



Augmented Reality and the Amplified Gallery Visitor Experience

The Michelle Smith Collaboratory for Visual Culture and The Art Gallery invite you to participate in a series of workshops exploring the potential impacts of Augmented Reality (AR) and invited visitor-generated content within the public exhibition space.

In a series of lively discussions, collaborative content imagining and hands-on maker sessions facilitated by Quint Gregory, Associate Director of the Michelle Smith Collaboratory, and John Shipman, Director of The Art Gallery, workshop participants will consider AR and its rapid evolution as a technology with profound potential for museums and galleries and the audiences they seek to engage. Five workshops will be offered through the course of Spring 2014, culminating in the generation of an AR experience framework for actual visitor participation to be offered within The Art Gallery's "What's in a Meme?" exhibition during Maryland Day (April 26, 2014). A follow up and evaluation meeting will be held the Wednesday following Maryland Day.

Workshops will be held in the Michelle Smith Collaboratory for Visual Culture (Art/Soc 4213A) from noon to 2pm on the following days (lunches will be provided): **Wednesday, February 19, Tuesday, March 4, Wednesday, March 26, Tuesday, April 8, and Wednesday, April 23.** A follow up evaluation meeting will be held Wednesday, April 30.

ONLY 20 SEATS AVAILABLE FOR THIS SERIES OF INNOVATIVE WORKSHOPS! Sign up today! If you'd like to be a part of developing an exciting and innovative use of technology within the gallery space, please sign up directly with John Shipman via email: jshipman@umd.edu.