

RESEARCH THEME

Title of the doctoral research “Performative” models of interactive cultural experience in museums and cultural exhibitions through innovative and customized lighting systems

Proponent professor Raffaella Trocchianesi

Abstract

Nowadays we are going to two scenarios of museums:

- *Performance* as attitude to enjoy collections and feature the space in order to improve the interactive effect
- *Customization* as opportunity both for visitors (in order to choose different ways to enjoy collections) and museums (in order to create flexible devices applicable to different exhibitions).

This research aims at studying how the lighting system can be an interest field of experimentation in integrated work between exhibition designers and product designers in envisioning new models of interactive cultural experiences based on the performance and customization.

The research longs for “using” museum settings as a place of experimentation starting from different orders of issue:

- *Narrative*: how can you design new customized paths and stories taking into account digital technologies and interactive lighting systems?
- *Curatorial*: how can you encourage an interdisciplinary work between curators and designers in defining the optimal solution in terms of positioning of works of art, highlight “crucial” points of the painting and using lights to enhance pieces of work?
- *Technical*: how can you pinpoint innovative systems able to solve cruxes in terms of aesthetics, quality, safety and performance?

This approach implies exhibition and lighting design competences; this mixed knowledge reflects the features of the proponent team (Raffaella Trocchianesi-exhibit design; Francesco Murano-lighting design, Manuela Celi-product design) and takes advantage of the advanced *Art Lighting System* developed by part of the team and patented by Politecnico di Milano. The idea is to continue and improve this approach in order to increase the experimentation in museums as active laboratories of innovation. The research will also consider the numerous factors of change that have occurred in the sector due to digital transformation, addressing the introduction of new design-driven business models for services to socio-cultural and the development of a start-up concept.

Keywords

Exhibition design, lighting design, performative spaces