

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*