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## POSTER SESSIONS I

### **Being a curator in a contemporary art museum. The symbiosis between art and technology in Serralves Museum**

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The role of the curator in contemporary art museums is crucial within the mediating between artists, works of art, and the museum. In this communication, we will analyze the results of a set of interviews carried out during our ongoing doctoral project at the Serralves Museum. These interviewees highlight the essential role of construction and mediation of various discursive platforms, such as exhibitions, publications, and talks, aiming to facilitate the understanding of works and promote interaction between artists, curators, and the public. This role is complex, involving constant research, dialogue, and reflection.

Curatorship in Contemporary art museums faces challenges related to the dynamic nature of contemporary art, including funding and logistics issues. The boundaries between permanent collections and temporary exhibitions require flexibility from curators. Awareness of these limits varies, but there is a consensus that curating needs to be adaptable to follow the evolution of contemporary art.

Technology increasingly plays a vital role in the communication and dissemination of contemporary art. Augmented Reality (AR) and Virtual Reality (VR) emerge as enriching tools, providing immersive experiences that can improve the interaction of the public with artworks. Curators recognize the importance of keeping up with technological advances, but there are variations in the level of information and experience between them. In the creative process, technology is seen as a challenging tool, requiring in-depth understanding from artists.

In the context of AR, our survey outcomes indicate a strong positive response towards the regular use of AR systems in museums and cultural organizations. A significant majority (81%) of the respondents agree or totally agree with the idea of having regular access to AR systems in museums and cultural organizations. This suggests a high level of acceptance and interest in the integration of AR technology in these settings. The data support the potential for AR to enhance visitor engagement and enrich the museum experience.

Both AR and VR are considered forms of documenting artworks, offering an additional experience to the public. These technologies contribute to a deeper understanding of works by providing additional context. However, challenges include the need to engage the public with the technologies and ensure that the virtual experience does not completely replace the in-person enjoyment of the artwork.

Digital technology goes beyond its primary communication function and can become an integral part of the artistic process. Digital experiences, such as interactive or technology-based works, are not just communication tools, but intrinsic elements of artistic creation. However, their successful addition require a deep understanding and close a collaboration between artists and curators.

In summary, curation in contemporary art plays a fundamental role in the communication between artists and the public, while digital technology, especially AR and VR, emerges as a promising tool for enriching the public's experience with works of art. The positive response to AR in our survey underscores its potential as a valuable tool in the curator's arsenal.