



"ON THE SCALE OF..."

JAY KIM

How do audiences currently relate to exhibitions and gallery spaces?

Gallery Space

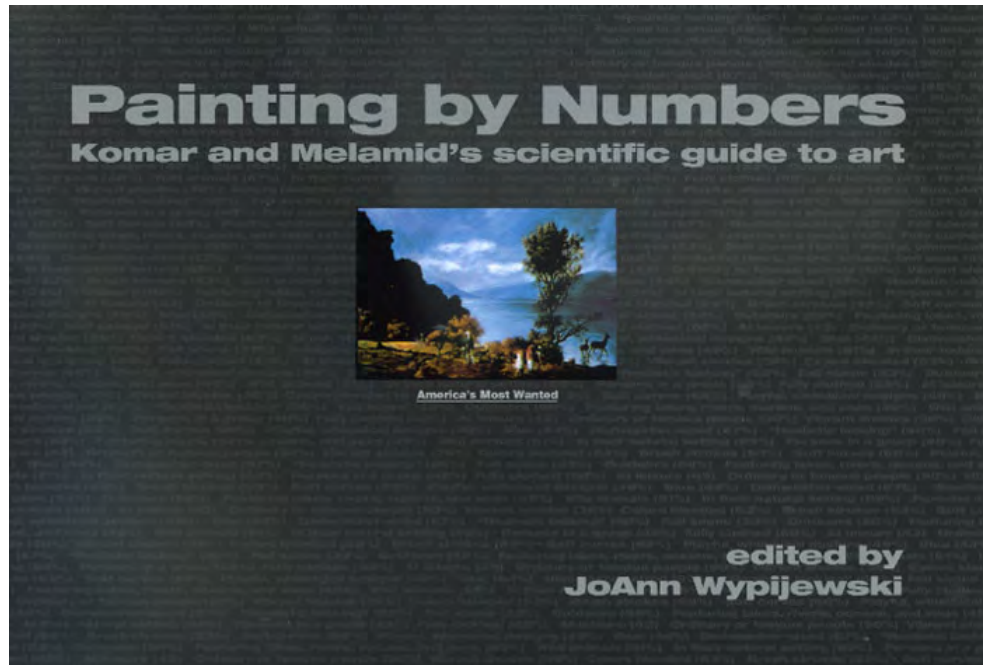
The space, in which exhibitions are displayed, are instantly perceived to be 'precious' and restrictive thus making it feel less approachable to most of the people in the audience.

Exhibition

A showing of a series of completed artworks for a limited period of time, is usually only possible to attract an audience for a one time visit.

**How can we loosen up the dynamics
of an exhibition in a gallery space
to the audience?**

Reference



Exploring the values of Art through extensive research poll targeted to American audiences with varying class, race, and gender.

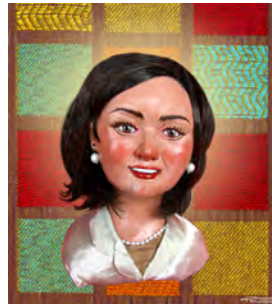
Painting by Numbers
Komar and Melamid's Scientific Guide to Art

On The Scale Of... project reshapes the idea of an exhibition from just the viewing experience to a total participatory experience, through freely engaging with the artworks based on one's personal point of view.

Questions

1. How does the scale of value for artworks change from person to person?
2. What makes a certain artwork to be viewed more valuable than others?

