



The next generation of museum and visitor interaction

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The Loop is an interactive museum and arts resource.

- **Objectives of the app**

To generate dialogue around the arts;

To connect arts organisations with their communities; allowing them to serve them better;

To create an informed arts experience to which visitors can actively contribute

To encourage networking, interaction and community

- **Who is the app designed for?**

The app has two fronts, on one hand it's designed for enthusiasts of art and culture such as artists, researchers, academics, students, curators, school groups; and on the other hand it's designed for museum, arts and cultural organisations

- **For the visitor, the app ...**

provides a chance to discuss ideas and give feedback;
creates a better experience by providing support material related media as well as opportunities for further learning;
makes it possible to participate as part of a community.

- **For the organisation, the app ...**

makes it easier to quantify success and to gain feedback about exhibitions and projects from a wide variety of sources;
reduces the need for clutter of information in exhibition halls;
and it creates another level of engagement with the visitor, before, during and after their visit



- **What is a loop?**

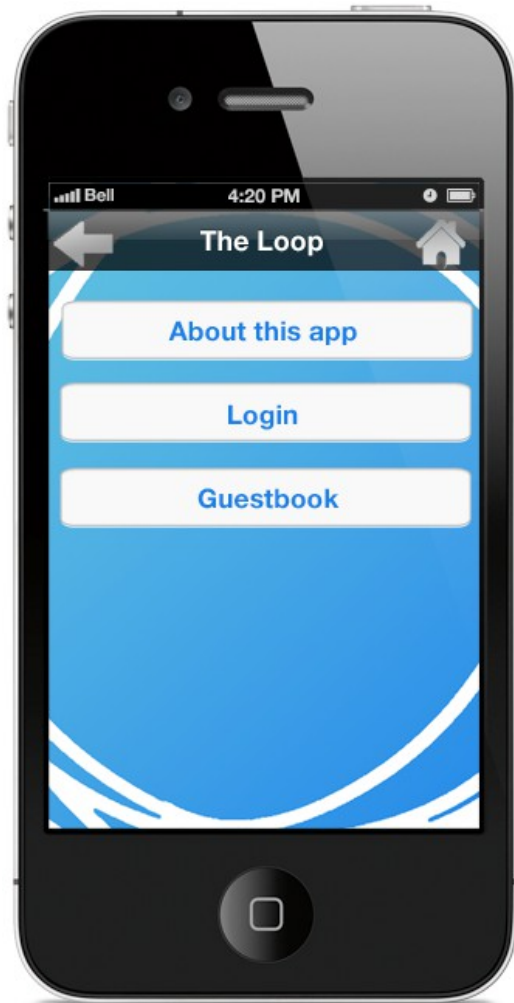
A loop is a location specified by GPS data;

Loops appear automatically when they are near to the user; or they can be searched for;

A single museum might have multiple loops for different exhibition spaces;

A certain loop might include an entire city in the case of Graffiti in Melbourne, for example, or Urban Design in Rotterdam;

A loop might be a single shopfront or a room in an artist-run project space.



How does it work?

Users need to login and create an account;

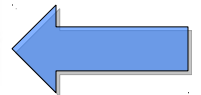
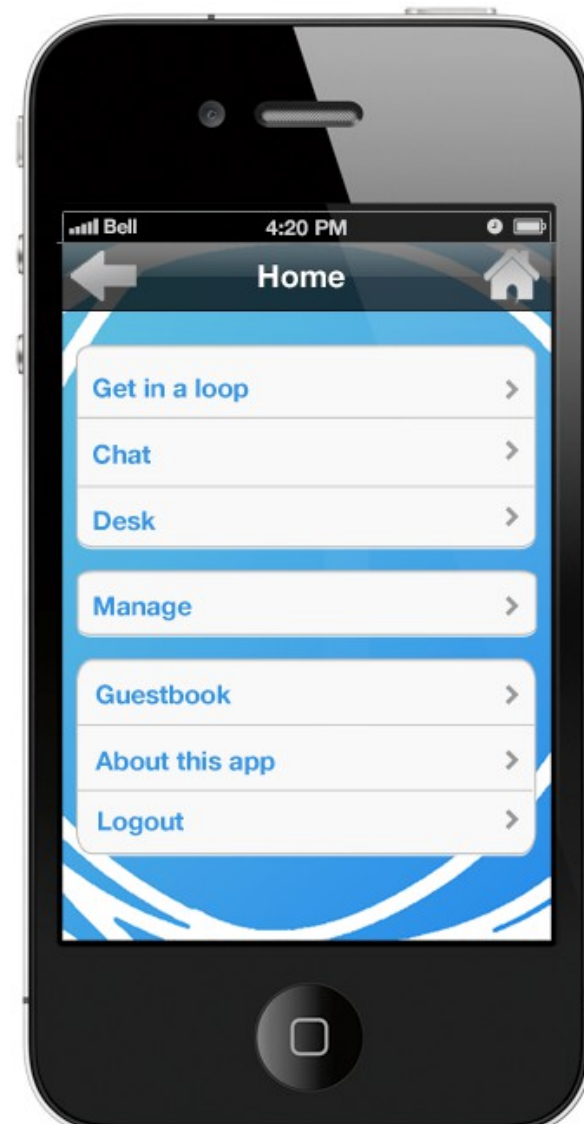
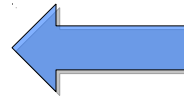
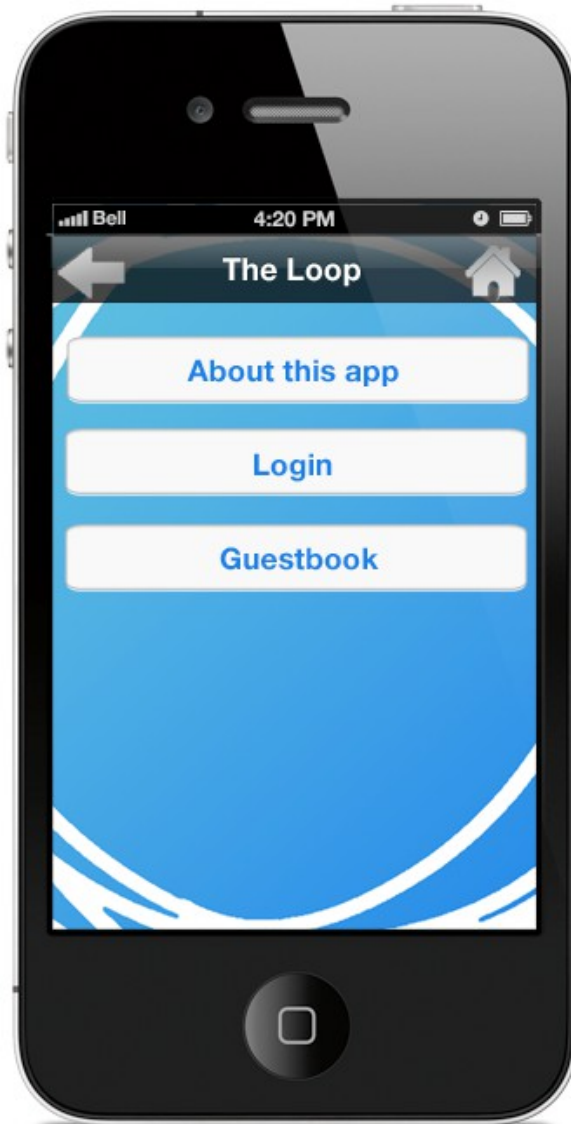
Without an account, only the basic 'Guestbook' function of a loop can be used;

