



## EPFL - ArtLab

A public initiative at the interface of culture and technology

# The ArtLab Initiative

# 1. Bring EPFL research and education closer to the Arts



From acquisition/preservation...



... to user experience design

# ... by establishing connections along the "Software Chain"

Acquisition

Digitization

Transcription

Integration

Indexing

Modeling

Simulation

Restitution

Exploration

Experience

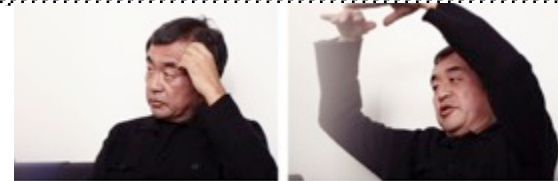
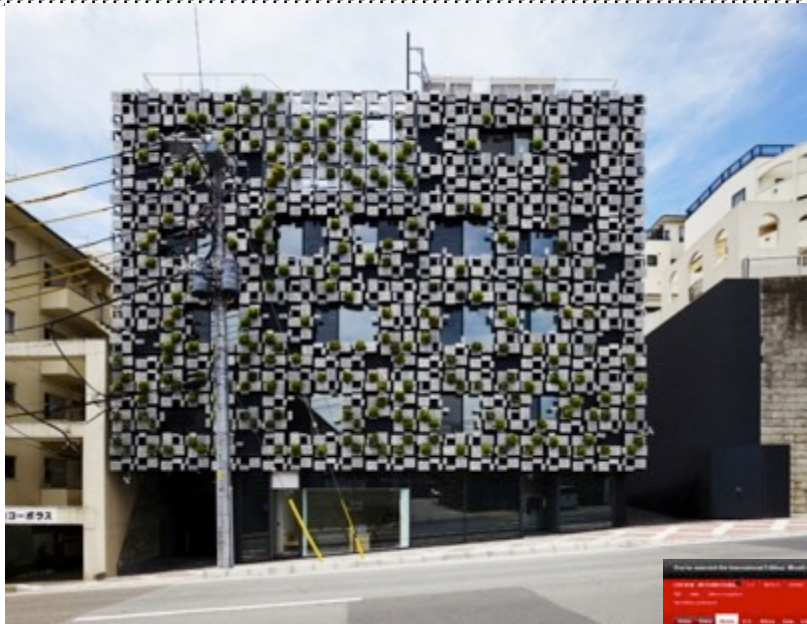


## 2. Build a “public lab” and cultural hotspot on campus

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# ... with Japanese architect Kengo Kuma



# 3. Build a strategic pipeline to society and culture

## ArtLab - Research

Teaching and Research  
in Digital Humanities

Teaching and Research  
in Design + Digital Technologies

## ArtLab - Programs

**ARTLAB Building and  
Public Programs:  
A Public Lab for Digital  
Culture**

Applied research and prototyping for  
museographic technologies

## ArtLab - Outreach


Support "traditional"  
cultural institutions

Bring technocultural profiles  
to market

Research & Education

Prototyping

Tech Transfer



## The ArtLab Initiative:

Creates a “public lab” for prototyping acquisition, integration and restitution technologies for cultural heritage

