

Every virtual exhibition is custom made.

We will work with you throughout the design and development process.

You will receive your own unique software application for PC & Mac. You can then share this app with your audience and allow them to download it.

Virtual exhibitions can be hosted online. This means that your audience does not need to download anything and can start exploring quickly. This online version can be added to any web site and it is also compatible with mobile devices (though we recommend a larger screen).

Virtual galleries can be shared worldwide and there is no time limit.

THE VIRTUAL GALLERY SPACE

The first step is to choose or create an exhibition space. There are three options:

1. READY-MADE GALLERIES

Create a cost-effective virtual exhibition in one of our ready-made spaces. We currently have four virtual galleries to choose from; The White Space, Exhibition Quarter, Mezzanine Gallery & Hive. You can use the whole gallery or just a section of it. You can also make changes to the flooring, wall colours and furniture.

2. RECREATING A REAL SPACE

We can use floor plans and architectural drawings to create a scale model of any location. This includes realistic flooring, lighting, furniture & fittings. We do not need to visit the location in-person, but we can visit you to take measurements and photographs. You will then be able to re-use your exclusive gallery space for multiple exhibitions.

3. BESPOKE GALLERY DESIGN

Design your own unique gallery space. We provide full support & creative consultation during the development process. Almost anything is possible.

EXHIBITION CONTENT

Artworks, exhibits & multimedia

FLAT IMAGES (for fine art, photography and branding)

- Images can be displayed on any wall of the gallery space. It is possible to show fine art and photography at any scale and in high resolution. You can also change the way that flat artworks are displayed by choosing from a selection of canvases, mounts and frames.
- Images should be sent to us in *.JPG .PNG .TIFF or .BMP* format.
- We will send you a simple spread sheet. This can be used to organise your artwork, including information about each piece. Your audience will then be able to view more information about the exhibits on show.
- We offer Photoshop editing. This including cropping or adjusting contrast and colour saturation. We can also remove backgrounds and create images with transparent edges. This is necessary for irregularly shaped artwork.

SCULPTURE & 3D EXHIBITS

- If you have your own 3D models, these can be added to the virtual exhibition. We will first check the quality of these models. 3D models should be sent to us in *.OBJ or .FBX* format.
- We can create 3D models of most objects remotely, without needing to visit you in-person. If you would like to create a 3D model of any object we will send you instructions for how to photograph it. These 3D models include realistic materials and textures.
- You can also display 3-dimensional objects simply using a flat image. This is called 2.5D or "false-3D" and it allows flat images to be placed in the middle of a 3D space. This is less realistic than using a proper 3D model, but it is more cost-effective.
- Alternatively, you can show 3D exhibits using videos and photographs.

VIDEO (for performance, animation & film-making)

- Video players can be added to any wall of a virtual gallery. These screens can be used to show performances, animations, filmmaking or any other type of video.
- Video files should be sent to us in *.MP4 or .MOV* format.

AUDIO recordings

- Sound recordings can be used to provide a guided tour or to give an introduction to each exhibit or area of the gallery. They can also be used as part of a musical soundtrack, or for adding atmospheric sound effects.
- Audio files should be sent to us in *.MP3 or .WAV* format.

CUSTOM FEATURES

We can create unique experiences and features for your exhibition. If you have an idea that you would like to include, we can work with you to make this happen.

THE DEVELOPMENT PROCESS

Designing & curating your exhibition

STEP 1 – The Space

The first step is to create the virtual gallery space. Once this is complete, we will give you a guided tour of the space. We can also send you a test version of our software so that you can explore it yourself. Once the gallery space is complete, we can then start adding the artwork and exhibits. If you are using one of our ready-made spaces then you can skip this step.

STEP 2 – The Content

First, we will ask you to send us your images and other exhibition content. We will also send you a simple Excel table for you to organize your collection and to provide information about each piece (title, artist, medium, size, description, price, web link, etc.)

We will then add your artwork to our virtual gallery software. We will then work with you to curate and design the exhibition layout.

We can then work with you in remotely to curate and design the exhibition layout. This can be done in real-time via video call. This is the fastest and most efficient way of designing exhibitions. We can send you a copy of our editing software, so that you can visualize and experiment with different exhibition designs. This design software is licensed for your internal use (not for public distribution).

STEP 3 - Testing

Once the exhibition selection and design is complete, we will then package a test version of your virtual exhibition (beta version). You will then be able to explore the exhibition and decide if any further changes need to be made.

STEP 4 – Launch

You will receive two unique software applications which you can share via a download link (for PC and for Mac). You can add this to your web site, social media or emails.

If you want to embed the virtual exhibition on a web site then we will set up cloud-processing (see below) and we will send you a small piece of code to add to your web site. Visitors will then be able to explore your virtual exhibition online.

We will also produce a web page and video tour of your exhibition. This page will include all of your exhibition resources, so that you can easily access them in one place. All images, videos and links can be added to your own web page.

TIMESCALE

The minimum timescale for producing a new virtual exhibition is about 2 weeks.

The total time required will depend on the gallery space, the exhibition content and any custom features that are required.

If you are using a ready-made gallery space then the timescale will be shorter. If you want to recreate a real location then the timescale will be longer, and it typically takes 2 to 3 weeks to create a new gallery space.

CLOUD-PROCESSING

The virtual exhibitions we produce are high-quality 3D applications. It is possible to embed virtual gallery in a web browser using cloud-processing. This means that visitors do not need to download the app. It also means that exhibitions can be explored on a mobile device. This requires a stable internet connection to explore the virtual exhibition online.

A monthly subscription is required for cloud processing. This is charged based on the amount of visitors using the virtual exhibition online. This is typically £50 per 1,000 minutes of interaction (e.g. 50 people online for 20 minutes each). This subscription only applies to use of the embedded virtual exhibition. There is no additional cost for users to download the app.

RE-USING YOUR ASSETS

After you have produced your first virtual gallery, you can then re-use your artwork and content in future projects. This means that once we've digitised a piece of artwork you can include it in other shows at no extra cost.

This is also true for 3D virtual spaces. If you recreate a real-world location or design your own virtual gallery, you can re-use this space for future projects. This means that after you have produced your first virtual exhibition, future shows will be a fraction of the cost.

COPYRIGHT

All artwork remains the copyright property of the artist. All artwork is credited. When users view artwork in the virtual gallery, the artist's name and the title of the piece will appear on the screen. We will also add a watermark to the virtual gallery screen. This can include your own gallery/brand logo, or the name of your exhibition. This ensures that screenshots taken whilst using the virtual gallery show the details of the owner. We can display any additional copyright information and credits at your request.

PRICES

All prices are calculated on a per-project basis.

Please contact us to discuss your exhibition project and to get an accurate price.

We will arrange a video call to find out more about what you need, and to give you a tour of some exhibitions and galleries.

FURTHER INFORMATION

All virtual exhibitions include basic image editing to help you prepare your exhibition content for display. If you require more advanced editing or graphic design services then we can also provide this.

We provide full consultation and support throughout the development and design process. Curat1on will continue to provide technical support after the virtual exhibition is complete.

We have a series of introductory videos online. These give a guided tour of our virtual gallery software and the options available. Visit our [YouTube channel](#) to find out more.

If you have any questions, or if you would like to arrange a live demonstration then please email us at contact@curat1on.com