Users can enter a loop to view media and other resources; but in order to use a loop properly (to interact, upload content, comment, etc.), users need to physically visit the loop's location;

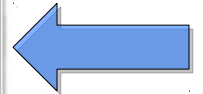
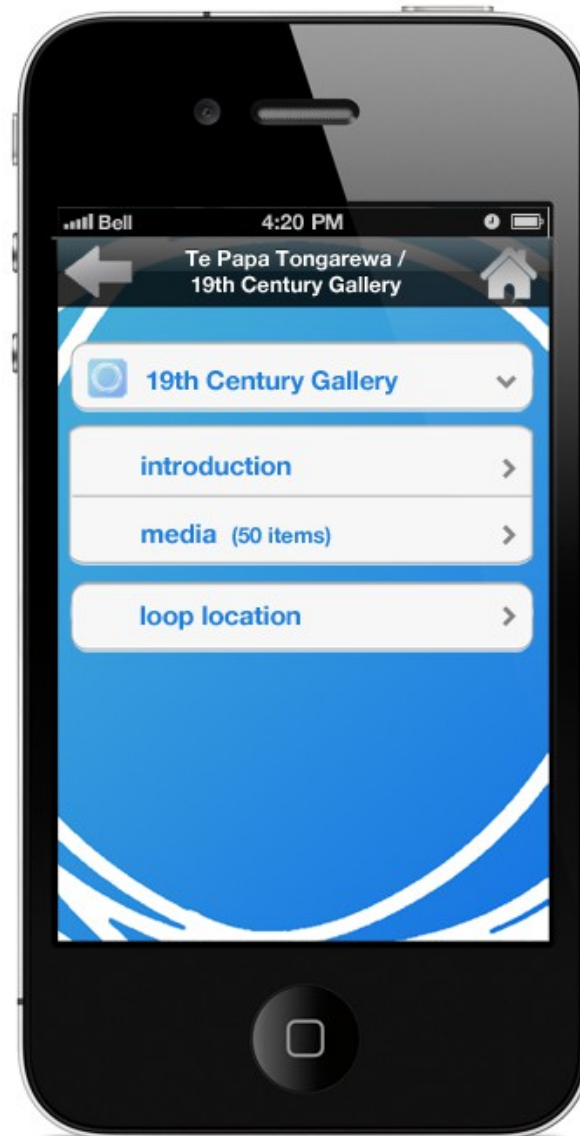
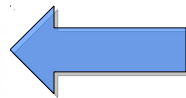
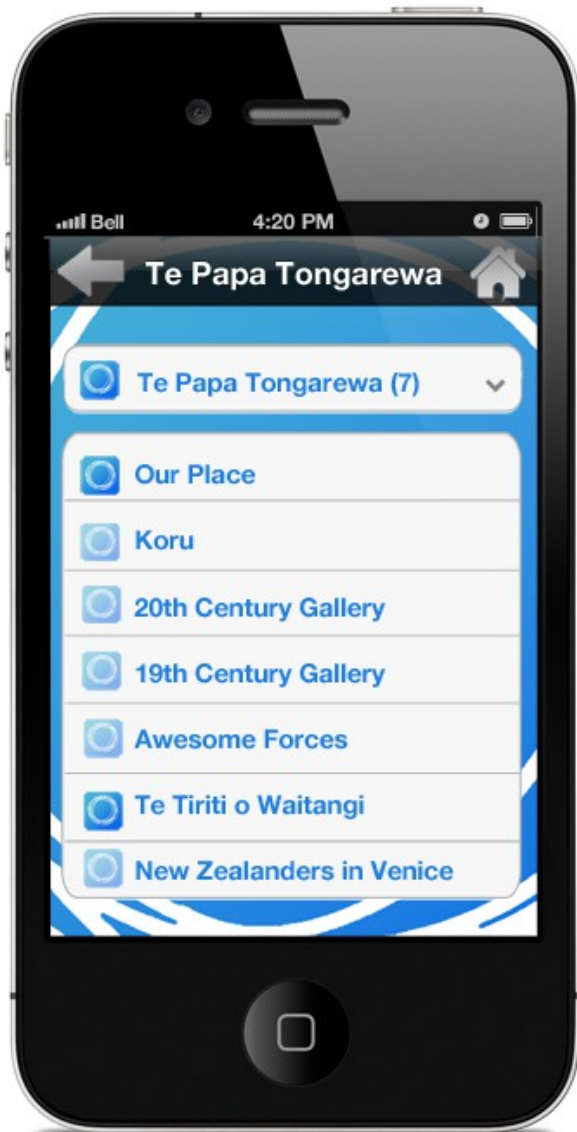
Once a user has been recognised inside the GPS coordinates of the loop, the loop is completely open to them.