Provides campus with a cultural hotspot, connected to research and education

Adapts EPFL’s Research-Education-Tech Transfer pipeline to the cultural domain

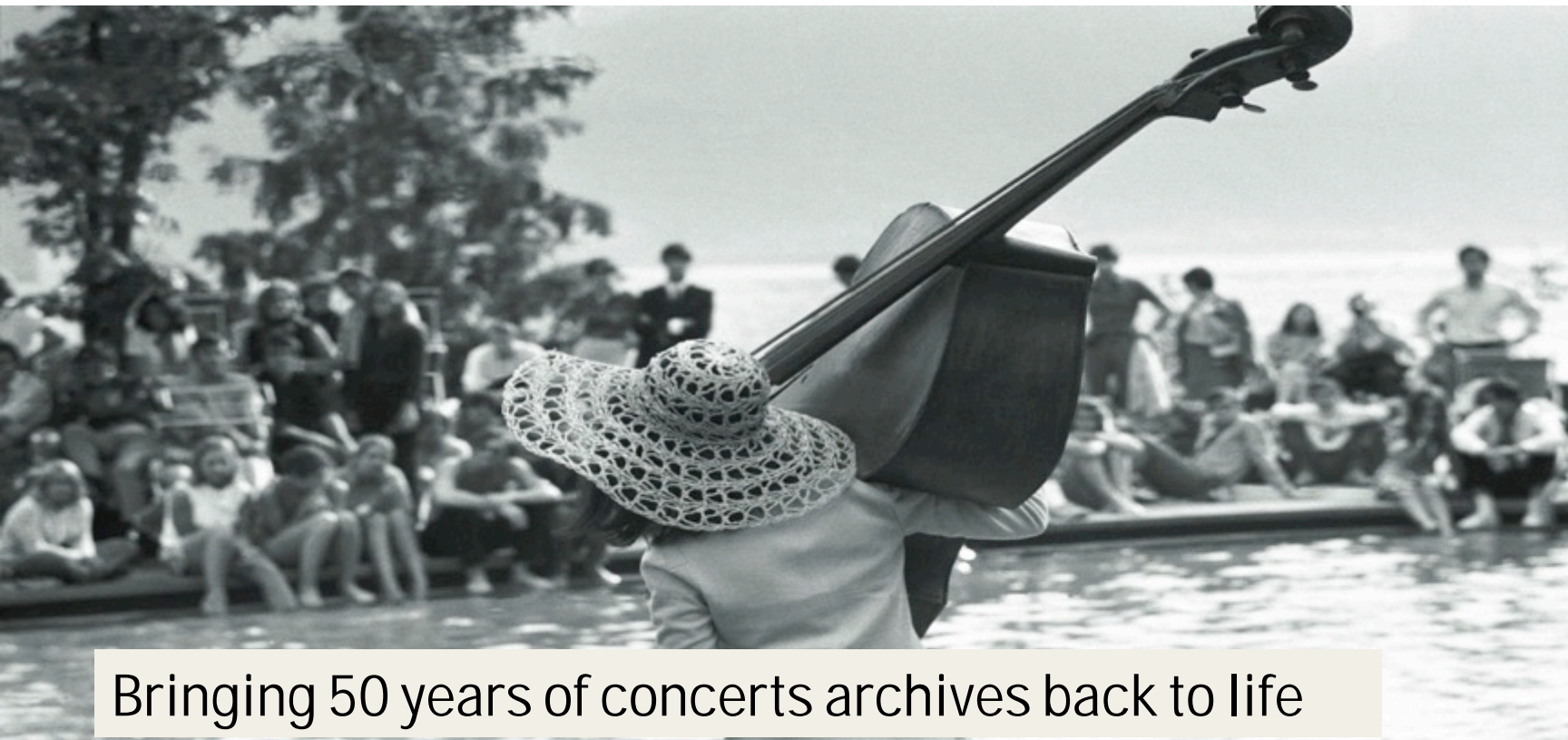
Fosters new academic profiles and new economic contexts, mixing science, tech and culture