Installation of the Project

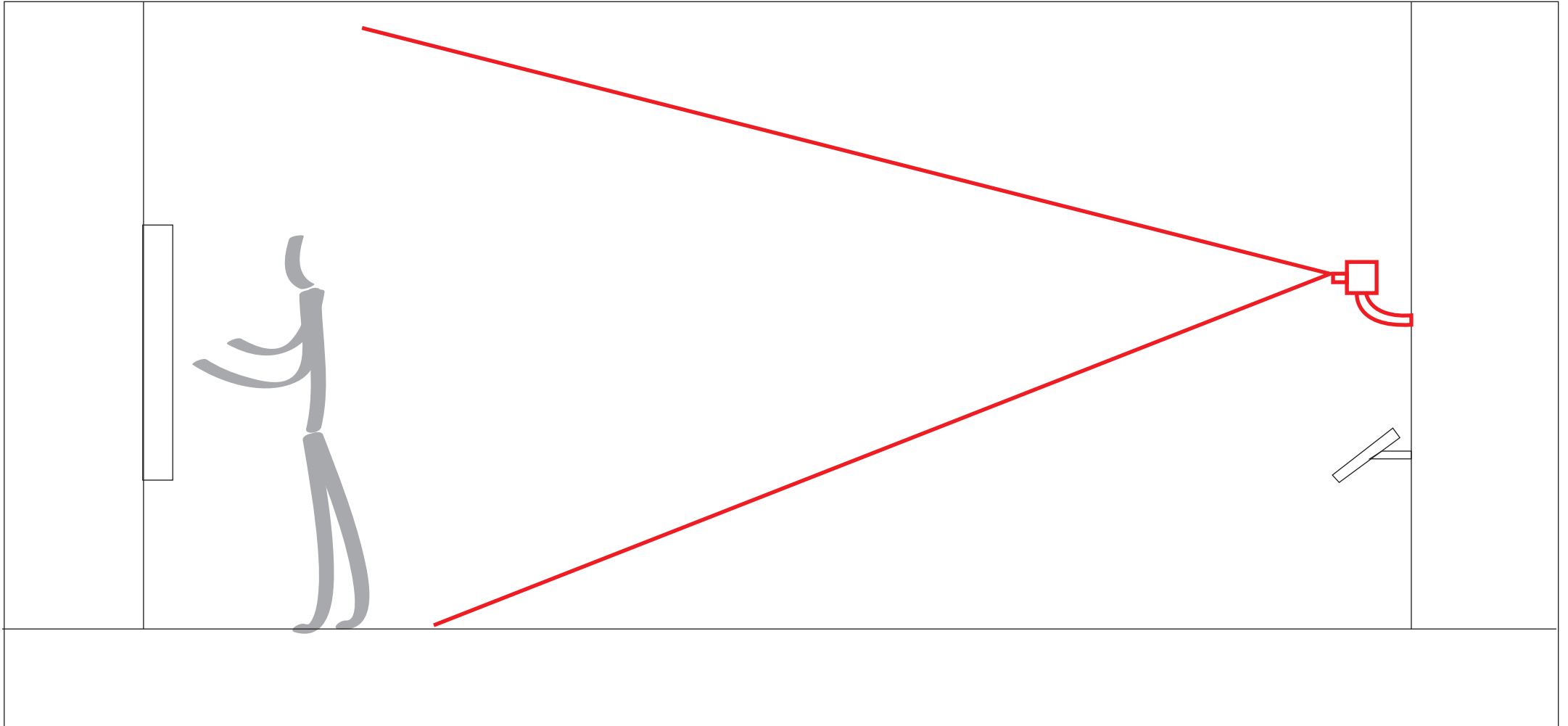


Select range of two dimensional artworks which are of different subjects, abstract, or non-abstract will be hung on the wall in random order.