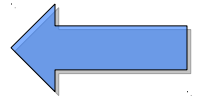
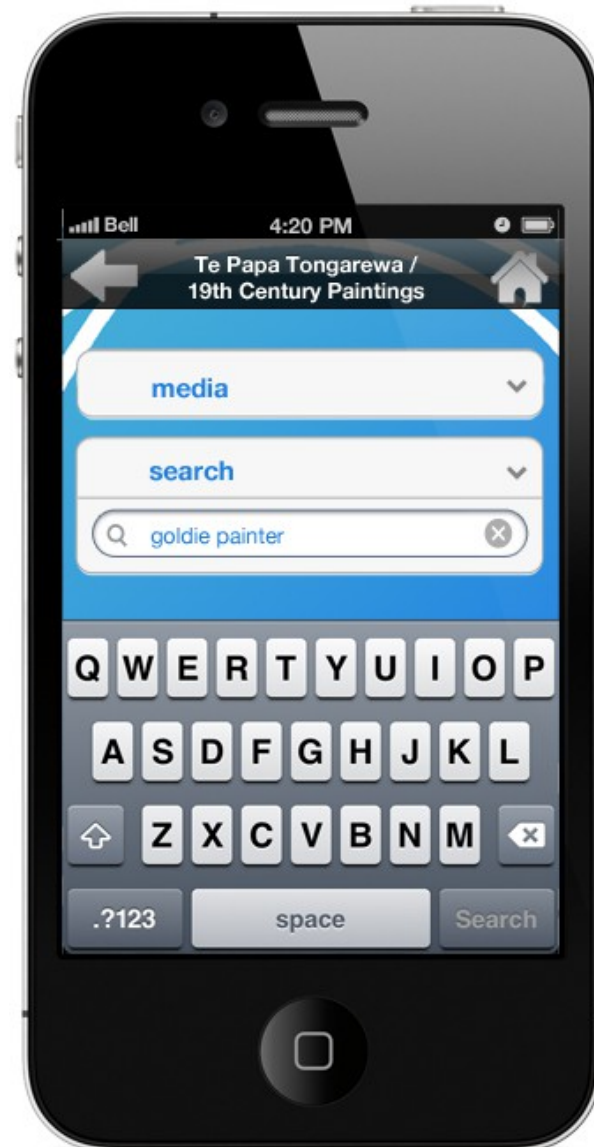
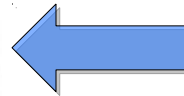
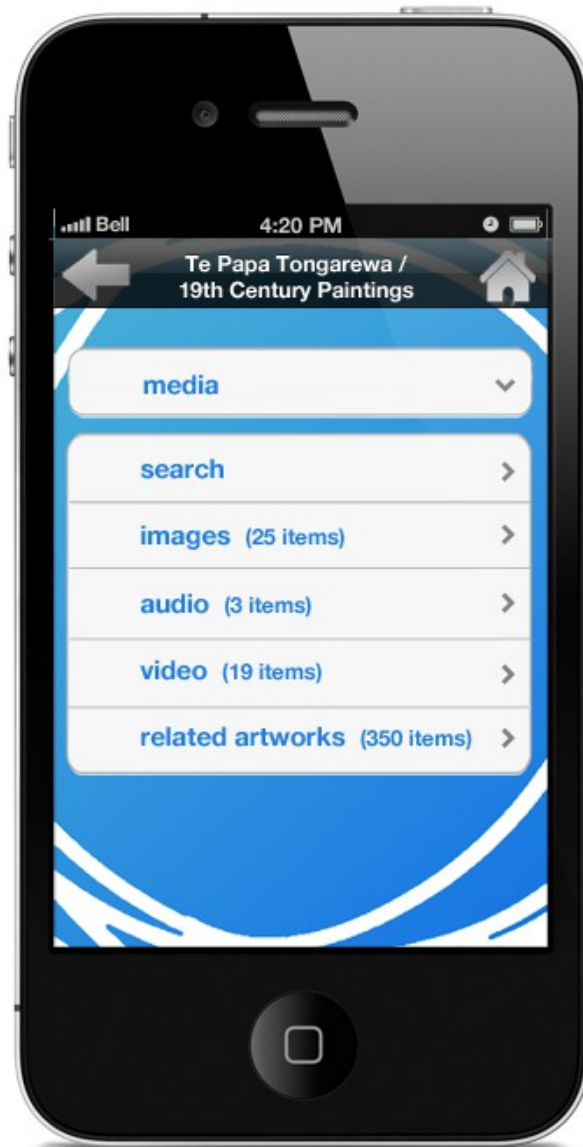