# Our initial cultural partnerships

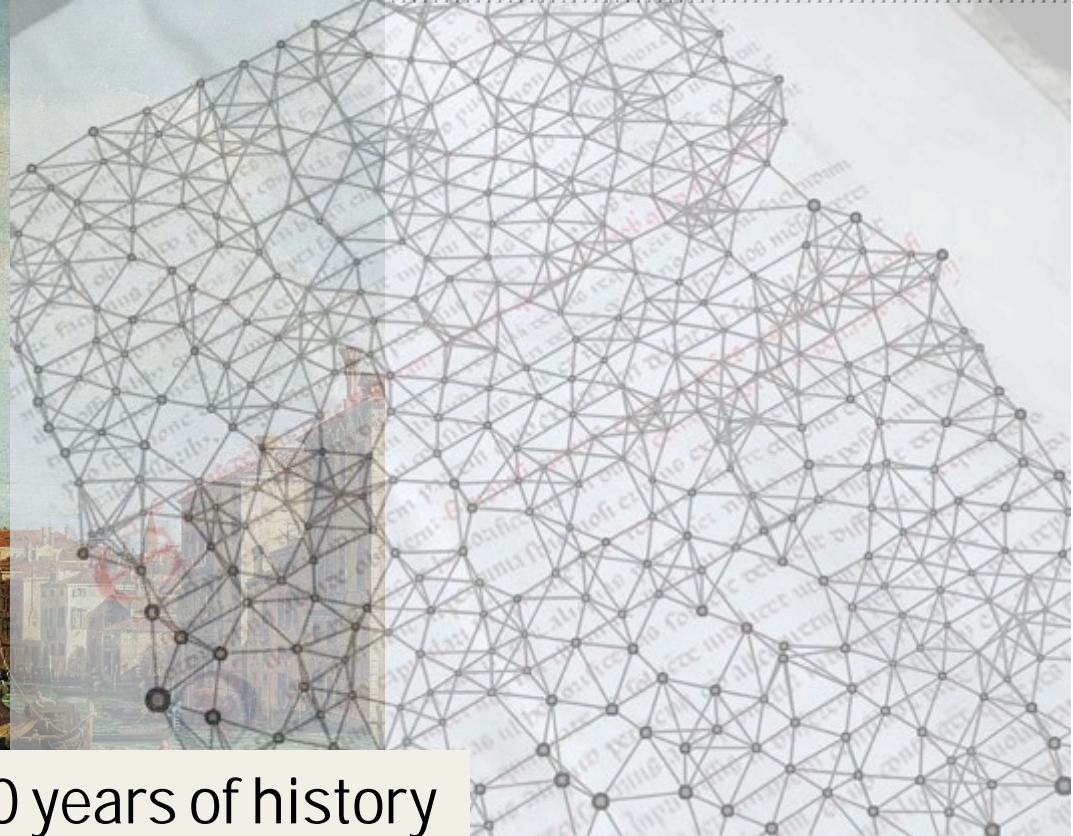
# Montreux Jazz Digital Project

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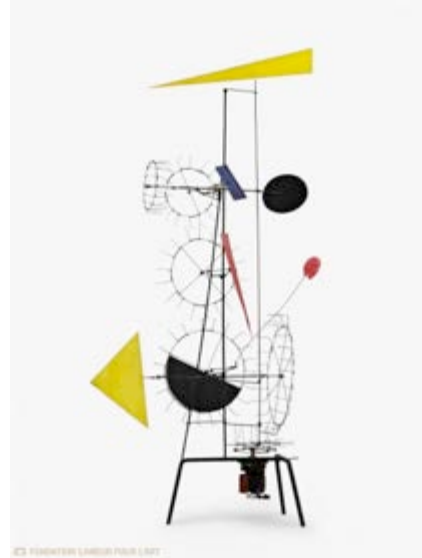
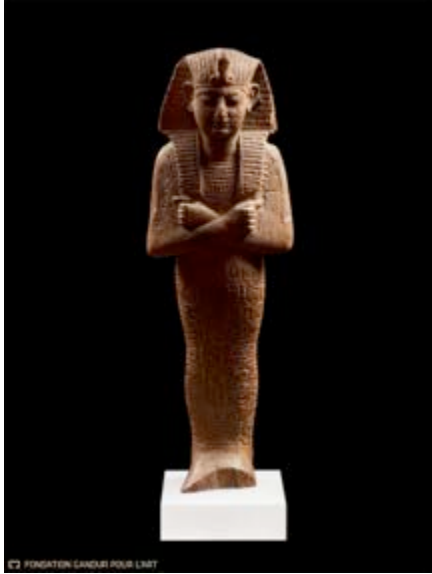
Bringing 50 years of concerts archives back to life

