A photograph of the Rain Room art installation. It shows a person standing in a room where it rains, but the rain stops around them. A bright light source on the left creates a starburst effect, and a colorful light spectrum is visible on the right. The background is a dark, textured wall.

Rain Room is part of The Hyundai Project: Art + Technology at LACMA, a joint initiative exploring the convergence of art and technology.

RESEARCH PROPOSAL

Do immersive art experiences create a more influential impact than traditional art?



BUILDING ON *EXPERIENCES*

im·mer·sive ex·pe·ri·ence

verb, noun, adjective

1. noting or relating to digital technology or images that actively engage one's senses and may create an altered mental state: immersive media; immersive 3D environments.
2. noting or relating to activity that occupies most of one's attention, time, or energy.

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ABSTRACT

Do immersive art experiences create a more influential impact than traditional art? Art has expanded into a variety of different forums. Though, it is unknown to what type of art events are more favourable and effective for art goers. With today's advancement in technology art is being reinvented to create more attention. Immersive art installations are creating a large impact because of the experience in itself. Going beyond observing and further engaging with the art. We will focus this research study between immersive art and traditional art to further compare the effectiveness and quality experience amongst the two.

“research proposal
between
immersive art and
traditional art”

RESEARCH

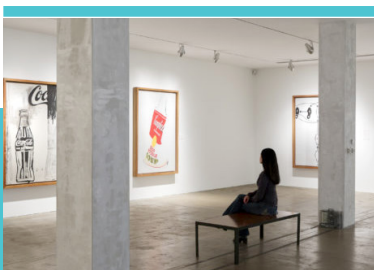
INTRODUCTION

5

THE TYPE OF ARTS WE EXPERIENCE

When you think of going to a museum, you find yourself walking through the open space viewing art displayed on the walls or articles encased or roped around with arm's length distance. Little placards stating "do not touch." You're captivated and in awe of the colors, the artistic style and the deep meaning beyond the canvas. Then another time, you make plans to attend a performing arts event, sitting in a cozy seat in a large theatre audience surrounding a stage of performers. Your attention is focused watching these amazingly talented singers and dancers narrate a profound story from a distance on stage. The experiences are different but from both perspectives it entails observing art. Physical engagement and interaction with the art is typically not the norm, or is it?