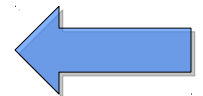
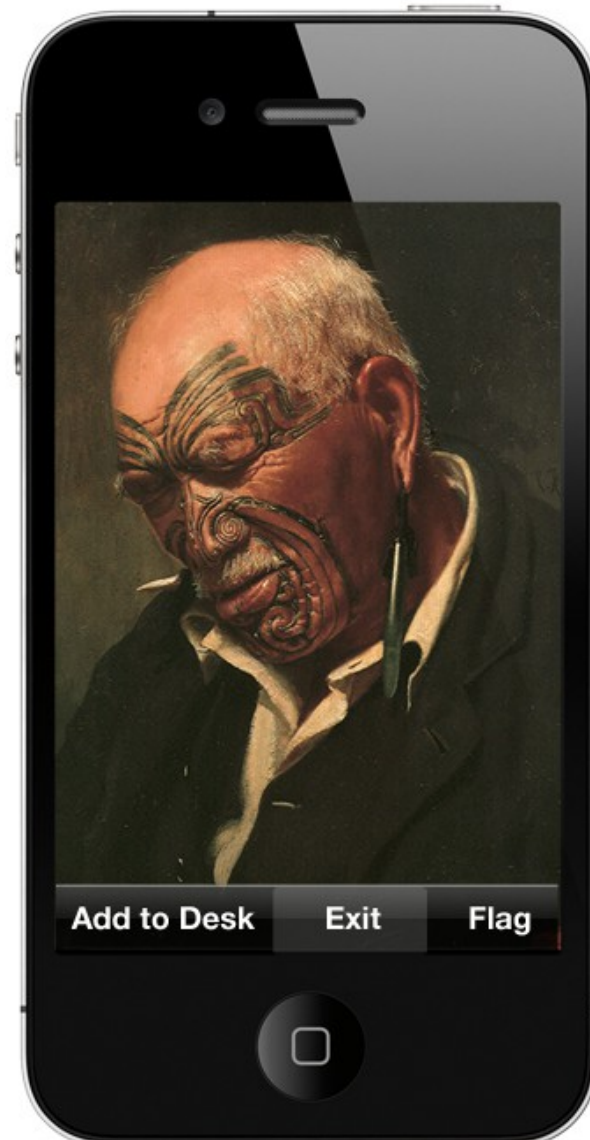
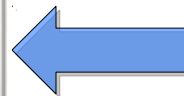
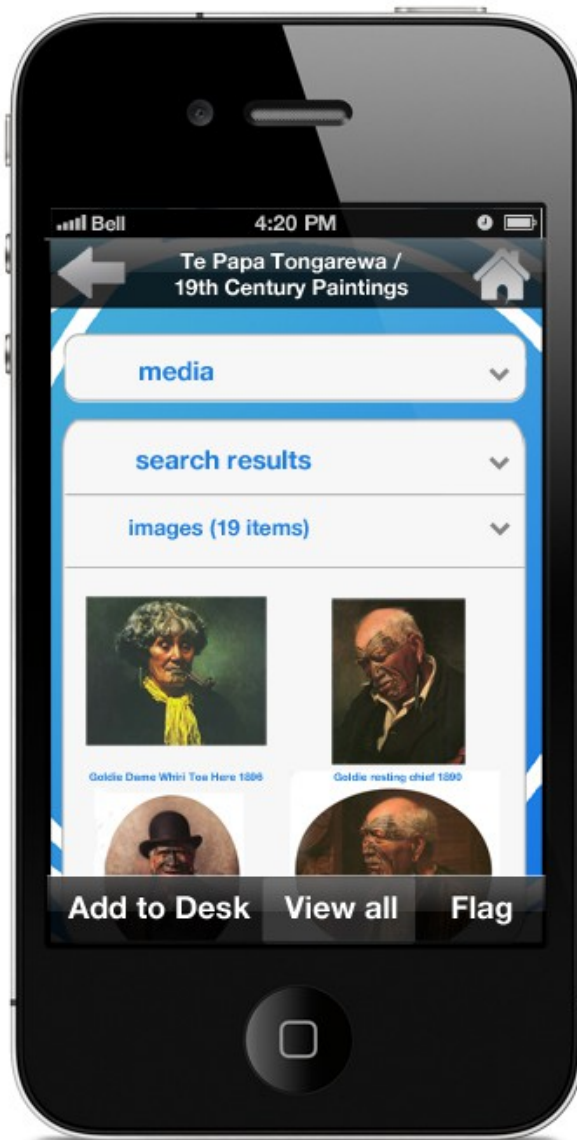
Wellington, New Zealand





