The Everyday Exhibit
L'Art du Jour

How to engage the community with readily available public art?

What is *The Everyday Exhibit*?

The Everyday Exhibit is an application that locates and notifies users of public art in their area. The goal is to improve upon the cultural and infrastructural aspects of Montreal life. The project focuses on making art readily available to communities, increasing public engagement, and supporting local artists.

Users will receive audio tours of Montreal's extensive art scene. The app creates didactic data by teaching users about the diverse art and its thematical and historical relations to Montreal. In return, users engage with each other and supply the city with qualitative data by voicing their opinions on public forums.

How Does It Work?

The app is catered to the artistically curious pedestrian. Retractable banners with QR codes will be present in culturally significant areas to promote the app (Fig. 6).

Once scanned, the QR code will lead the user to the app. The application will show a map with the closest public artworks available. The information used will come from open data sources like the *Programme d'art mural* and *Art Public Montreal*. Users can select an art piece from the search directory and listen to interviews with the respective artists or curators. The interviews will contextualize the art and help develop the user's critical eye. Once done, users can leave their opinions on forums.
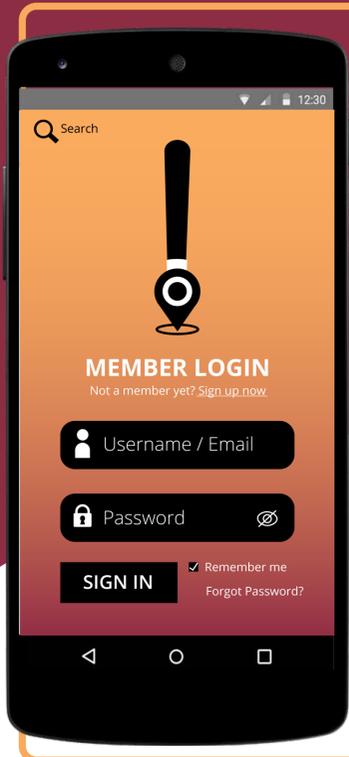

Fig. 1 Login Screen for the Application

Users will be able to sign into the app. By registering, they will be able to provide their opinions in a discussion forum and keep track of the places they have already visited.

Fig. 2: QR Code Scanner and Notification Function

The app will have a QR code scanner that sends the user to an interactive map with the available art in the area.

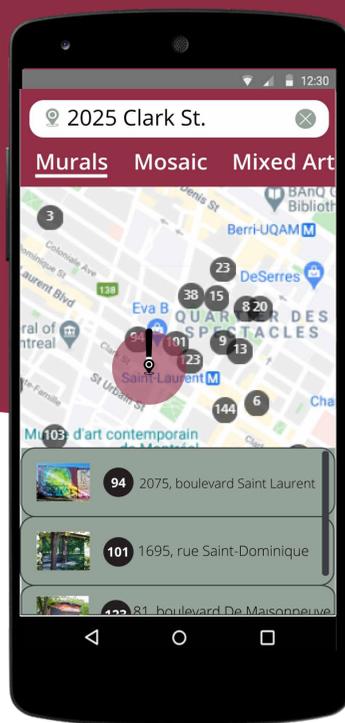Once installed, the app notifies the user when they are close to different artworks or new exhibits.

Fig. 3: Map and Search Directory[1]

The user can operate the search bar on the app's map to know which public art pieces are in their vicinity.

They can do an advanced search by selecting categories such as art type, artists and location.

Fig. 4: Interview Podcasts with Artists[1]

Once the artwork from the search directory is chosen, users can listen to a podcast with the respective artist detailing the used methods, art themes and significances.

Transcripts would be added to accommodate the hard of hearing.

Fig. 5: Art Discussion Forums[1]

After listening to the podcast, the user can write/record their opinions of the artwork on a discussion board.

They can also mention what they would like to see next in terms of Montreal art projects.

What is new and distinctive?

While open data details when and where artworks were made, there isn't sufficient information about its contextual and thematic significance. Emphasizing this type of didactic data could encourage communities to go out and take in their environments.

Another distinction of the app is its focus on community engagement. The goal is to promote learning and demonstrate that partaking in an enriching activity does not require economic spending. Montreal is a cultural hub, art is everywhere, and communities should take advantage of it.

Finally, the app helps gather qualitative data. The city could monitor discussions and gain new perspectives for future projects.

Outcomes

Engaging the Community: Everyone in a community can discuss online and create thought spaces. The app could have public forums held by the city of Montreal, allowing users to interact with the government directly. Artists are supported because they have a platform to explain their creative choices.

Educating: By explaining the context of the art, users will better understand the historical aspects of the city. They will be able to identify with the culture of Montreal. Users can also learn about depicted issues.

Invigorating infrastructure: Users can revisit previously ignored infrastructures and focus on the significance of the art.

Location (Ville-Marie)

The proposed location for the initial project is the Ville Marie borough in downtown Montreal. Ville Marie is host to The Quartier des Spectacles, a major cultural and tourist district. This district has prominent pedestrian zones and art installations such as murals, museums, and concerts.

Fig. 6: Example of QR code banner in Quartier des spectacles, Montreal.[2]

For the project, the city will put up signs with QR codes that will lead to the app.

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1. Image Source(s): Images of artworks were taken from Programme d'art mural.

City of Montreal. "Carte." *City of Montreal*, programme d'art mural, last modified in 2021. https://ville.montreal.qc.ca/murales/carte. Accessed April 12, 2021.

2. Image Source: Wikipedia

Wikipedia. "Quartier des Spectacles." *Wikipedia*, last modified on 24 February 2021. https://en.wikipedia.org/wiki/Quartier_des_spectacles. Accessed April 12, 2021.