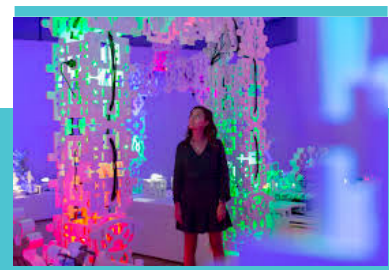
MUSEUM



PERFORMING ARTS

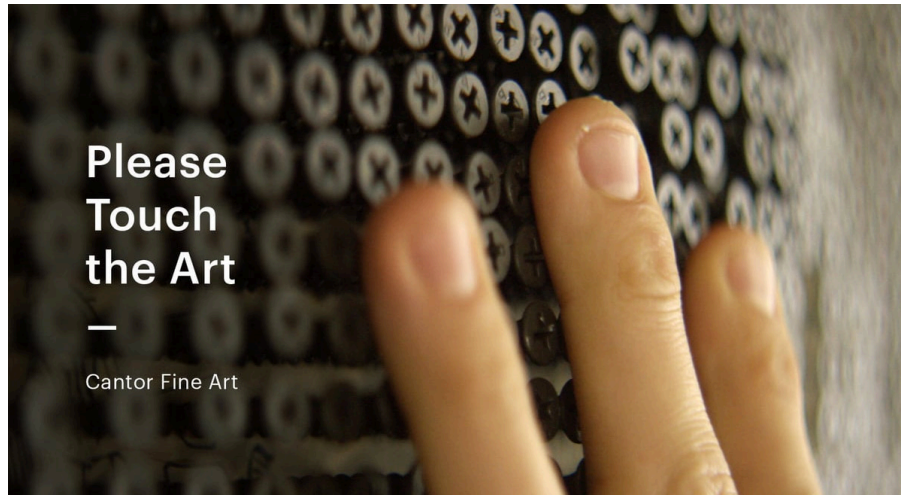


IMMERSIVE ARTS



INTRODUCTION

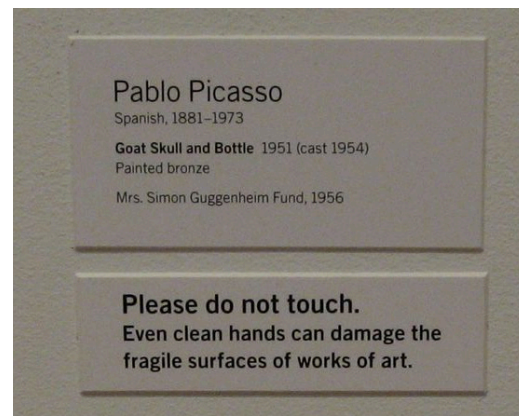
Immersive art installations are amongst the new art headlines. An experience going beyond observing and interacting within the very being of the art installation. Imagine the entire experience utilizing all your senses, and diving into



an open space surrounded by an illusion driven and inspired by a new digital culture. Every person will encounter a different interaction, will react differently and will have a completely different experience the second time around. It leaves a curious form of interpretation and appreciation of the installation.

interaction with the art is typically not the norm, or is it?

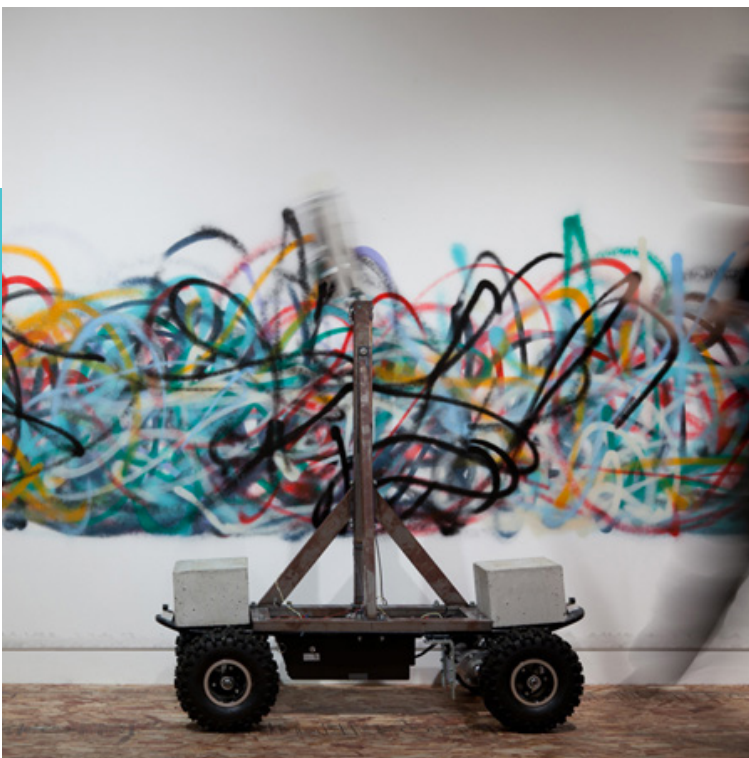
This research will provide additional insight on the reactions, demands and value to the different forms of art. Participants of this research will be based on those who are currently attending art events and have been involved in different forms of art experiences. The gathered data from a mixed methods design will provide a comparison of all the experiences to investigate people's emotional need to experience art.