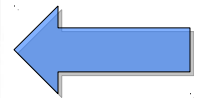
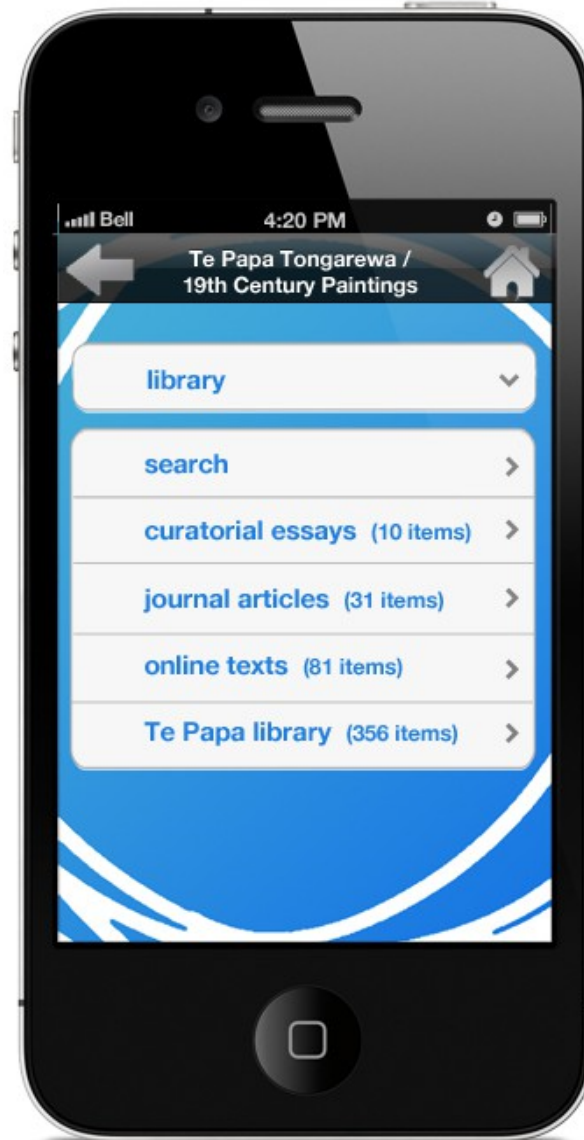
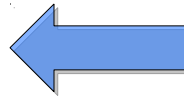
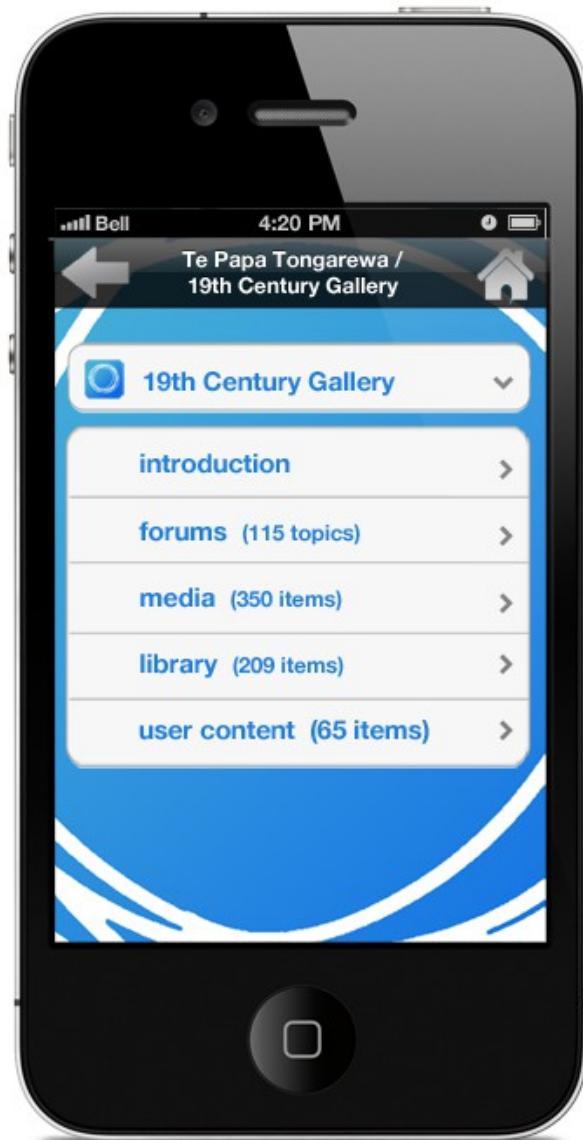


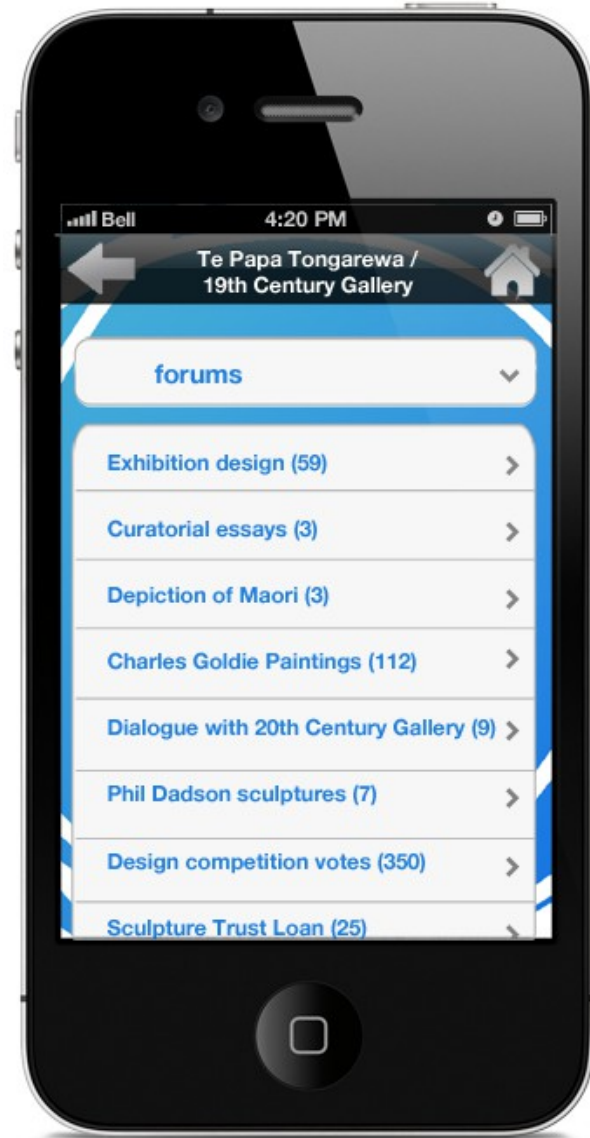
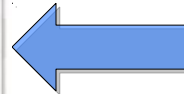
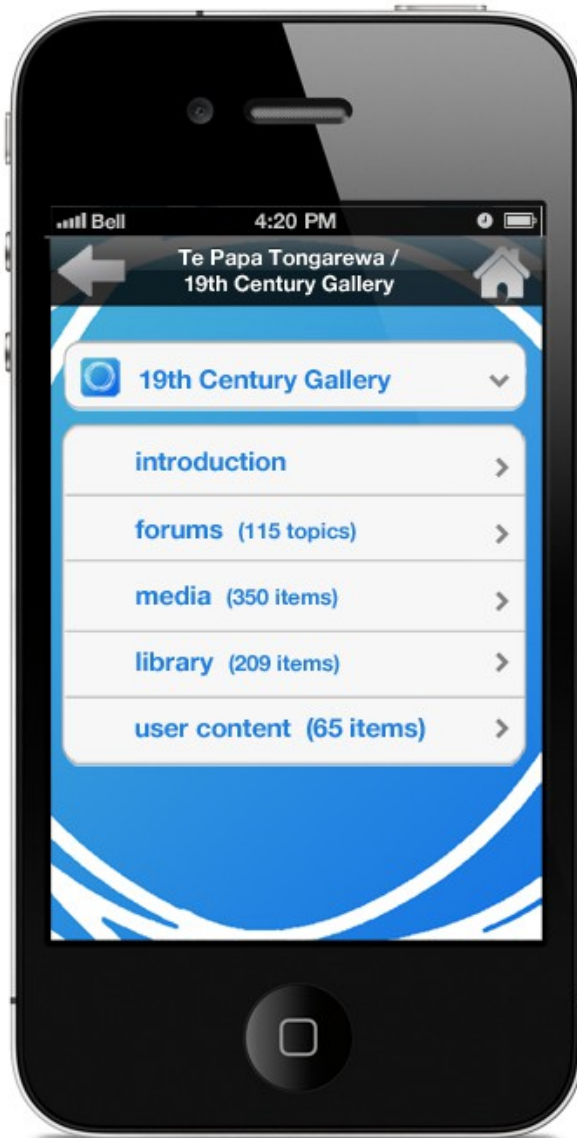


