

# What's News

WSJ. Magazine's cultural barometer for March, featuring the galleries of Mayfair and the blooming of new culinary empires.



## Museum 2.0

### Innovation

**THIS MONTH, THE CLEVELAND** Museum of Art unveils Gallery One and ArtLens, a suite of cutting-edge digital interfaces that together transform the 100-year-old museum into one of the most technologically advanced art hubs in the world. Visitors can deploy facial-recognition software to match their own visages to everything from an ancient Greek bust to an Edward Steichen photograph; create a comic book version of a Medieval tapestry; or thematically sift through the museum's impressive permanent collection. "Gallery One utilizes technology as a way to foster deeper engagement with the art," says Jake Barton of New York-based multimedia design firm Local Projects, which engineered the enhancements. "Visitors can connect with art through their own creativity." The virtual makeover is the capstone to an eight-year, \$350-million revamp of the museum, which also includes a major expansion by architect Rafael Viñoly. Luckily, there's now indoor GPS to help visitors find their way.

Left: **MOVING IMAGES** | A 40-foot media wall displays the museum's collection. *Photo Courtesy Cleveland Museum of Art*