RESEARCH

LITERATURE REVIEW

7



Digital Meets Art. (n.d.). Retrieved April 24, 2018, from <http://www.digitalmeetsculture.net/article/digital-meets-art/>

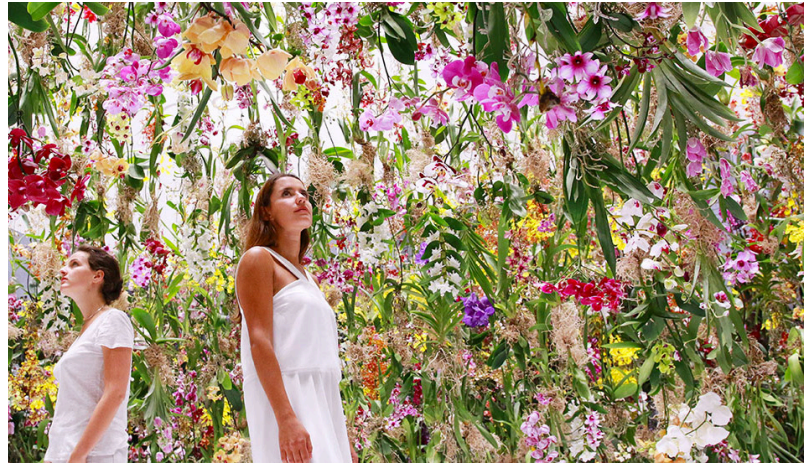
DIGITAL MEETS ART

Art has always been considered as a painting or sculpture on display. Even watching a play or Broadway show was a form of art. Though digital technology has created a different artistic approach and is carrying a very effective transformation of art. Imagination can take us far beyond an artist's creativity and the use of technology has created a newly recognized art. Technology is simply another form towards being innovative and exploring new opportunities for people to enjoy art.

Chang, R. (2017, March 02). Immersive Art Experience – Immersing Into Art. Retrieved April 23, 2018, from <https://www.montagemagazine.com/travel/immersing-into-art/>

IMMERSIVE ART EXPERIENCE - IMMERSING INTO ART

Skies the limit with art, literally falling down from the skies or rather floating. The Maison & Objet design fair in Paris had thousands of flower arrangements hanging down surrounding visitors as they walk amongst it. Their senses were triggered from the floral scent, to an illusion and the colorful array of flowers floating allowing them to be

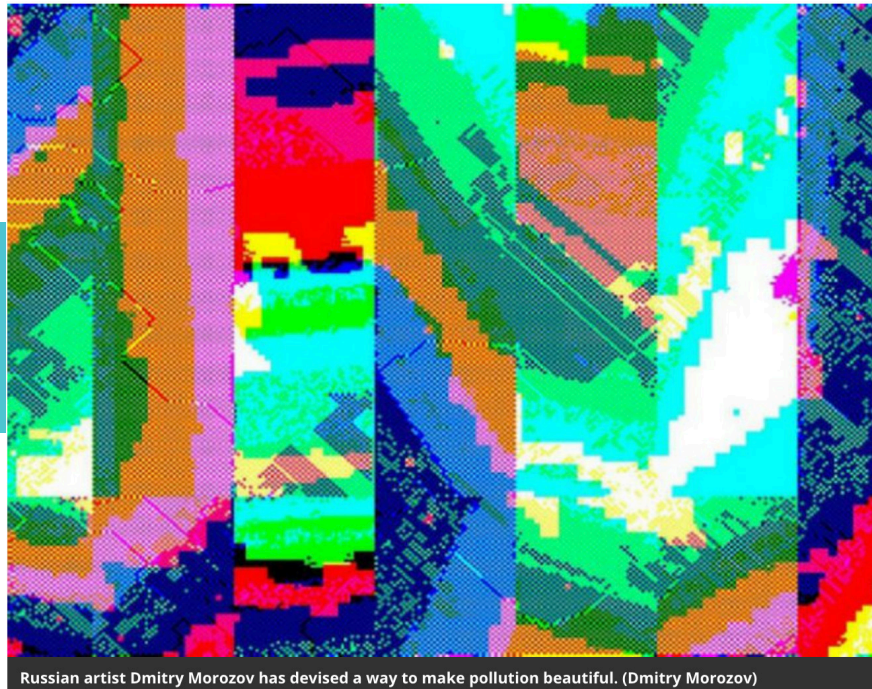


submerged with the garden. This is one of many examples of immersive installations that are appearing across the world. And it for sure will not be the last.