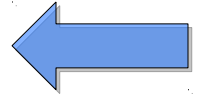
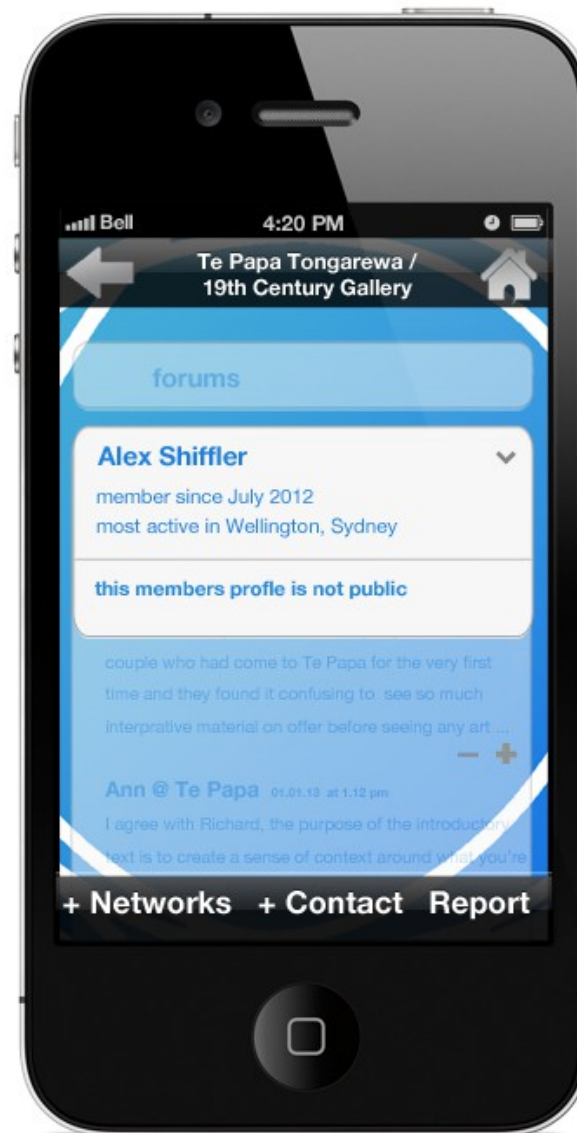
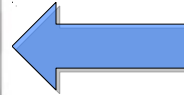
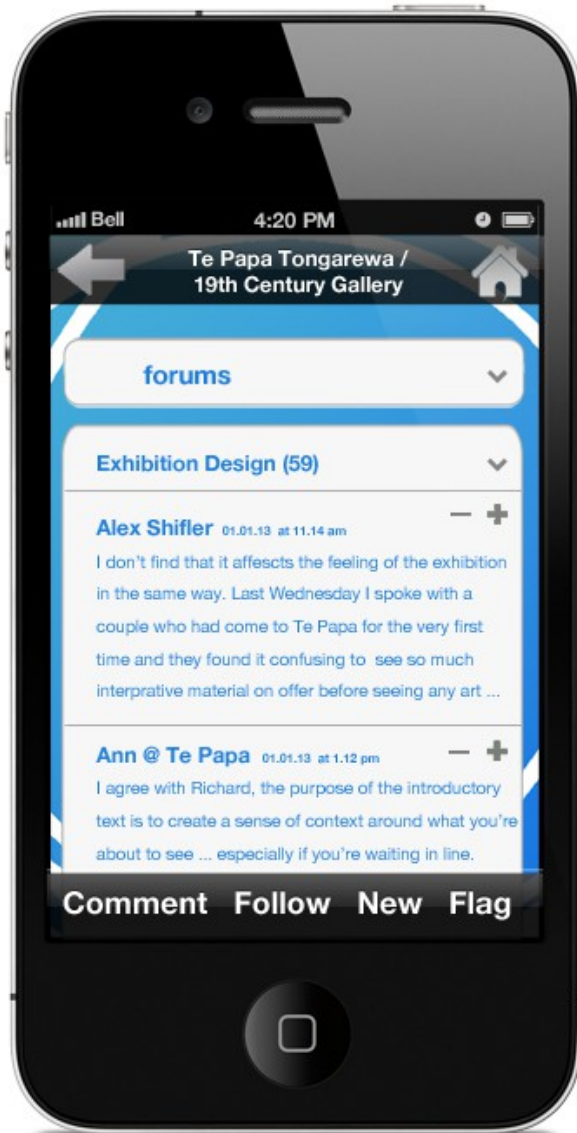