# Venice Time Machine



Mapping and modelizing 1'000 years of history

# Partnership with the Fondation Gandur pour l'Art

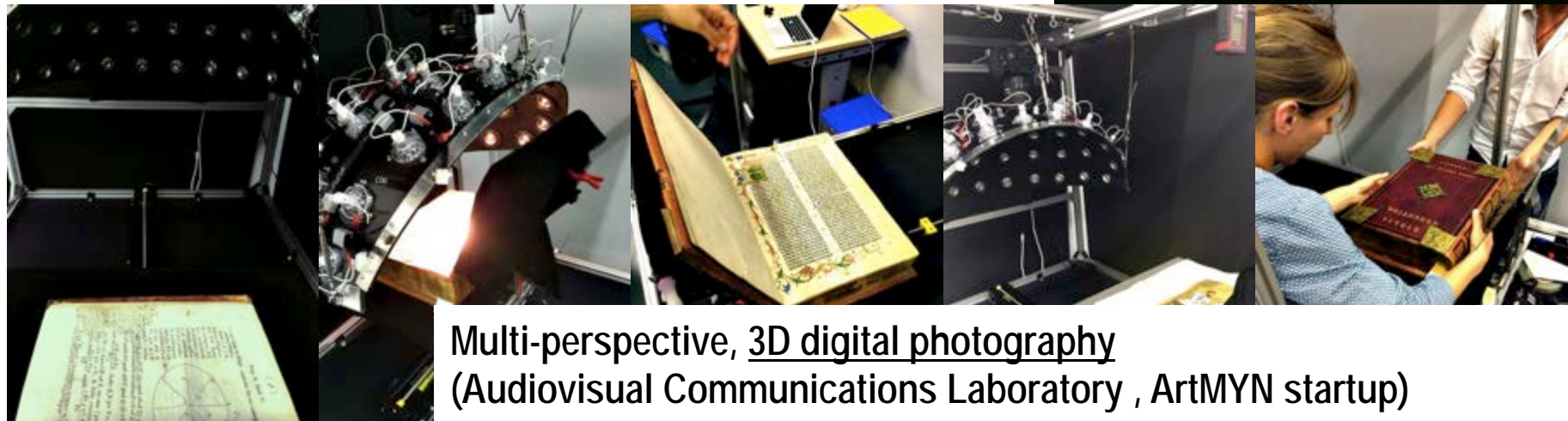


Prototyping conservation and exhibition technologies for art and archeology collections

# Innovation examples



Acquisition



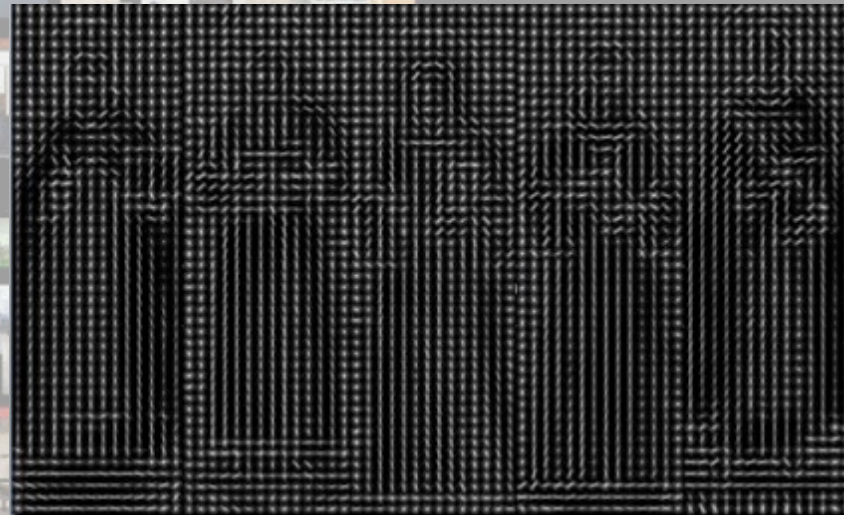
Multi-perspective, 3D digital photography  
(Audiovisual Communications Laboratory , ArtMYN startup)

Acquisition



3D scanning devices for prints and various types of 3D objects  
(Digital Humanities Laboratory + Adam Lowe / Factum Arte)

# Integration



**Visual search engine** identifying formal similarities in large artwork corpuses  
(Digital Humanities Laboratory, *Replica* project)