QUOTE

“I think there is always a demand for creating something new and different that hasn’t been explored. Innovations of production also make [experiential art] possible. There’s pressure on art these days to be much more than just an object.” -Jarrett Gregory

There seems to be a demand and need to push the limits with how unique and innovative art should be. That new art somewhat disregards the rules of traditional art, paintings or sculptures and allows more opportunities to enjoy the very being of the experience of art. The intimidation factor is non existence. There is no pressure not knowing the history or underlying interpretation of the art piece. People are embracing the experience in itself and emerging them self the limitless open space of immersive installations.



Russian artist Dmitry Morozov has devised a way to make pollution beautiful. (Dmitry Morozov)

Rieland, R. (2014, August 27). 7 Ways Technology is Changing How Art is Made. Retrieved from <https://www.smithsonianmag.com/arts-culture/7-ways-technology-is-changing-how-art-is-made-180952472/>

7 WAYS TECHNOLOGY IS CHANGING HOW ART IS MADE

Technology has always been part of the process of art but with today's resources it is more accessible and convenient. A popular light and laser exhibit from London, "Assemblance," was an experience that is personal to each person that walks through the installation. The body movement, the path and lights reflecting on each person creates a different perspective and experience. This is one of many examples of how technology is utilized to create art.

Other strange ideas such as laser beams, light fixtures, a machine painting art on the walls and even gathering data from pollution creating bright beautiful images. They sound odd at first, but the innovation behind it is what makes people spark interest. A featured artist Eric Standley confesses technology allows people to feel more rather than less.

Vankin, D. (2016, December 22). The arts buzzword of 2016: 'immersive'. Retrieved April 22, 2018, from <http://www.latimes.com/entertainment/arts/la-ca-cm-immersive-arts-20161225-story.html>

THE ARTS BUZZWORD OF 2016: 'IMMERSIVE'

Immersive is a new buzzword. It is creating excitement and change within the art industry. It is now considered an immersive culture that is nontraditional, quite unique, site specific and experimental. It goes beyond the paintings on the wall and viewing objects in arms length, it is the experience of being part of the art. With today's technology we have everything customized to our specific needs



and personal experience. Immersive art is no different. People are seeking for an experience, something unique and refreshing. It was perfectly stated that "people are inside the canvas." They are the participating element of that canvas that makes the installation complete in their own eyes. Immersive experiences is enhancing and using your five senses, being one with the art and creating a personable sentimental connection.

QUOTE

People are seeking experiences where they can be engaged in a more authentic and direct way, because so many of our communications are ... through screens.

-Mat Diafos Sweeney, Artistic Director of Four Lark

QUOTE

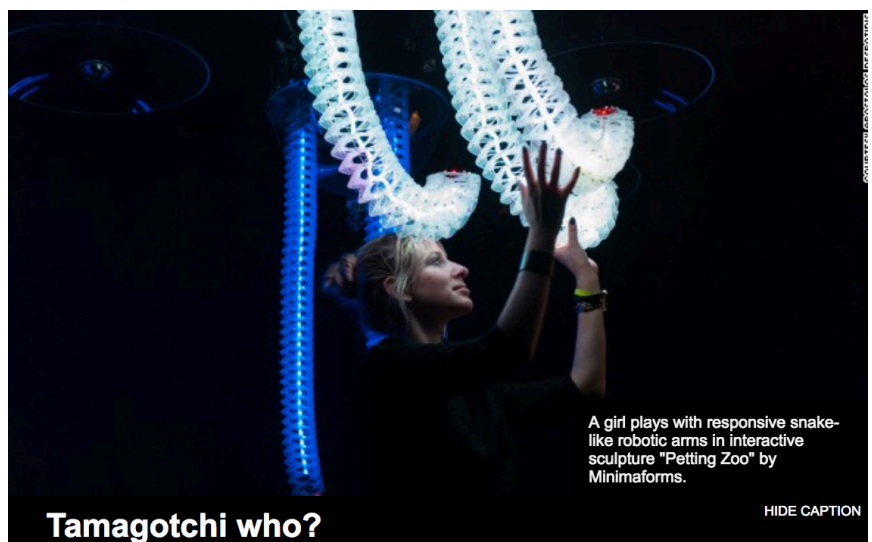
“We are dreaming about the future of art and technology and the intersection of both,”
-Musician, will.i.am