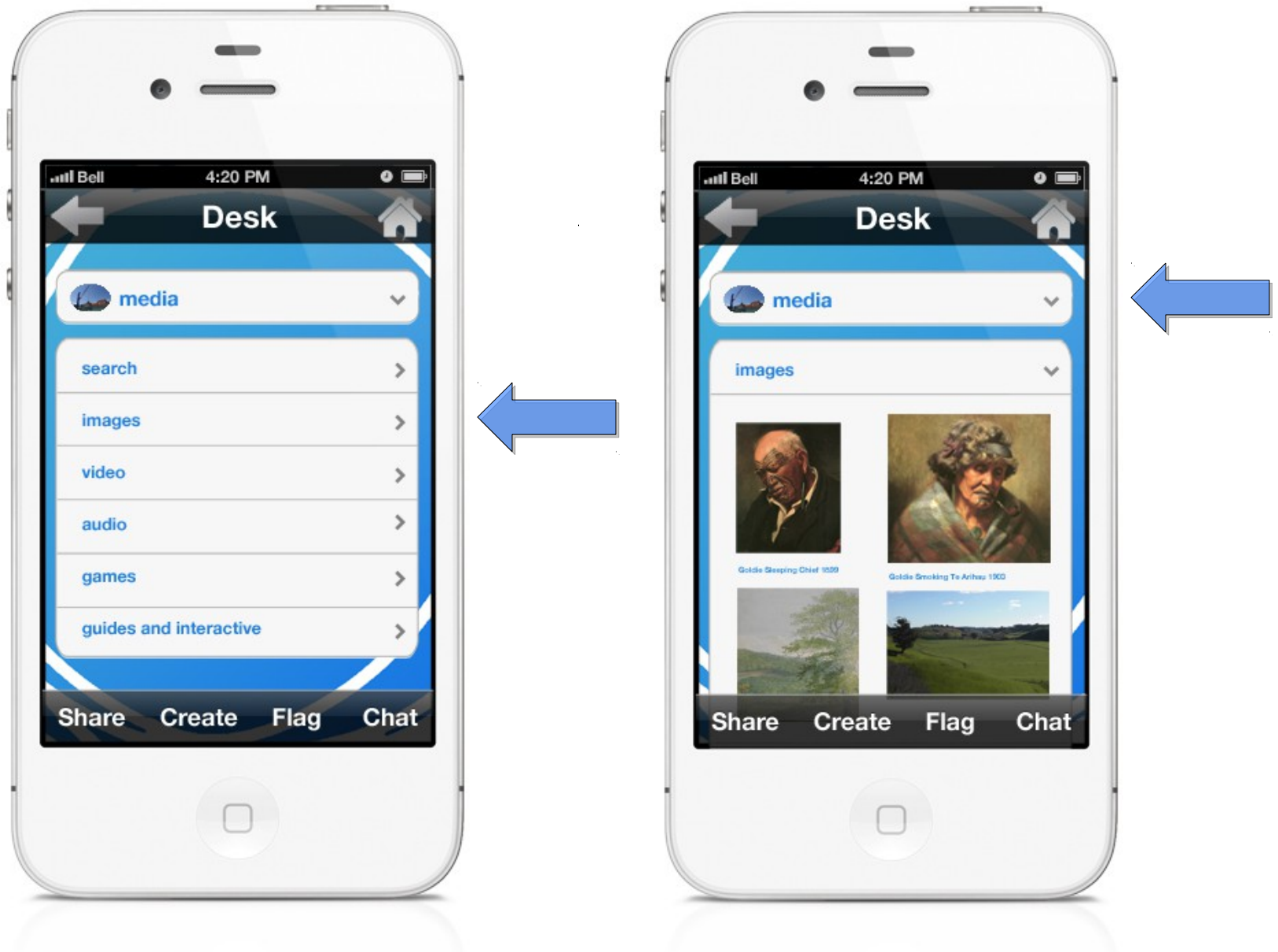
Te Papa Tongarewa, Museum of New Zealand



