



## Overview

Our idea is digital archive museum in a virtual space that imitates an art museum. In this museum, visitors can select and view their favorite works from famous works around the world and works by Thai artists. In addition, Visitors can share their selections with friends and vote for their favorite works, enjoying the sensation of cultivating their own art culture.

### Benefit

- ✓ We can further nurture the Thai people's artistic sense, support the activities of Thai artists, and nurture the art culture born in Thailand.
- ✓ We can promote making digital archiving of street art and artifacts.

## Background

According to a survey of Thai people, the number one thing they associate with the word "sustainability" is "wellbeing" (source: Dentsu News). We propose this museum with the aim of creating a town that Thai people, who cherish this concept that means not only physical but also mental wellbeing, will want to visit.

### ■ Data sought

1-11 / 1-12 / 4-64 / 4-68

# Program

The museum is not just for viewing, but is participatory and variable museum with a variety of programs through a dedicated app. People who visit here can create their own museum and feel nurture of art.

1

## Create museum with your favorite works and share it with friends

You can create your own museum in a virtual space by picking up your favorite works. You can also share your own collection with your family and friends and enjoy it together.

Additional ideas

The museum will also hold collection exhibitions selected by celebrities. This exhibitions will also attract those who have little interest in art.

2

## Support your favorite artist by voting

The museum has a dedicated application and this app includes a system that allows users to vote for their favorite works and view popularity rankings by category. This voting system will increase recognition of the artists.

Additional ideas

Periodically, the "Popular Works Exhibition" featuring works that received the most votes will be held to promote Thai artists to a wider audience.

3

## Enjoy the works of art with all five senses

To enjoy not only with the eyes, but also at the same time with the sounds, wind, and scents that accompany the artwork. This museum offers excitement that people can't obtain at home.

Additional ideas

The museum will Collaborate with restaurants and beauty brands in Bangkok and create limited products with flavors, fragrances, etc. inspired by the artworks.