Mackay, M. (2014, July 7). Touch it, you know you want to. The hands-on world of digital art. Retrieved April 22, 2018, from <http://www.cnn.com/2014/07/07/world/europe/digital-revolution/index.html>

TOUCH IT, YOU KNOW YOU WANT TO. THE HANDS-ON WORLD OF DIGITAL ART

Everyone wants to get their hands on art. Not like traditional art we have always been taught to observe and do not touch. Enjoy the artwork, interpret it and take it in. There is a new form of art that allows people to interact and touch the artwork all you want. The more you engage with the art installation the greater the experience.

This participatory experience truly dives into something much deeper and sentimental. Once engaged with an art installation it transforms beyond the daily habitual use of lights, imagery and technology. Creating these type of interactive installations recreate the fundamental ideas we know and challenges our perception of what we are truly engaged in. It is an illusion, an artistic opportunity for people to embrace the future of art and technology being combined.



A girl plays with responsive snake-like robotic arms in interactive sculpture "Petting Zoo" by Minimaforms.

HIDE CAPTION

O'Leary, D. (2015). Immersive Theatres: Intimacy and Immediacy in Contemporary Performance. By Josephine Machon. New York: Palgrave Macmillan, 2013; pp. xix 344. \$105 cloth, \$32 paper, \$30 e-book. Theatre Survey, 56(3), 448-450. doi:10.1017/S0040557415000423

IMMERSIVE THEATRES: INTIMACY AND IMMEDIACY IN CONTEMPORARY PERFORMANCE

With traditional performances the audience finds themselves observing a show for two to three hours. As similar to watching a movie on a screen. The experience itself is minimal by limiting the audience to sit, relax and take it in. Though the natural human instinct is the need and want to make, feel and engage. Additionally tapping into other senses such as smell and touch, it completely transforms the experience.

QUOTE

greater biological
need for our
species to engage
in art making

With participatory involvement from the audience it creates their presence within the artistic story, but it's their story, their perspective and personal experience. Versus to the next participant, it will be a completely different impact. Immersive theatre has become popular because of the audience members seek the need to be sentiment, to feel more and immerse themselves to an open space that is unknown. It is a curiosity of the surprise notion of what their presence will become or make of the art. It goes beyond the amazed factor and change their emotional state of mind with the simple need to interact.

RESEARCH METHODS

QUANTITATIVE

The first phase of the research is to conduct a quantitative survey with approximately 12-15 questions. The data collected will be used to primarily focus specifically on those who have an interest and have attended art events. The initial survey data collected will narrow down specific participants that would be invited to a follow up focus group discussion to further investigate art experiences between traditional and immersive exhibits. Specific participants that will participate in the second phase will be those that have attended a traditional art event such as museums, art performances, art exhibits and immersive installations.

“ explanatory
sequential mixed
methods design ”

FOCUS GROUPS

With the first set of data collected from the survey will further determine who will be chosen for the second phase of the research process, the focus group. Specific criteria have been narrowed down to determine the type of participants in the four different types of focus groups. The selected individuals will first be narrowed down to age group, income and the strength of their art interest. Additional data gathered from the survey will then be brought into the focus group to further elaborate the experience and emotional impact. Through this exercise there will be more in depth data to determine a comparison between traditional art and non-conventional participatory installations.