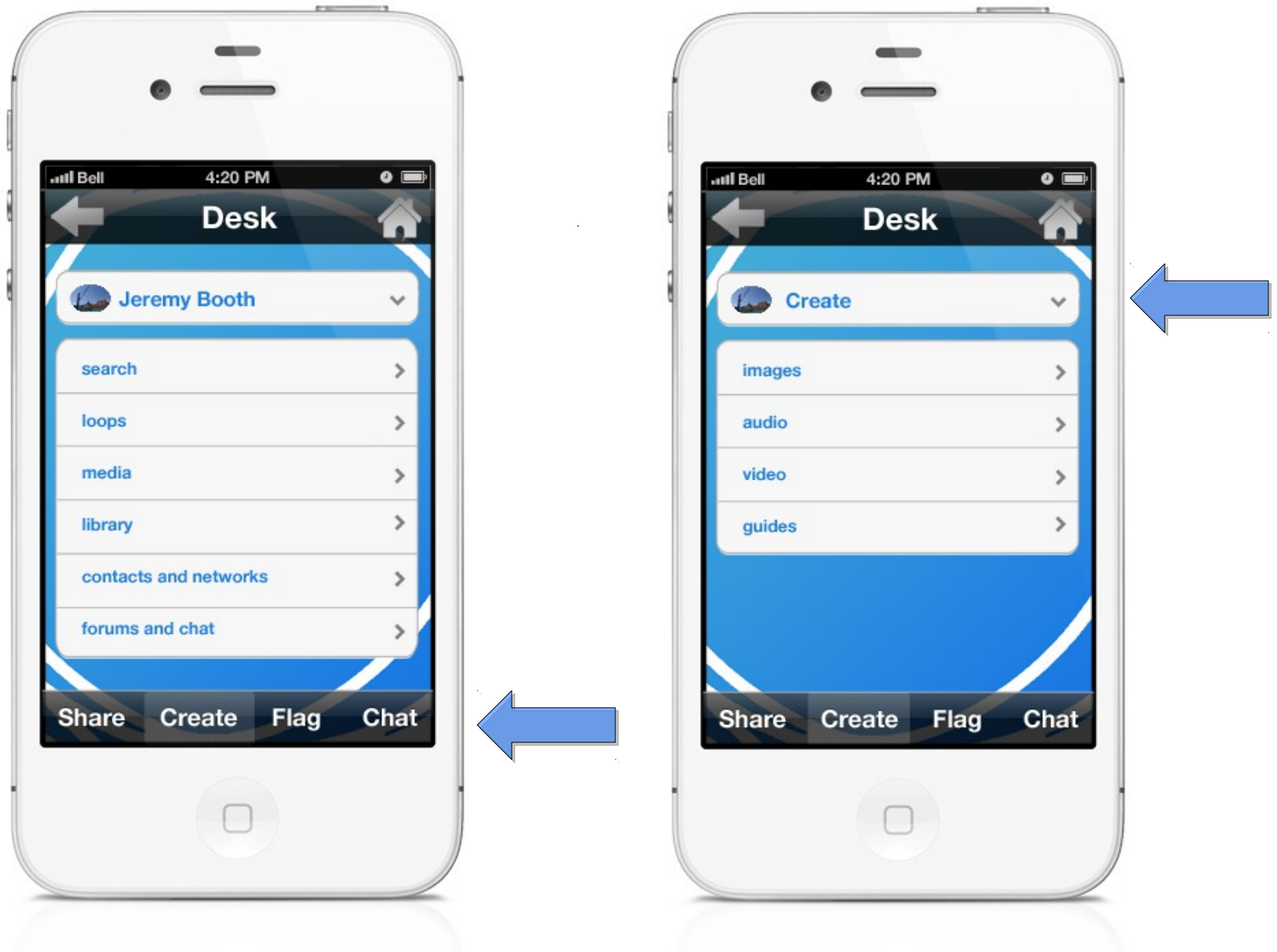


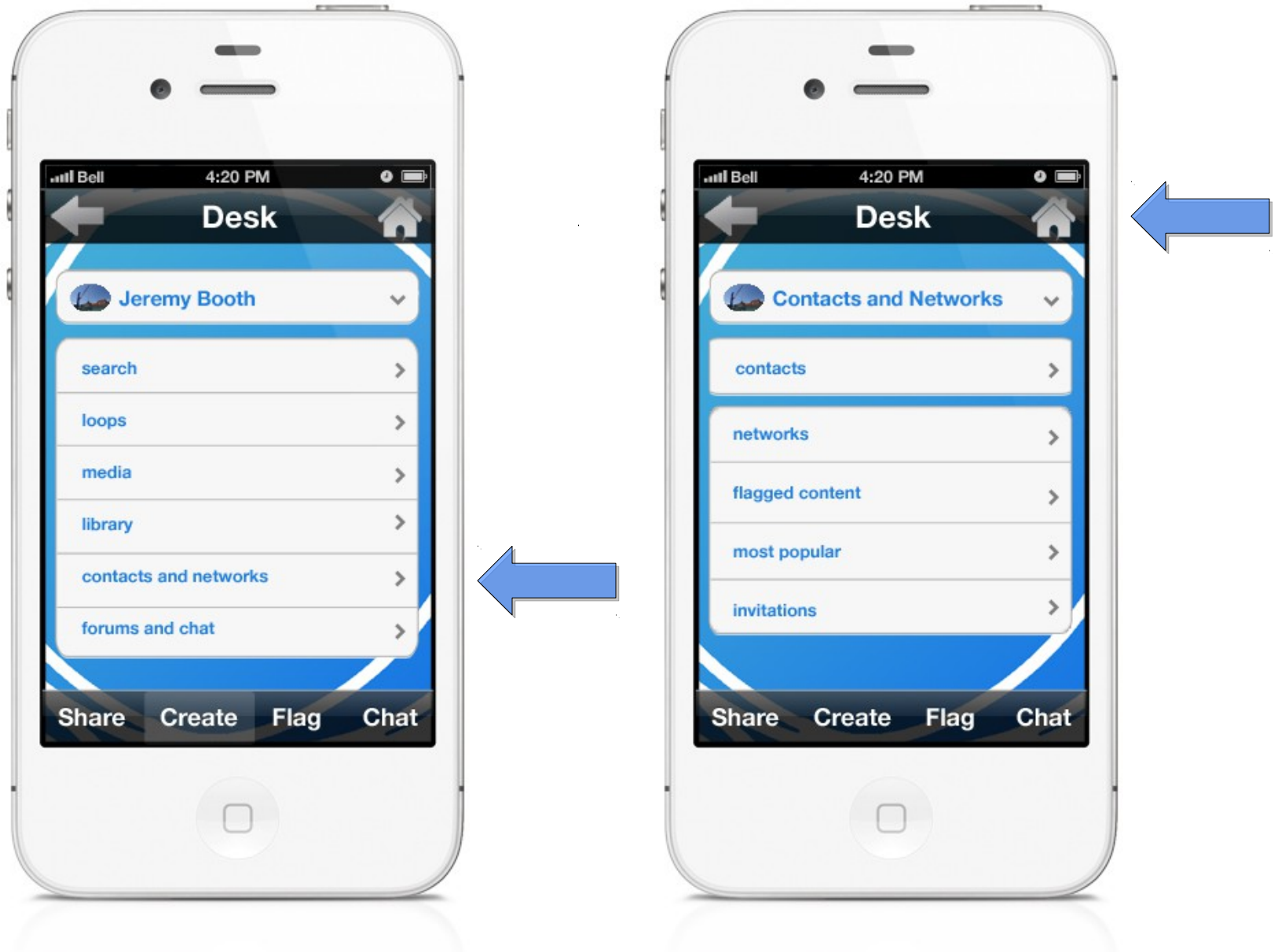






'THE LOOP': a mobile app concept by Jeremy Booth; 17.01.13. Assignment 2, Mobile Culture in Urban Spaces; Bauhaus University, Weimar





Technical details and requirements



- **For organisations**

Museum/gallery staff are required to set up, maintain and moderate loops;

Management of loops can be done using the app or online

- **For users**

iphone version 4 or later

minimum screen resolution 640 x 960

native

available for free or by donation to support the project

available from the itunes store or online

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Thanks for listening!