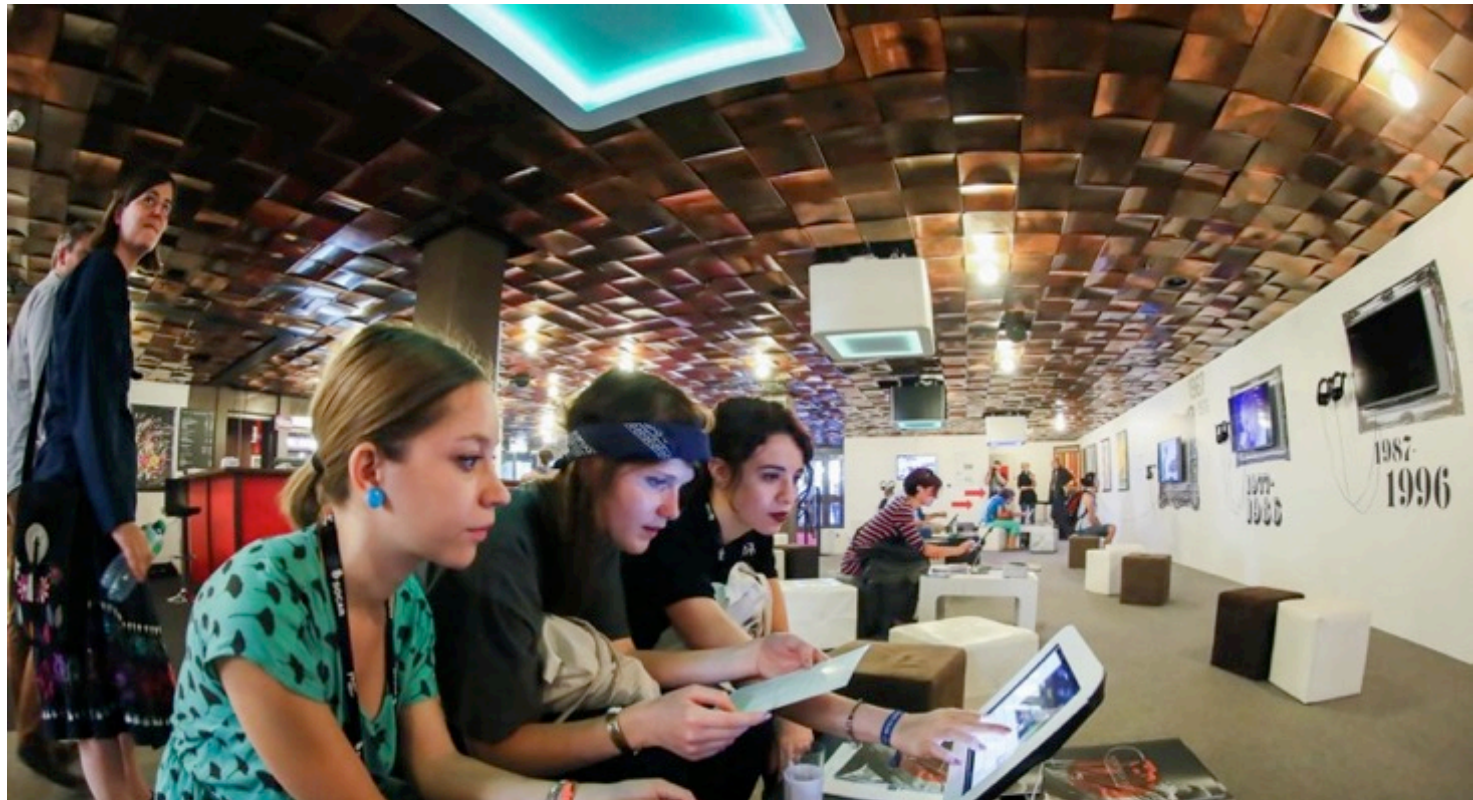


# Integration



***Replica** allows for targeted formal tracing across art repertoires, aiding art historian in mapping artistic genealogies and networks, and providing new navigation scenarios in collections for a broad audience*