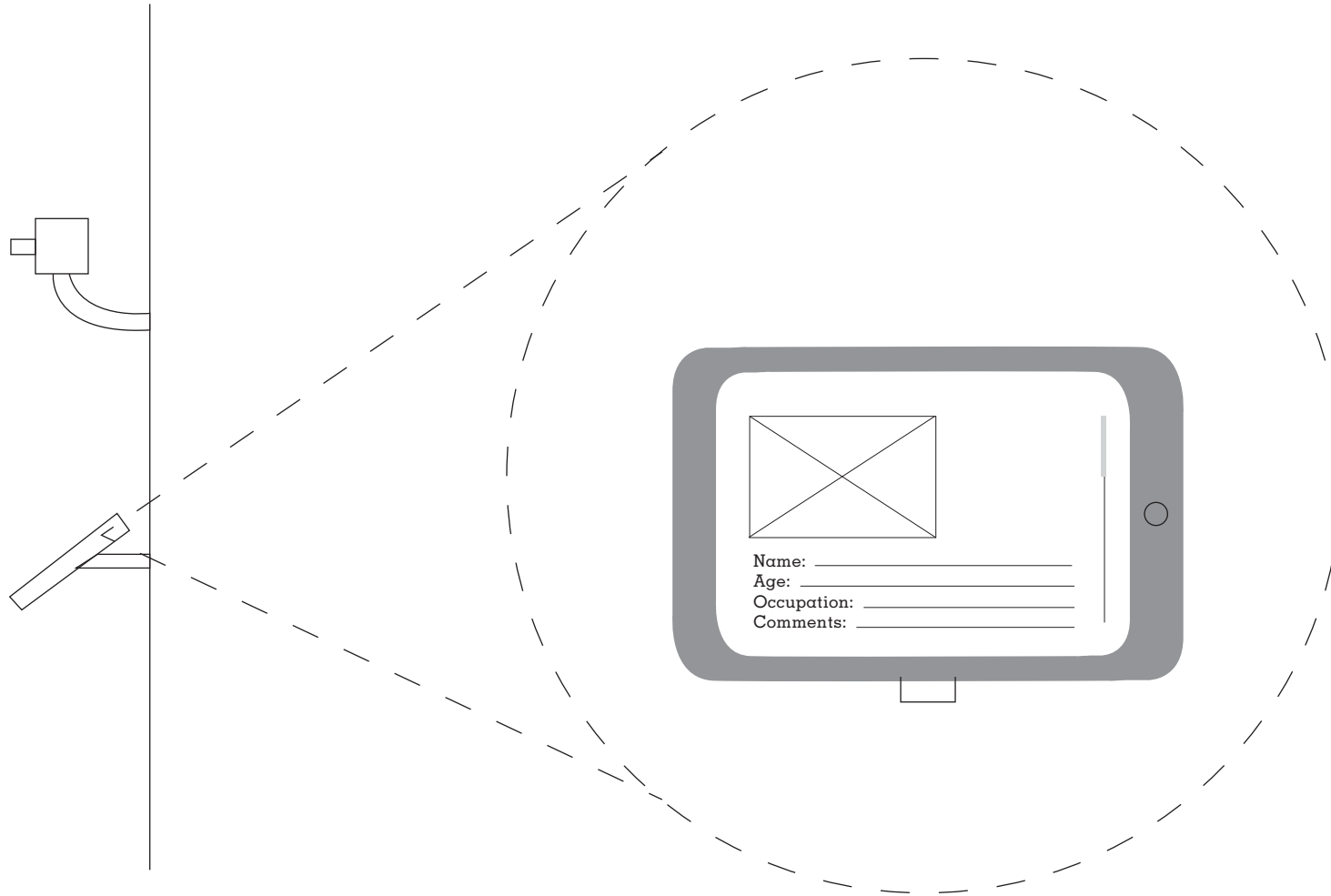


Please rearrange the artworks from least valuable to most valuable in your own standards.

Wall text will give instructions to arrange the artworks from the least valuable to most valuable in one's own standards.



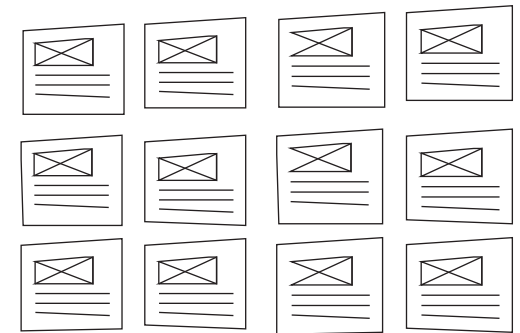
Installation of live cam at the back of the gallery will document all participants and their process in making decisions.



When finished arranging, the cam will take a snapshot of the arrangements, then audience will enter their information and comments on why they made the decision they did.

On-Site

The snapshots and comments made by other participants will be available to view as printouts that will be on the side wall of the gallery.



Off-Site

Live cam documentations can be seen online as a live stream as well as the snapshots and comments.

This project can bring an **empathizing experience** to the community by seeing what is valued to individuals across all demographics, as well as changing the perception of a gallery space to feel more accessible to a wider audience.

Thank You!