### SURFACE IMPRESSION

### **Online Exhibitions**

Peter Pavement • OMA Small Bytes Webinar • March 2023

### SURFACE IMPRESSION







- → Specialists in helping cultural sector organisations make the most of digital
- → Includes museums of all shapes and sizes
- → Team of 19 staff, producing about 30 projects a year and supporting several hundred orgs
- → Brighton, UK and Toronto, Canada, NYC soon
- → Areas of work: Production, consultancy and sector development



















### Online exhibitions

- → First wave on interest was around 2008 2012
- → Accelerated by the pandemic for a new wave of innovation in 2020 onwards
- → We are producing them on a continuous basis
- So many forms and approaches to be explored





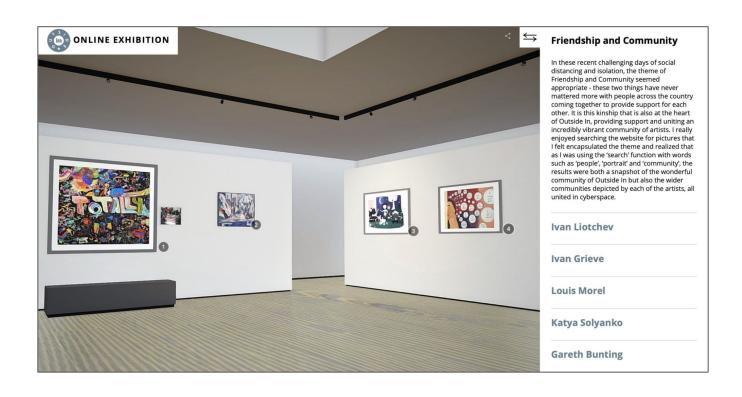
## Art



## Art



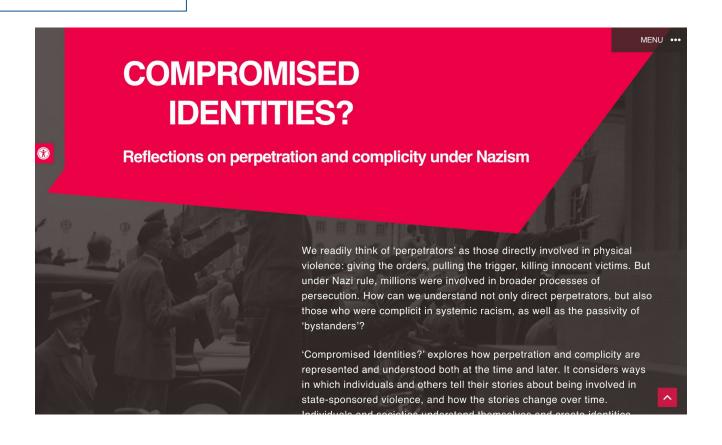
## Art



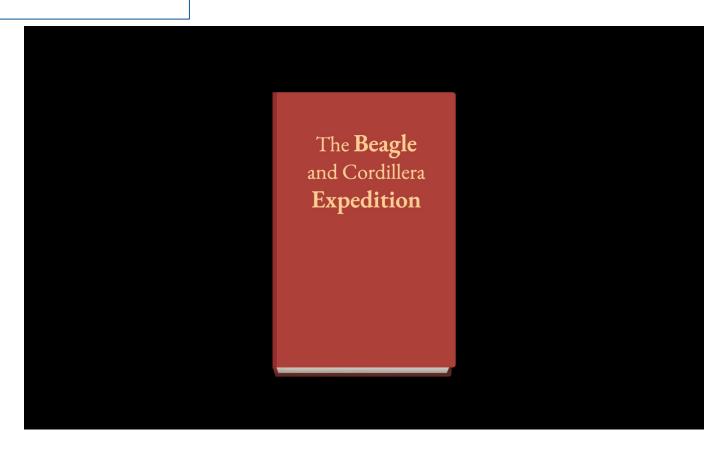
## Historical



## Historical



## Historical

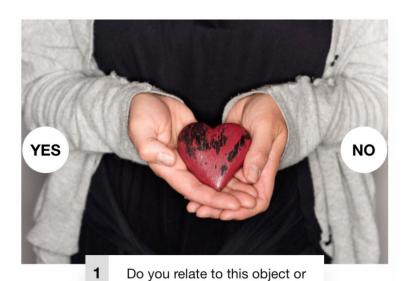


# User generated content



wellcome collection



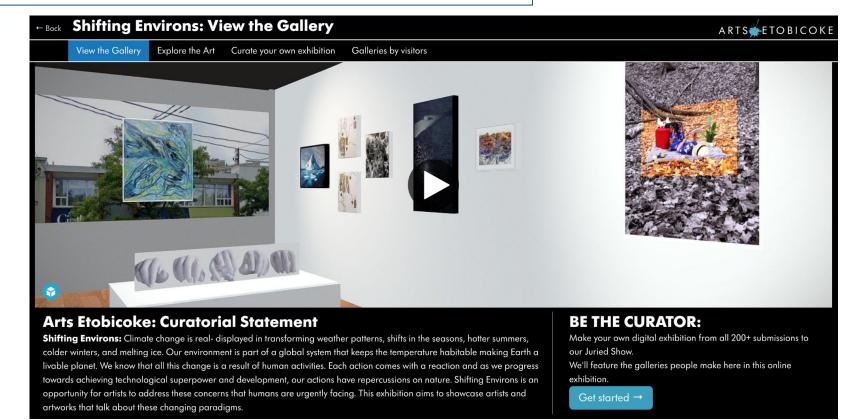


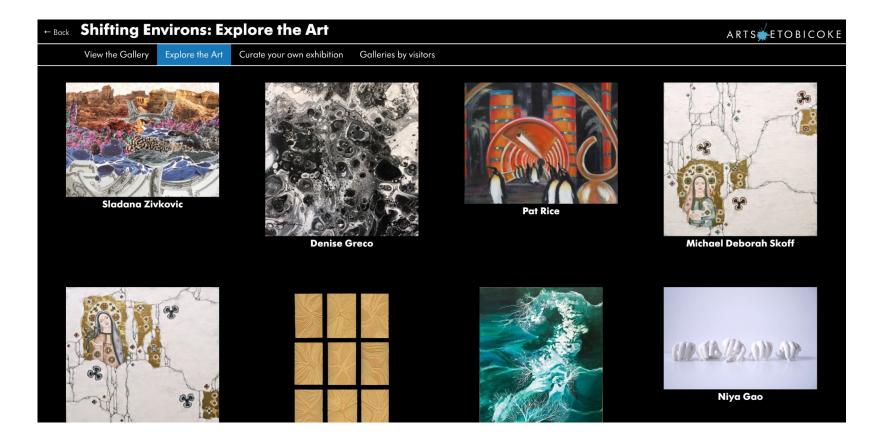
story in some way?

wellcome collection ≡ SHARING NATURE - BACK **GREEN** 



# User generated content





#### What is a curator?











### Drag your selection here

(Max 15 items)













Submit your galler





View the Gallery