RESEARCH *ETHICS*

14

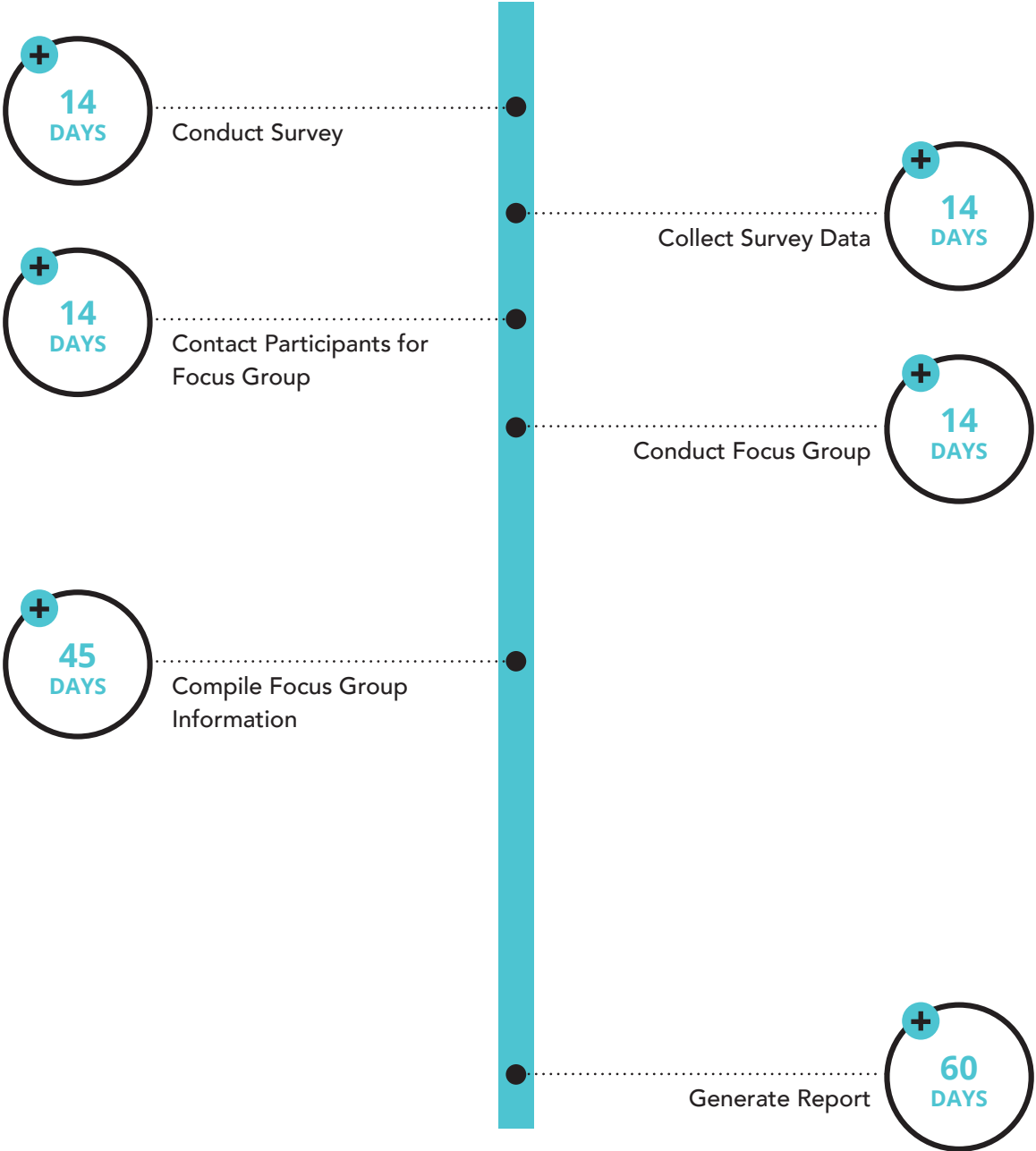
All participants completing the survey will be anonymous. Though if they would like to further their voluntary involvement in the second phase, the focus group, contact information will be collected. Those participating in the focus group discussions will be anonymous and on voluntary terms. All information will be used anonymously in the collected research results. There will be a brief statement of participation on the actual survey and are

voluntarily providing their contact info. But on the focus group participation, there is an entire legal consent documentation to protect the volunteer's privacy. It will provide a brief explanation on the process and their ability to withdraw from the process at any time for any reason. The purpose of this form is to make the participants as comfortable as possible and feel safe in their environment.



