



Spect-actor

A manifesto for an un-virtual
immersive experience



I am

Plastic artist trained in Luxembourg

Installations + paintings + performances

Part of the [Zone45-Trajectory collective](#)

... But also researcher in user experience

<http://lou-salomé.eu>





Motivations

- Frustrated by

- Interested by Fun theory
 - *"We believe that the easiest way to change people's behaviour for the better is by making it fun to do. We call it the fun theory."*
<http://www.thefuntheory.com>



Add senses experiences to exhibitions

- Tate museum : sensorium
 - <https://www.theguardian.com/artanddesign/2015/aug/22/tate-sensorium-art-soundscapes-chocolates-invisible-rain>
 - <https://www.tate.org.uk/whats-on/tate-britain/display/ik-prize-2015-tate-sensorium>
- MET : Multisensory MET
 - <https://www.metmuseum.org/blogs/digital-underground/2015/multisensory-met>

Spect-actor?



<https://vimeo.com/262024124>



<https://www.khanacademy.org/partner-content/tate/participation-performance/collaboration/v/michelangelo-pistoletto>

1. **Spectator** : Watch the artwork
2. **Acting** : use of interactive devices to input information or trigger actions.
3. **Participant** : take part to happenings and shows/performances.
4. « **SpectActeur** » (Réjean Dumouchel) : spectator at once watchful and staged.

Body used to **understand** artwork
not only to move in the exhibition space

Cf. Marion Viollet. Les comportements du spectateur comme enjeux de l'art contemporain. Art et histoire de l'art. Université Toulouse le Mirail - Toulouse II, 2011.

Manifesto 1/2

- Art should learn to
 - Observe
 - Discover
 - Cross the line
 - Experiment
 - Be curious



As kids

Break through social construction

Better understanding of its environment, be free of mind

Stimulate imagination & creativity



Manifesto 2/2

1. Create a **personal** and a **unique** artistic experience

→ A non-reproducible moment

2. **Interactivity** → The more I give, the more I get

« Art becomes interactive when audience participation is an integral part of the artwork. »

How?

Exploit all the senses of the spect-actor

Techno or not

If YES

- A transparent (obvious) technology but can be visible
 - Affordance: refers to just those action possibilities that are readily perceivable by an actor
- Explain the technology after the experience



commons.wikimedia.org



71 - ITALY - Pratone Triennale Design Museum 2011 - Strum - Gufram.JPG



Tableaux musicaux

(Musical paintings)

Rock

Hip hop

Reggae

Bollywood



Tableaux musicaux

(Musical paintings)

Rock

Hip hop

Reggae

Bollywood



Reggae,

Bollywood,

Rock,

Hip hop

Tableaux musicaux

(musical paintings)



Hearing + sight

👍 Possibility to use other senses that the sight

👍 A personal and unique experience

☆☆☆ Interactivity / the more I give, the more I get

☆☆☆ Techno

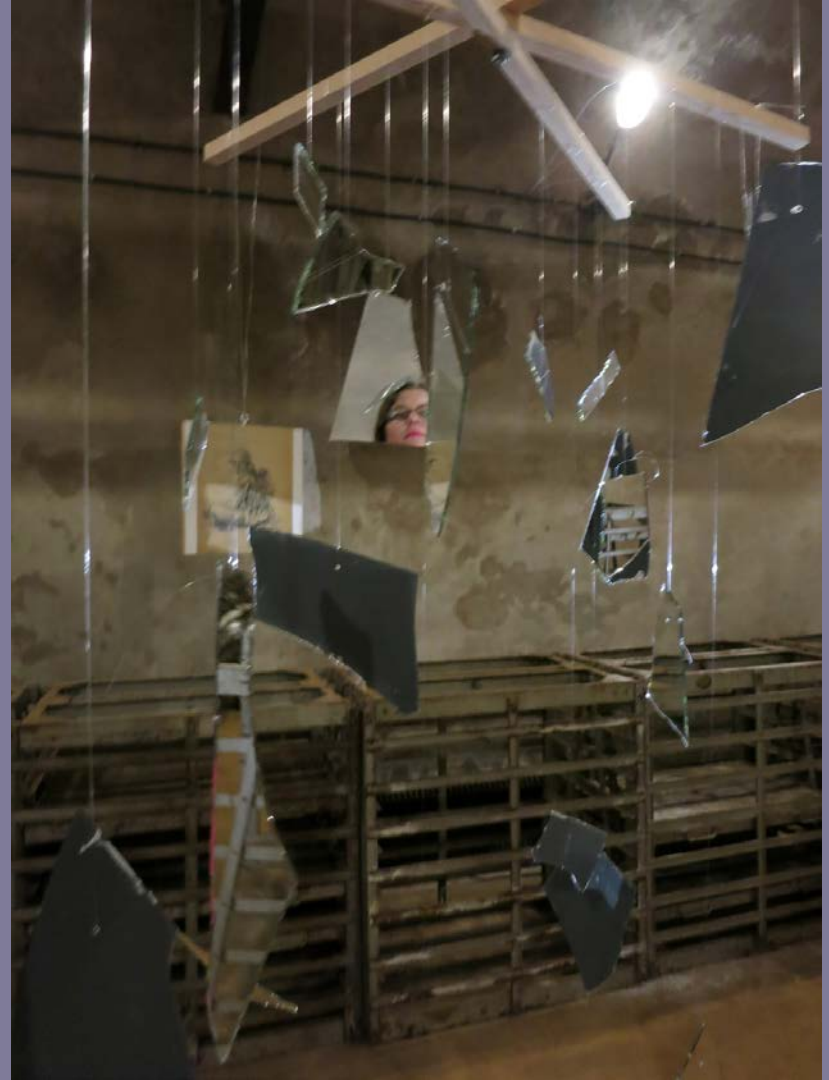


Mirror of memories



Featuring Victor Lundy

<https://www.youtube.com/watch?v=UG4FBiO-zxY>



Mirror of memories



Move + hearing + sight

Featuring Victor Lundy

<https://www.youtube.com/watch?v=UG4FBiO-zxY>

👍 Possibility to use other senses that the sight

👍 A personal and unique experience

★★☆ Interactivity / the more I give, the more I get

☆☆☆ Techno



Vi[ARBR]ation 1&2

Performances with [Yayi Koulibaly](https://www.youtube.com/watch?v=Bi3FA0vKGyQ) & Monik
<https://www.youtube.com/watch?v=Bi3FA0vKGyQ>



Performance with [Encelade](https://www.youtube.com/watch?v=nM9gbdfa0D8)
<https://www.youtube.com/watch?v=nM9gbdfa0D8>



Vi[ARBR]ation 1&2



Using body - movements + touch + hearing +
sight

<https://www.youtube.com/watch?v=Bi3FA0vKGyQ>
<https://www.youtube.com/watch?v=nM9gbdfa0D8>

👍 Possibility to use other senses
that the sight

👍 A personal and unique
experience

★★★ Interactivity / the more I
give, the more I get

★★☆ Techno

Lessons learned

- Technology doesn't mean interactivity
- The more senses are involved, the more the experience seems to be immersive
- Contrary to what I expected, the explanation of the technology does not decrease the interest for the artwork, it adds a “wow” effect, even for simply technology.
- Majority of spectActors like to live a new, unexpected experience
- Not of all people like this way to “watch” art.

Next steps

Other senses

More interactivity with & without
techno

Unique performances / personal
performances ?

Thank you for your attention

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