# Integration



## Audiovisual archive navigation systems: MetaMedia Center

2014 Montreux Jazz Festival / "Chalet d'en bas"



# Restitution



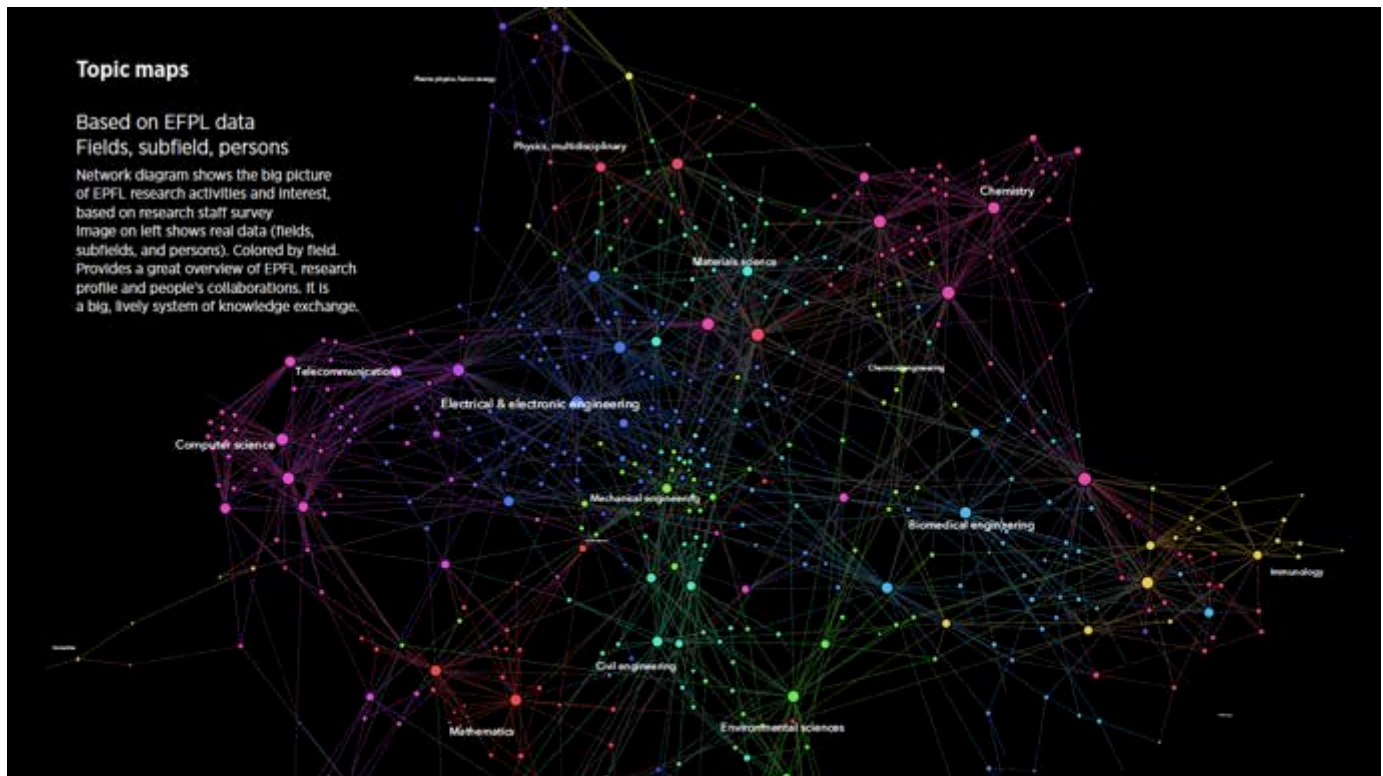
Media interfaces for exhibitions:  
EPFL+ECAL Lab

# Restitution



Immersive AV environments:  
EPFL+ECAL Lab, ALICE Architecture Lab, MetaMedia  
Center

# Restitution



## Data Visualization Interfaces:

Interactive data mapping applications, applied to academic data or other data sets

Digital Humanities Laboratory, ENAC, Chôros Lab, others

# The ArtLab building and its spaces

# Three distinct spaces – under one same roof

## Montreux Jazz Café at EPFL

Food & Beverage infrastructure + Principal access and immersion point for entirety of Montreux Jazz Festival concert archives

### + Welkom

Reception area for visiting delegations, 30pl.

