

Art Maps - Putting the Tate Collection on the Map

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1. INTRODUCTION

Art Maps is a collaborative project involving a multidisciplinary team from Horizon Digital Economy Research (University of Nottingham, and Centre for Intermedia, University of Exeter), and Tate (Tate Learning, Tate Online and Tate Research). The project explores the relation between art and place, through the use of a web platform, optimised for mobile use.

Approximately one-third of the Tate Galleries collection, comprising almost 70,000 artworks, has been indexed with information about locations, typically the site represented in the work. For some artworks this information is quite specific (e.g. exact latitude and longitude of the landmark/sight depicted in the work), but in many cases it is quite general, referring only to a city, region or major geographic feature. The Art Maps project aims to improve the quality of the geographic data relating to these works, with members of the public contributing information, as well as to gain new insights into how people use technology to generate novel location-based interactions with their environment through art, and with art through their personal associations (e.g. what they know about that location). Tate artworks (indexed with specific and non-specific geographic information) are displayed on the Art Maps map, and users are encouraged to browse the platform by keyword (e.g. artwork's title, artists' name) and/or by location, and to confirm or suggest locations, as well as to share comments.

2. ART MAPS DEMONSTRATION

The Art Maps demonstration, within EVA London 2014, entails two types of hands-on experiences for

the attendees: an Interactive Indoor Experience and an Optional Outdoor Activity.

2.1 Interactive indoor experience

The demonstrator will consist of a projection that will display the Art Maps web application. The main functionalities of the platform will be presented, and the attendees will be prompted to suggest searches (e.g. by location; by keyword; by artist).

The attendees will be also provided with laptops and/or tablets to individually experience the application. They will be invited to search and locate artworks, which represent areas near the venue of EVA London 2014. A bespoke experience will be designed around the *Covent Garden Suite*, a set of seven artworks, by David Gentleman (Figure 1).

2.2 Optional outdoor activity

EVA London 2014 attendees will be offered the opportunity to experience Art Maps outdoor, while wandering in the Covent Garden area, and to search for the real locations that they associated with the artworks during the indoor activity (Figure 1). The attendees will be also challenged to find the exact location of another David Gentleman's artwork - Ellen Keeley's Shop - through a clue-based search (Figure 2). These activities are optional, and attendees will be able to use their smart phones to experience Art Maps outdoor.

3. ACKNOWLEDGEMENTS

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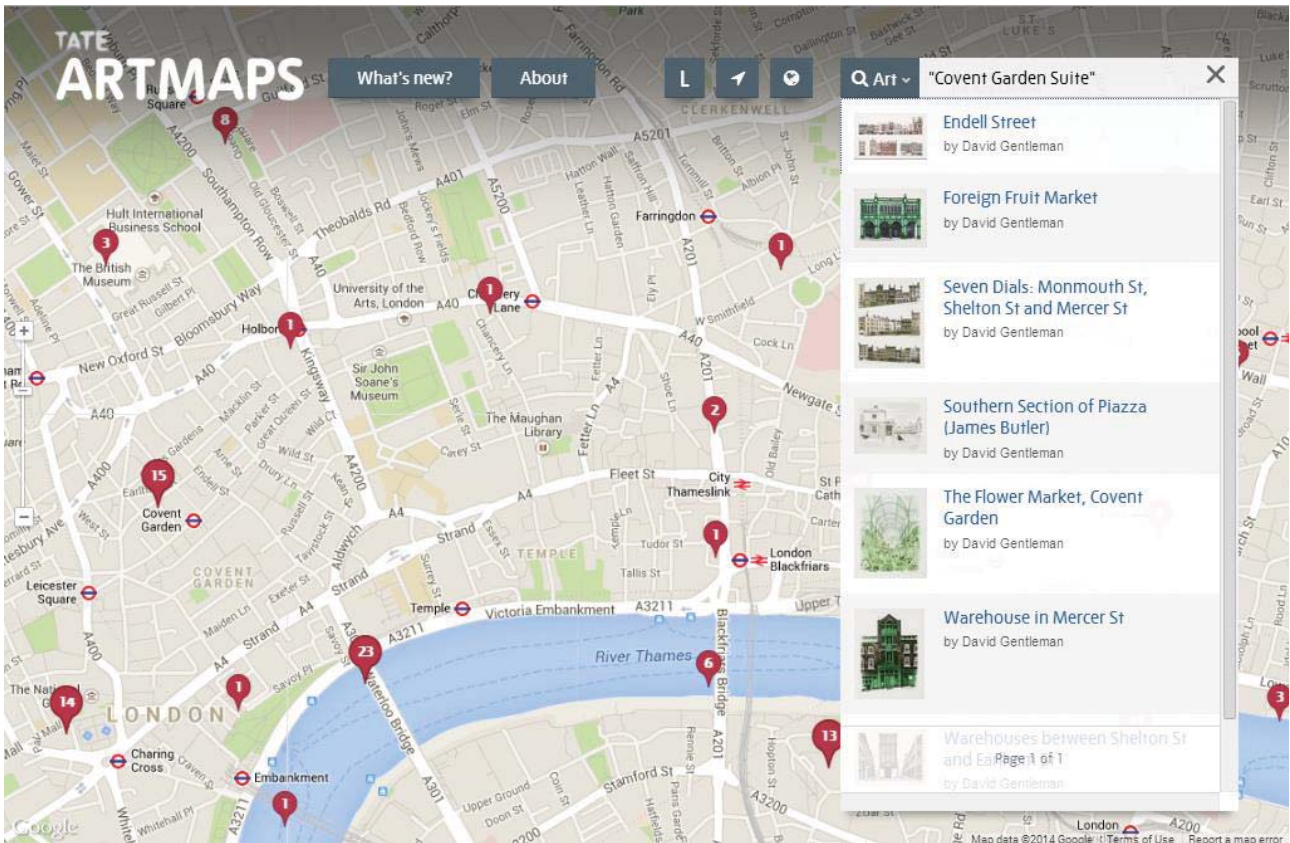


