

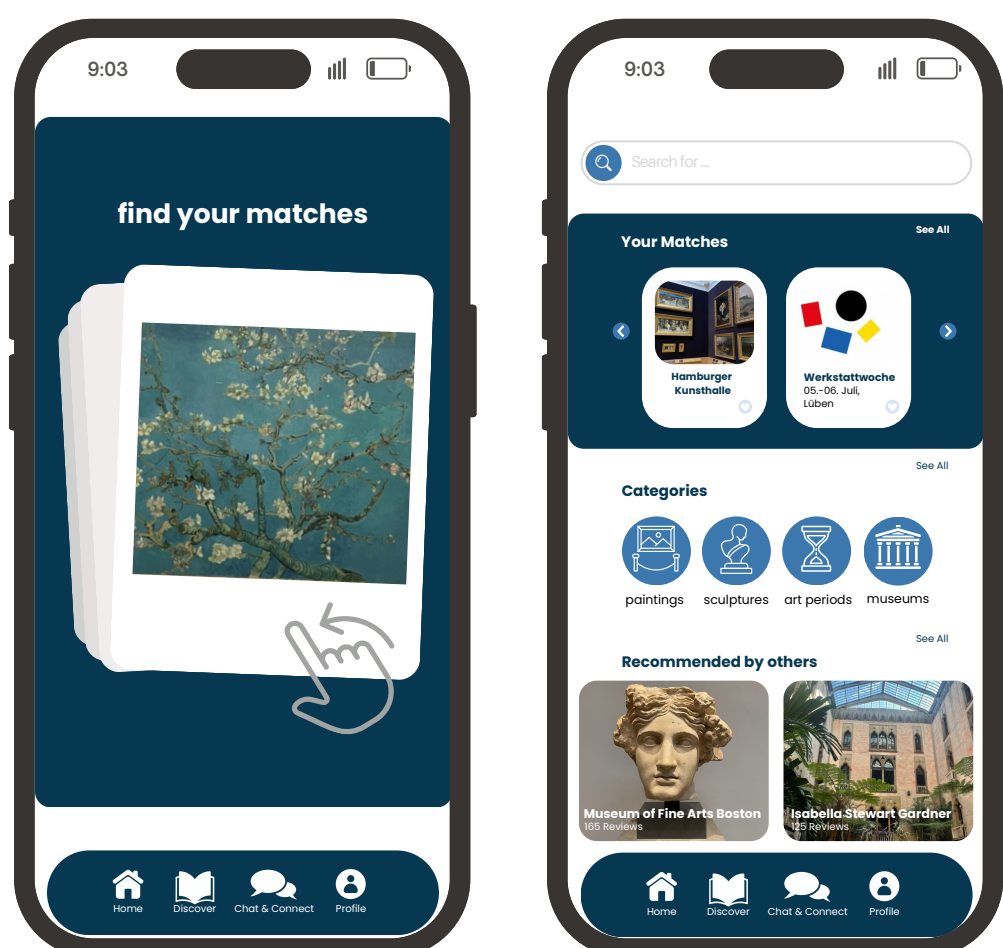
IT'S A MATCH

This poster presents a research-based project concept developed in the context of the course “The Artworld goes Werkstattwoche Lüben” in cooperation with the international art festival “Werkstattwoche Lüben”. The following concept dives into one possible approach how art education can be rethought and its accessibility be enhanced - aiming to connect people with art in a low-barrier, modern and socially engaging way.

BACKGROUND

Growing up with little exposure to art, the idea of visiting museums often felt distant or inaccessible. This personal experience mirrors broader societal patterns: a substantial body of research on museum audiences shows that access to art and cultural institutions remains closely linked to an individual’s social and cultural background. Individuals who grow up in environments where art plays little to no role often find it difficult to develop an interest or find confidence in first approaching artistic content or conversations. Consequently, art museums and exhibitions are often perceived as elitist or intimidating, making them feel inaccessible to many - which contributes to a limited demographic range among the visitors. Especially in today’s fast-paced digital world, new approaches are needed to make cultural participation more accessible and relevant. In the following such a possible approach is explored through outlining a first conceptual draft of an app designed to open up new pathways to art accessibility and engagement.

CONCEPT



**swipe. connect.
discover arts**

Inspired by swipe mechanisms used in dating apps, the presented outline of the app *match arts* explores how widespread digital habits can be repurposed to facilitate access to the art world. Users will be able to swipe through artworks and artists, indicating preferences that form the basis of a personalized interest profile.

Finishing the swipe process will lead to suggestions of art exhibitions and events - such as the *Werkstattwoche Lüben* - and museums to visit that align with the user’s filtered interests, making it easier to take a first step into art-related cultural spaces.

To reduce the hesitation of attending art spaces alone, which might intensify the intimidating feeling, the app includes a feature that connects users interested in the same events to encourage shared visits and informal exchange.

In addition to tailored recommendations, an option to explore categorized content on the arts will be included which aims to support self-paced learning about arts without academic pressure or the feeling of judgement.

REFLECTION

The first conceptual draft of *match arts* offers an insight into a new way of helping individuals approach art through their personal interests while also encouraging social connection within cultural spaces. Even though the project aims to establish a new pathway to making art more accessible and less intimidating, several key aspects of the app concept still require further elaboration. In particular, the question of how to introduce the app among individuals with little or no prior exposure to art remains unresolved and calls for more in-depth exploration. Nonetheless, the project demonstrates the necessity of reevaluating current practices within art education and offers an insight into a modern approach.

related literature

Kluge-Pinsker, A., & Stauffer, B. (2021). Non-visitors: Who Are They and What Should We Do About Them? *Journal of Museum Education*, 46(1), 61–73.

Kunsthalle Bremen, *ArtSurfer*
Konzept der App *artmatcher*

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