

Expert info



Desmond Hewagamas' month

What have I been doing this month?

During the past month, I have been working numerous pitches. All very exciting and distinctive in the approach we have taken to solve the problems these big brands have. From the integration of Facebook Connect into video, to mobile apps. The We Love studio has been a creative hive of organised and on the odd occasion chaotic activity.

Sites I have visited?

Bermuda triangle comes to mind with these three sites, QBN.com, Fubiz.net and Siteinspire.com. I regularly visit these sites for the varied content and inspiration they have to offer.

What have I been watching?

I find it quite relaxing to watch the carnage that is Jersey Shore, after a day in the studio.

What have I been listening to?

I think everyone in the company (because of me) now knows the words to DEV's and The Cataracs "Base down low".

Desmond Hewagamas' solution

I chose to base my designs on the Jerwood Gallery, part of the Jerwood Foundation - a new gallery, which is part of an exciting regeneration project in the Stade, Hastings. With the opening fast approaching, I wanted to create an inclusive and open environment. A place where everyone can come together to enjoy, discuss and share the gallery.

The goal I set myself was to create a site that mirrors the real world experience of visiting a gallery; filling users with passion for the arts and reasons to interact – a point of digital / real world convergence.

Presenting viewers with an immersive experience was my main objective. When visiting a gallery, we all have different tastes and expectations on what we wish to experience, so by implementing a filtering mechanic, placing it in prime real estate, my intention was to grasp the users' attention through content that reflects what they are passionate about. To coincide with this subject filtering, peer recommendations (from signing in through Facebook Connect) play an important role in crediting and exploring new possibilities.

It was important to integrate the digital experience with the offline environment – hence the use of social mentions, trending, check-ins on the homepage, and the augmented reality phone app - helping turn static media into a 'live 360 experience'. Seamlessly branching into eCommerce within the gallery shop and QR codes for further gallery, artist and print information, Google map synchronisation across smartphone technology, as well as an App – for convenient booking, exclusive private viewing opportunities and much more.

Discovering something for the first time is one of the best experiences I take from gallery visits and I hope this design (if used) would translate into a vessel for heated debate, appreciation, and development into a community that wish to express an opinion on the galleries content and possibly influence the decisions of the gallery in the future.



Close up

1 Profiles Connecting through Facebook or creating a profile enables customised content to be presented to viewers, as well as receiving updates on new events via emails.

2 Peer recommendations The gallery allows users to not only filter through art movements/disciplines but also presents social activity through other gallery goers and your own social network.

3 Video A picture tells a thousand words, but a video can tell the complete story. Education and storytelling through rich media is key to conveying why potential gallery visitors should come to the new gallery.

4 QR code Scan and go, make it as easy as possible. Why print out a map or type in a postcode, when you can plot the gallery location on your smart phone via Google maps.

5 Local community Clearly communicate the positive benefits that the gallery has brought to the local community.

6 Site activity and trending Highlight areas of high-activity on the site, the more conversation and interaction the better. Make it easy for visitors to find breaking news or the latest hot topic.