RESEARCH TIMELINE

161 DAYS TO COMPLETE RESEARCH



RESEARCH

CONCLUSION

16

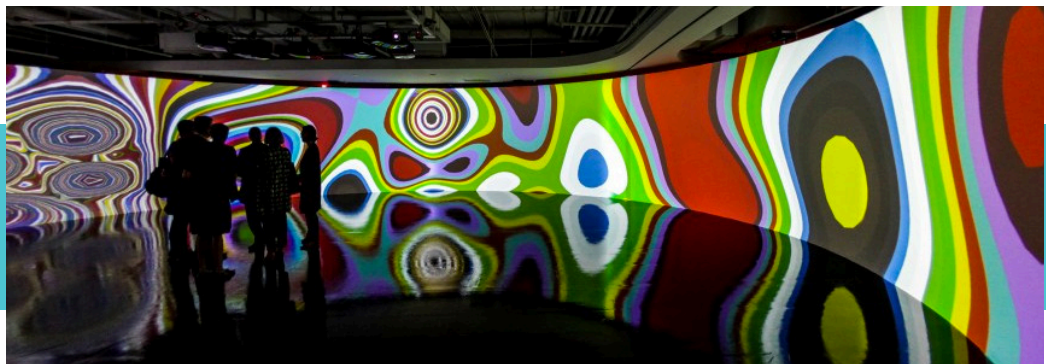
DO IMMERSIVE ART EXPERIENCES
CREATE A MORE INFLUENTIAL
IMPACT THAN TRADITIONAL ART?



Art will always evolve. There will always be artists that will push the limits of art, creating innovative methods to engage and excite people. Breaking the boundaries of conventional art seems to be a trend but more so a challenge for the artist to present something new to the table. This research will create a more in depth analysis on the different forms of art that are more of an influential impact to the audience members. Though all genres of art provide an experience in itself, there is

a focus on whether the immersive exhibits create more value. This will better evaluate and further discover more of the human needs, wants and curiosity of engaging in the open space being immersed within the art.

As technology changes over time, it will continuously provide an overload of information and resources there will continue the demand for innovative forms of art.



RESEARCH

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O'Leary, D. (2015). Immersive Theatres: Intimacy and Immediacy in Contemporary Performance. By Josephine Machon. New York: Palgrave Macmillan, 2013; pp. xix 344. \$105 cloth, \$32 paper, \$30 e-book. *Theatre Survey*, 56(3), 448-450. doi:10.1017/S0040557415000423

RESEARCH APPENDIX A



SAMPLE SURVEY QUESTIONS

Thank you for participating in this survey. If you'd like to participate in a follow up focus group, please provide us your contact information below. You will be contacted for the focus group within the next 30 – 60 days. Snacks and beverages will be provided and will take 60-90 minutes. If you'd like to remain anonymous and only participate in this survey, please proceed to the first question.

NAME

PHONE

EMAIL

1. How old are you?

- a) 0-25
- b) 26-35
- c) 36-45
- d) 46-55
- e) 56+

2. What is your highest level of education?

- a) high school / GED
- b) college
- c) masters
- d) higher

3. What is your income status?

- a) \$0-\$34,999
- b) \$35,000-\$44,999
- c) \$45,000-\$54,999
- d) \$55,000-\$64,999
- e) \$65,000+

4. Rate how important art is to you from a scale of 1-10 (10 being very important).

1 2 3 4 5 6 7 8 9 10

5. Have you visited a museum?

- a) Yes
- b) No

6. Have you attended a performing arts events?

- a) Yes
- b) No

7. Have you ever participated in an immersive installation?

- a) Yes
- b) No

8. What was the last time you went to an art event?

- a) This week
- b) last month
- c) the past 6 months
- d) can't remember

9. How often do you go to art events?

- a) once a week
- b) twice a month
- c) twice every year
- d) once a year

10. What type of art event do you prefer?

- a) museums
- b) performing arts
- c) immersive installation
- d) all of the above
- e) none

