



the ART Machine[®]

a collaborative
interactive
for all ages
& venues . . .



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SCIENCE
PROJECTS

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The **Art Machine** is a highly adaptable range of interactives exploring the boundaries between science and art. Central to each interactive is a paint simulator. Visitors squirt virtual paint onto a circular, rotatable screen. The paint mixes and runs in a startlingly realistic way, creating stunning pieces of artwork.

As both a creative and educational experience the 'Art Machine' is equally suited to leisure and learning environments.

Variations and Suitability

An **Art Machine** can be any size: from an installation filling the largest gallery space with maximum impact to a single-user touch screen – and everything in between.

Installations can be configured to allow up to three visitors to work collaboratively on the same piece of artwork.

Created originally as part of a children's touring exhibition, the **Art Machine** is just at home as a permanent feature in art galleries and science centres – and even in clubs and other leisure venues.

Customised versions can be created to take full advantage of any space or situation.

Retail and Promotional Opportunities

Art Machine pictures make great mementos! Artwork can be saved at any time and promotional material can be added to the corners of each picture. And as for visitors accessing their pictures, **Art Machine** installations can offer numerous options...

- Pictures can be displayed on large screens around the installation creating a dynamic art gallery.
- A touch-screen kiosk can allow visitors to email images home or to friends. Additional promotional material can be included in the emails.
- Emails can also include a link to a fully customised on-line merchandising store where images can be applied to a wide variety of objects – including T-shirts, mugs, prints amongst many others – with a proportion of the income from the sales coming back to the venue. (See www.theartmachine.makemymegastore.com for an example.)
- An on-site print facility can be installed, allowing visitors to buy prints of their artwork.