Figure 1: Screenshot from the Art Maps platform: the 'Covent Garden Suite' by David Gentleman

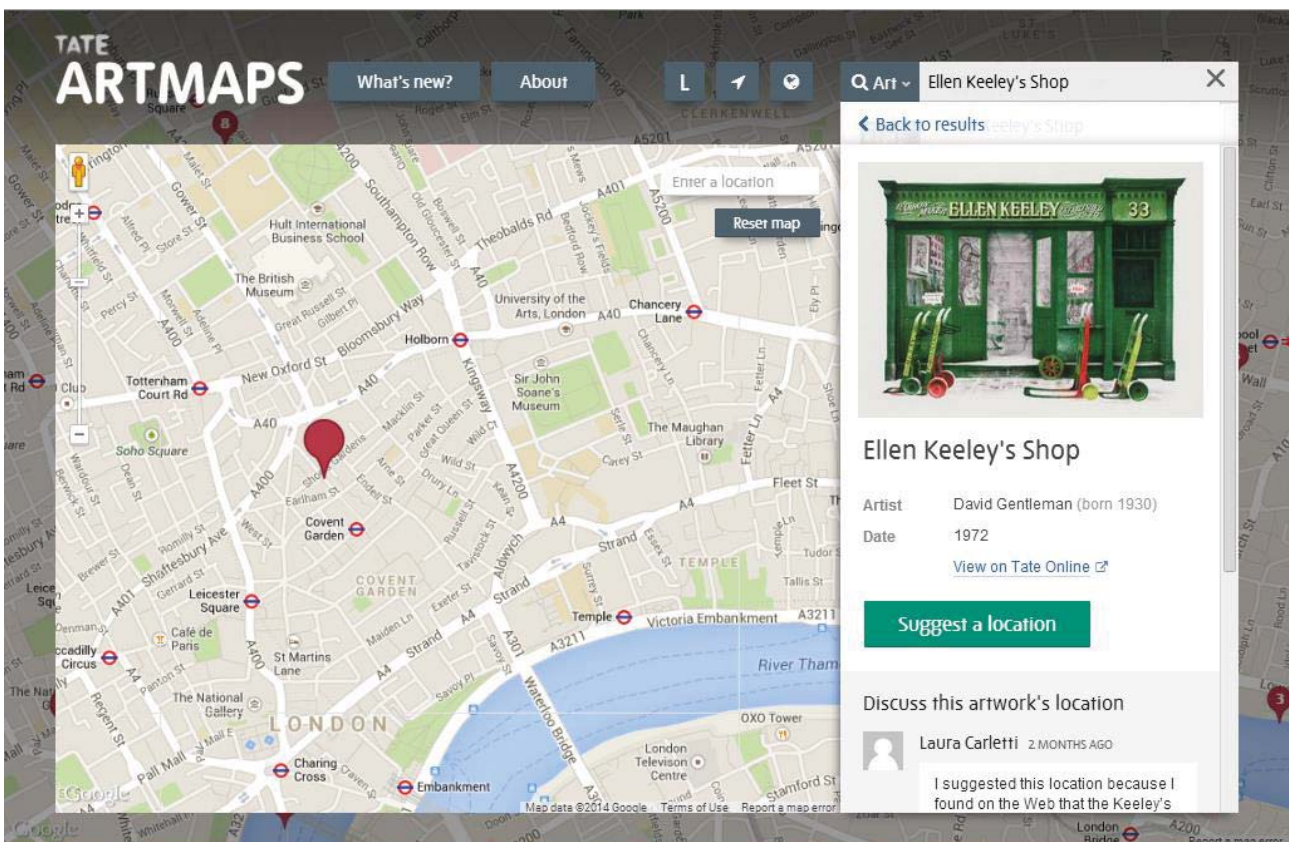


Figure 2: Screenshot from the Art Maps platform: the 'Ellen Keeley's Shop' by David Gentleman