as well as the development of new technologies and the disruptive use of old ones must be tailored on the specific artistic application domain.

### A NEW WAY OF DIGITIZATION AND ARCHIVING

Exploiting both new and old technologies but focused more on the users and less on technological tools. Digitization does not just revolve around archiving and storage, but also on the fruition of content and experience development.



### RESEARCH QUESTIONS

How can we improve **DIGITAL EXPERIENCES** of Contemporary Art through innovative digitization and digitalization processes?

How can be **TECHNOLOGY** used for increasing, integrating, or even creating a new experience of Contemporary Art artworks?

Is it sufficient to enhance the experience or do we need to shift the paradigm and completely **FREEING EXPERIENCE FROM SENSES AND INFERENCES**?

What are the possible development models to get beyond the standardized digital vision of archives, producing **MULTILEVEL AND HYBRID USER EXPERIENCES**?

What **FORMS OF DESIGN** are needed to produce new forms of user experience?

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