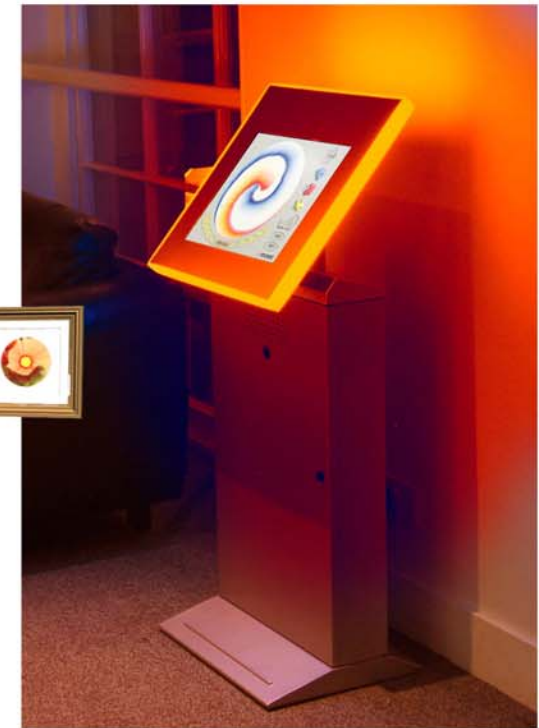
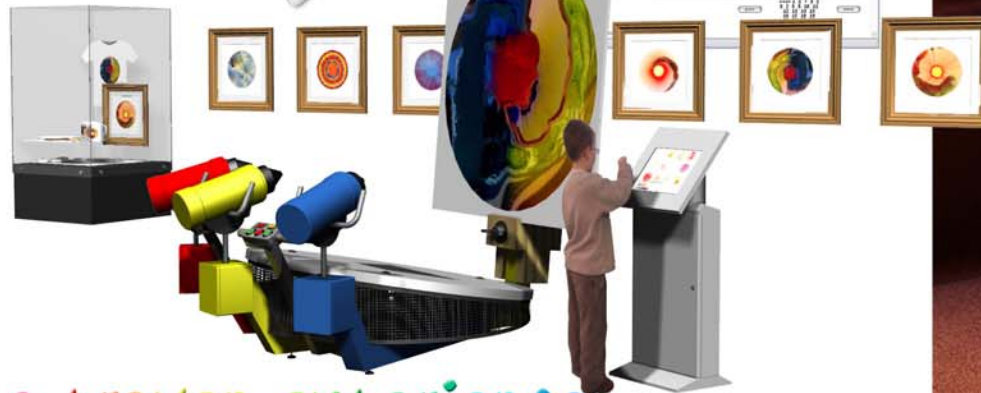
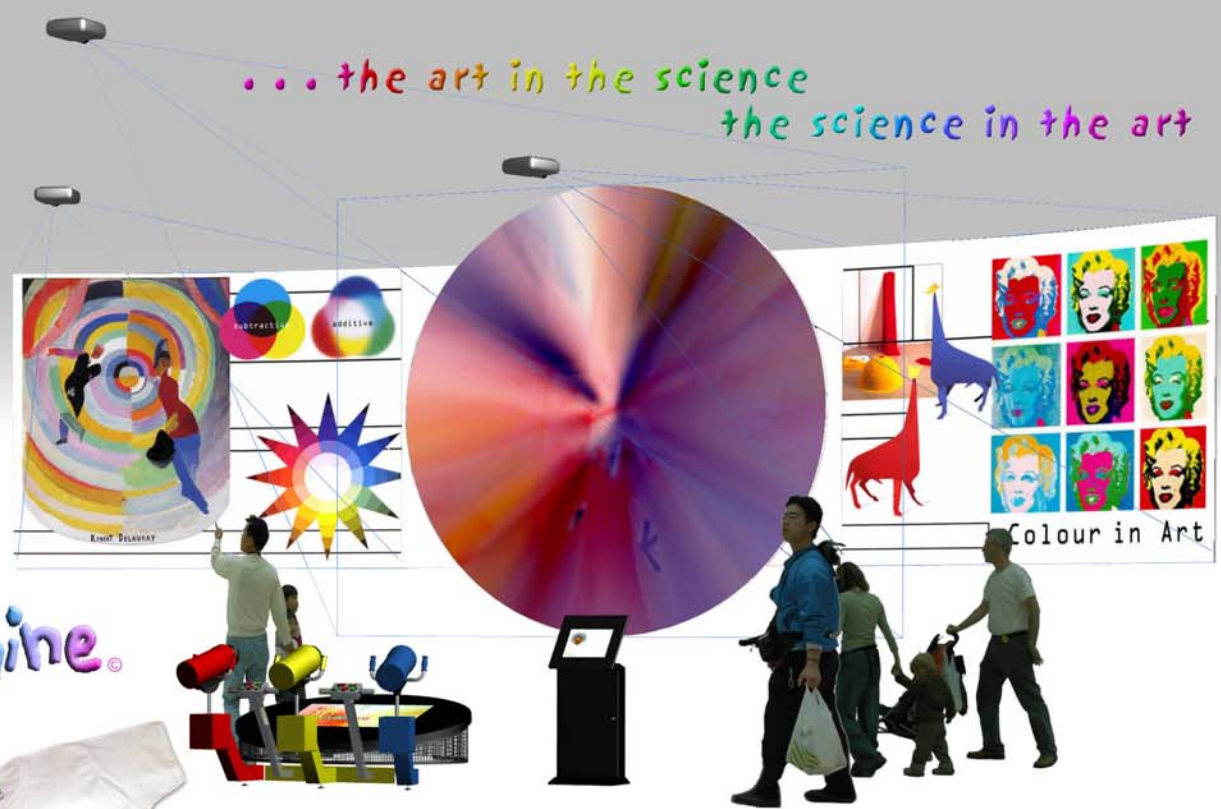
An **Art Machine** can incorporate any combination of the above options – including possible integration with existing merchandising systems.

The **Art Machine** has proved itself to be immensely popular for all age ranges. They are also based on proven reliable technology.

For more information, visit www.squirtualreality.com.

... the art in the science
the science in the art

the
Art
Machine®



... a proven experience