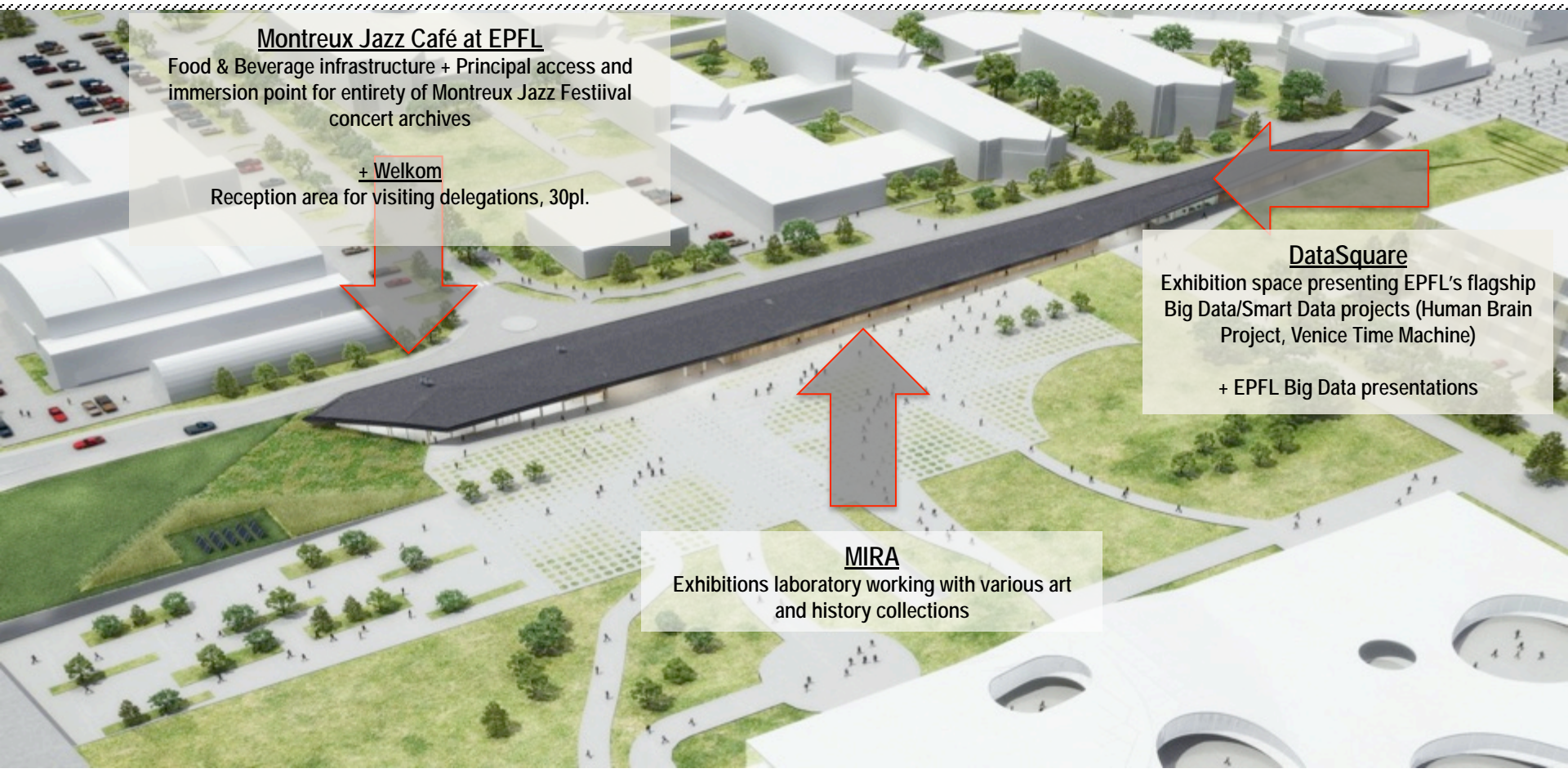
## DataSquare

Exhibition space presenting EPFL's flagship Big Data/Smart Data projects (Human Brain Project, Venice Time Machine)

+ EPFL Big Data presentations

## MIRA

Exhibitions laboratory working with various art and history collections





















- Construction start: September 2014
- Expected completion: July 2016
- Installation phase: Summer + Fall 2016
- Inauguration: November 2016



## Public-private partnership – current key partners

Swiss Confederation

State of Vaud

Rolex

Fondation Gandur pour l'Art

Montreux Jazz Digital Project partner pool

**+ other forthcoming partnerships**



Thank you!