

Cleveland Museum of Art

Case Study



▲ The interactive Collection Wall in Gallery One at the Cleveland Museum of Art showcases the museum's extensive art collection.

Christie MicroTiles and the Christie Interactivity Kit make their mark at the Cleveland Museum of Art

Recently unveiled at the Cleveland Museum of Art, Gallery One blends art and technology to inspire visitors of all ages and enhance the art museum experience. The show-stopping centerpiece inside Gallery One is the Collection Wall — a 40-ft wide, 5-ft high interactive digital display wall made up of 150 Christie® MicroTiles®.

Equipped with a Christie Interactivity Kit, the Collection Wall helps visitors find the artwork they'd like to see and can be used by up to 16 people at once. Guests can choose pre-loaded tours or create their own by choosing from the thousands of art pieces in the museum's collection. Tours can then be saved onto a personal iPad® or one borrowed from the museum. Using the museum's ArtLens app, the iPad serves as a guide, taking guests on personalized tours of the different galleries.

"It's such a spectacular visual element that is part of the architecture... it has this beautiful way of moving art around to make it look

very attractive. It's becoming very much the iconic symbol of this gallery, if not the whole technology piece of the museum," says project consultant and integrator, Doug Fortney, consultant at Zenith Systems. "Rather than simply a traditional, static museum, now you have interactivity that helps people see, appreciate and understand the art that is at the museum." He goes on to say, "from a distance, the wall has a real 'wow factor.' And then it's a completely different experience when you go up and interact with it, because now it's right in your face and it becomes a completely different 'wow' experience."

One of the challenges the museum faced when designing the wall was incorporating technology into the architecture — which often makes it difficult to remove and repair. Choosing Christie MicroTiles for the installation was an easy decision once the team at Zenith Systems found out they could be serviced from the front, as the screen of each tile can be removed for quick access.

Customer:

Cleveland Museum of Art

Location:

Cleveland, Ohio, USA

Industry/Market:

Museum

Partner:

Zenith Systems

Requirements:

- Deep, rich black levels
- True, multi-touch technology
- Reliable performance
- Easily serviceable and maintainable
- Front-access panels

Summary:

Gallery One at the Cleveland Museum of Art blends art and technology to enhance the art museum experience. Using Christie MicroTiles and the Christie Interactivity Kit, the museum has created two one-of-a-kind interactive display walls to inspire visitors of all ages.

Products:

- Christie MicroTiles
- Christie Interactivity Kit

Results:

The Christie MicroTiles and the Christie Interactivity Kit have really made their mark in the museum, encouraging guests to engage with the art pieces in new ways.

Another challenge? Achieving the rich, deep black required for this type of display. "In our initial discussions we considered creating the wall using projectors, but we didn't think that would work because we couldn't get good black levels. Trying to make this art look really spectacular requires fantastic black levels — and since it's an art gallery, we couldn't make it dark like a theater," explains Fortney. "The [Christie] MicroTiles gave us the blacks we wanted so the art is really able to 'pop' on it."

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Doug Fortney
Consultant at Zenith Systems

Another installation at Gallery One is geared towards the museum's youngest guests. The Line and Shape display wall — comprised of 12 Christie MicroTiles and standing 4-units wide by 3-units tall — is located in Studio Play, the early learning zone of the museum. It invites children to use their fingers to draw shapes or lines on a white canvas that are then matched with pieces of art drawn from the museum's extensive collection. For instance, a child could draw a triangle and the wall might display a farmhouse in which the triangle is the end of the roofline. This interactive experience helps children see everyday shapes inside of art. "It's fun to watch and fun to do," says Fortney. "It's essentially a white canvas that kids can doodle on. It's large enough for three kids to use at the same time as it easily handles multiple users." And, Christie MicroTiles are durable and easy to clean, which comes in handy with so many little hands touching the wall each day.

When it came to choosing the technology to power the interactive experience, the Christie Interactivity Kit was the perfect fit — literally. The Christie Interactivity Kit attaches around the perimeter of any rectangular video wall and is designed to integrate seamlessly with Christie MicroTiles. The kit consists of small sectional pieces that are exactly the same size as the individual Christie MicroTiles. This comes in handy if the touch interface needs to be repaired as only that one small section needs to be swapped rather than having to replace the entire kit.

The Christie Interactivity Kit has the fast response times and high level of accuracy required to achieve the unique multi-touch experiences that are captivating visitors at the Cleveland Museum of Art. "It needed to be a true touch screen, where you could touch on a small piece of art and manipulate it," explains Fortney.

The Christie MicroTiles and Christie Interactivity Kit have really made their mark in the museum, encouraging guests to engage with the art pieces in new ways. "The technology is all about understanding how to look at art, appreciate art, and understand how different works of art have connections to each other," explains Fortney.

Thanks to Christie MicroTiles and the Christie Interactivity Kit, the Collection Wall and the Line and Shape display wall are helping inspire museum visitors to engage with the art collection in a unique way, helping the Cleveland Museum of Art stand out among art museums all over the world.

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ Children interact with the Line and Shape display wall in Studio Play, Gallery One's early learning zone.



▲ A visitor interacts with the Collection Wall to view the museum's extensive art collection.

Photo credits: Courtesy of Local Projects

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