Explore the Art Curate your own exhibition

Galleries by visitors

Explore the galleries created by visitors to the Shifting Environs virtual exhibition.



### Gluttony

#### **Curated by Lauren Dilworth**

I selected these images due to their overall aesthetic, how they connect, and how they portray human behaviour. When selecting these pieces, I looked for colours that would work well...





### **Colour Play**

#### **Curated by Louise**

For me, these 15 images heighten my awareness of colour, in everyday places as well as constructed realities. Some are loud and vivid while others are subtly muted. All of...





#### **Prohibited**

#### **Curated by Samantha**

These images remind me of a time when traveling was encouraged and not prohibited, like it is now.



#### The Beauty in Nature

#### **Curated by Alejandra Romero**

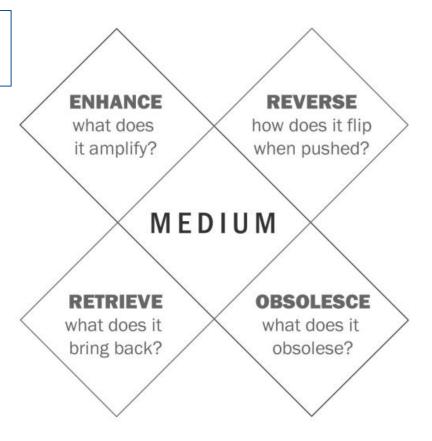
I selected these images because they show the live around us and inspires me to create my own peaces of art.



**Curated by MaHmoud** 

### A few considerations

- → What are online exhibitions anyway?
- → Audience first. Obviously. But then are they the same?
- How do people step outside of the ordinary?
- → How does this interact with the physical?
- → Is this a forever thing?
- What can museums do together eg funding, tech, audiences, resourcing



Tetrad of Media Effects

McLuhan (1988)