EXPERIENCE ART IN A NEW WAY WITH PARTICLE
AT THE ITALIAN PAVILLON DURING THE 14TH GWANGJU BIENNALE
7 APRIL > 9 JULY 2023

Particle is an innovative company working at the intersection between art and tech and is **the digital and experience partner of the Italian Cultural Institute in Seoul** for the **Italian Pavilion at the 14th Gwangju Biennale**.

The **Particle App** extends the exhibition 'What does water dream when it sleeps?' in terms of time, space, and accessibility, thanks to its implementation. A **multimedia storytelling** accompanies visitors through the exhibition, acting as **a trusted art companion** and sharing fascinating insights. Stimulating content and augmented reality offer **new opportunities to interact with the artworks** and reveal unexpected behind-the-scenes details. Providing **remote access** the app allows for activation of contents and interactions anytime, anywhere.

Within the Italian Pavilion's digital layer on Particle app Water takes the floor, accompanying the visitors throughout the discovery of the artworks by Camilla Alberti, Yuval Avital, Marco Barotti, Agnes Questionmark and Fabio Roncato, progressively unveiling possible answers to the question 'What does water dreams when it sleeps?'.

The app offers both deep-dive pages containing key information and insights regarding the protagonists of the Pavilion, as well as Routes, immersive multimedia stories made of texts, images, videos, audios, and interactions. Both tools guide the user through the discovery of the exhibition, on-site and off-site. Particle puts art in your pocket, leaving visitors the freedom to choose whether to be guided or not, whether to dig deeper on a topic or quickly experiencing the surface. Visitors who prefer to explore the Pavilion on their own can still access specific information by scanning one of the QR codes located on-site.

Specifically, the app-based digital layer of the Italian Pavilion is composed of:

+ The experience page which collects all the key information, multimedia contents, interactions and Routes linked to the Italian Pavilion, its theme, its stakeholders, artists and sponsors;

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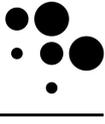
+ The **artist pages**, one per artist, include key information, multimedia contents, interactions and events related to each artist, also featuring information regarding other exhibitions or artworks;

+ The **artwork pages**, one per artwork, collect key information, multimedia contents and interactions related to each work;

+ **Routes**, which are multimedia storytelling exploring the exhibition. They are specifically designed to accompany visitors in the discovery of the Pavilion like the friend you go to museums with, that interesting and witty one who always has clever insights to share. Routes are conceived both for on-site and off-site experiences:

- **On-site Route**: available both in English and Korean, the on-site Route guides visitors step-by-step inside the space of Dong-gok Museum of Art throughout each artist's section, offering insights that connect each artist's practice and artwork to the general theme of the exhibition. The result is a **phygital experience** that merges digital contents with the physical elements of the space, such as sound, lighting, etc. An example can be found at the entrance of the Pavilion, where visitors encounter an **AR interaction**: by scanning the question 'What does water dream when it sleeps?' with the Particle app, visitors can explore the answers given by artists and curators, while they are invited to contribute their own responses by writing directly on the wall.

- **Off-site Route**: to expose the Pavilion to a global audience, the off-site Route enables visitors to explore the exhibition anytime and from anywhere, even after the physical exhibition has ended. Unlike the on-site Route, this is a **fully digital journey** that enables remote visitors to experience the Pavilion's atmosphere and connect with the artworks. Multimedia content takes center stage here, allowing users to immerse themselves in the sounds of artworks, visualize installations and explore as many insights as they desire.

Moreover, as part of the Italian Pavilion experience, visitors can collect an exclusive **digital token** through the Particle platform. Each digital token encapsulates the essence of each singular journey through this event, as every experience with art is unique and unforgettable. It's more than just a token, it's a tangible reminder of the emotions and insights felt during the time at the Pavilion. Visitors collecting the token will receive **a digital copy of the exhibition catalogue** and will be able to activate an **AR interaction** by scanning its cover with the app.

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PARTICLE APP:
EXPERIENCE ART IN A NEW WAY

Particle is a platform able to support the **phygital transition of the art world**, enabling **digital+physical art experiences** that stimulate **engagement** and attract **new audiences** thanks to **innovative languages** and **interactive digital tools**, while offering opportunities for **new revenue streams**.

Particle puts **art in your pocket**, letting everyone discover and enjoy art without any boundaries: **on-site, off-site and remotely**. The company offers a scalable single platform solution to cultural players to let them extend their art projects **beyond time and geographies**, keeping the experience always on.

With Particle art projects can be augmented through a **digital layer** which is **complementary to the physical experience** as well as accessible remotely. Digital interactions and multimedia stories, composed by narration, audio, image, video, augmented reality and other kind of stimulus, allow for multiple and distinct levels of experience and understanding. Thanks to ad-hoc **gamification strategy based on tokenization**, app-adopters can translate the actions taken within the app into further engagement and value to spend on the platform, mutually **reinforcing the relationship between cultural players and their audience**.

Thanks to its **modular offering**, the app can be adopted by **all the stakeholders of the art world** (museum, institutions, foundations, galleries, artists etc.) as its tools fit art projects of **all medium** (traditional paintings, sculptures, photography, etc.) and from **all periods** (contemporary, post-war, old masters).

Lower initial investment, **up-to-date technologies** and **access to both standard and customized digital tools** are some of the advantages of adopting Particle's platform instead of creating a proprietary app. As an innovation-hub and unique point of reference, Particle's **ready-made solutions** offer indirect exposure to peer's audience, boosting **visibility and reach**. At the same time, cultural players maintain their **identity and recognizability** within their dedicated areas in the app.

Particle app is an open tool **complementary to other digital channels**, designed to easily activate digital+physical experiences that help cultural players to reach new targets, get closer to their visitors and enhance their offering through innovative tools, on-site and off-site.

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Particle S.r.l.
www.particle.art
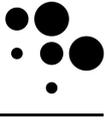
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PARTICLE

Particle makes art essential in everyday life. Founded by Bruno Bolfo in 2020, Particle is composed by a team of specialists in art and culture, with expertise in technology, economics and innovation. Particle conceives and implements phygital (digital+physical) and immersive experiences both in the art world and the corporate sector, aiming to bring art closer to people.

Particle is innovating the Art World by evolving its processes, expanding its value generation and engaging a wider audience.

Within the corporate world, **Particle elevate brands through art** designing immersive experiences that engage their target and boost their key values and messages.

Focusing on the benefits and opportunities of technology, Particle has developed its **app: an interactive platform to create digital layers and interactions** that extend art projects in terms of time, space, and accessibility.

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