11. Do you consider the use of technology as art?

- a) Yes
- b) No
- c) Maybe

12. Rate the value of your art experience based on each event from the list below, from a scale of 1-10 (10 being very enjoyable).

a) Museum	1	2	3	4	5	6	7	8	9	10
b) Performing Arts										
c) Immersive Installation	1	2	3	4	5	6	7	8	9	10
	1	2	3	4	5	6	7	8	9	10

RESEARCH

APPENDIX B



FOCUS GROUP PROTOCOL

The purpose of the focus group is to facilitate a great discussion on different experiences of traditional art and immersive exhibits. To further investigate if traditional art is still a demand or are people seeking for more engaged exhibits.



LOGISTICS

- Facilitators chosen will be Art educators or artist
- Sessions will be approximately 60-90 minutes
- Groups will be minimized to 5-8 participants
- Asking about 5-8 questions
- Providing snacks, candy and beverages



PARTICIPANTS

Group 1

- Age group chose a or b (0-35)
- Income chose a or b (\$0-\$44,999)
- Art interest scale between 4-6

Group 3

- Age group chose e (56+)
- Income chose c or d or e (\$45,00+)
- Art interest scale 7+

Group 2

- Age group chose c or d (36-55)
- Income chose c or d (\$45,00-\$64,999)
- Art interest scale between 4-6

Group 4

- Age group chose a or b (0-35)
- Income chose c or d or e (\$45,00+)
- Art interest scale 7+



FOCUS GROUP CONSENT FORM

The purpose of the focus group is to facilitate a great discussion on different experiences of traditional art and immersive exhibits. To further investigate if traditional art is still a demand or are people seeking for more engaged exhibits.

PROCESS

You are voluntarily participating in this focus group but are able to withdraw from this study at any time. You will be grouped with five to eight other participants. There will be a facilitator that will be asking questions and to facilitate the entire group discussion. There will also be one other person taking notes, recording the focus group.

CONFIDENTIALITY

Everyone is asked to respect the privacy of all members that are participating. Data will be collected anonymously and all information will be kept confidential. Your identity will not be disclosed.

CONSENT

By signing this consent form, you fully understand the above information and provide full release to voluntarily participate in this focus group.

.....
FULL NAME

.....
SIGNATURE

.....
DATE



FOCUS GROUP SCRIPT

Welcome everyone and thank you for being here today. We're grateful to have you participate in today's focus group. The purpose of the focus group is to gather additional feedback from the survey that was completed in the last 30 days about your experience with different forms of art.

My name is [facilitator name] and I will be conducting today's discussion. This is a safe and confidential environment that everyone should be open and comfortable enough to express their opinions. We will be carrying everything like a normal conversation and should be respectful to one another's opinion and stories. I'm simply here to ensure we keep focused on the topic at hand and we enjoy each other's company for the next 60-90 minutes.

Please note there are snacks and beverages available for everyone. I also have another individual that will be recording today's discussion. If anyone has any additional questions please ask them now, if not we can begin.

FOCUS GROUP QUESTIONS

PRIMARY QUESTION: Describe your most significant and memorable art experience.

Follow up: What did you take away from that experience?
 Why was it memorable?
 Why did it affect you?

PRIMARY QUESTION: [Mention of museum, performing arts, immersive event] Why do you enjoy going to [museum, performing arts, immersive event]?

Follow up: Why is that important to you?
 How was your overall experience compared to [museum,
 performing arts, immersive event]

PRIMARY QUESTION: What kind of art experiences provide you the most value?
And why?

Follow up: Why is that experience an impact for you?

PRIMARY QUESTION: How do you feel about engaging with art? [immersive installations]

Follow up: What did you take away from that experience?
Are you comfortable or uncomfortable engaging with art?



Forest of Numbers by Emmanuelle Moureaux

Prepared for:
ARMGT 359 | Research & Evaluation | Professor Bronwyn Mauldin
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