

ART

ART



FINDS

ARTFINDSART

THE DEVELOPMENT OF THE DESIGN:

STARTINGPOINT: THE RIJKSMUSEUM STUDIO AWARD 2017 PROMOTION VIDEO KEYWORDS:

- USE OUR ART TO CREATE NEW ART
- FREE TO DOWNLOAD
- OUR ART BELONGS TO THE WORLD

MY GOAL: CREATING TOOLS:

- SO **ANYONE** CAN USE RIJKSMUSEUM ART TO CREATE NEW ART
- FREE TO DOWNLOAD
- WORLDWIDE

REALIZED BY:

- DESIGNING CARDS TO MIX AND MATCH RIJKSMUSEUM ART
BY USING A SIMPLE FORMAT FOR PHOTO EDITING
- DEVELOPPING AN ART CONCEPT TO ACHIEVE THE GOAL AND MORE ...

I PROUDLY PRESENT:

THE ARTFINDSART CONCEPTⁱ:

THE GOAL:

ARTFINDSART: ANYONE CAN USE RIJKSMUSEUMART TO CREATE NEW ART:

- 54 PHOTO RIJKSMUSEUM CARDS (12 CARDS ON A PAGE)
- TO MIX AND MATCH IN ORDER TO CREATE NEW ART (IMAGES 2,3,4,5,6):
MORE THAN 1000 POSSIBLE COMBINATIONS!

ARTFINDSART: FREE TO DOWNLOAD: 54 CARDS AT THE RIJKSSTUDIO:

- TO MIX AND MATCH ONLINE
- TO PRINT (AND CUT) AT HOME
- FOR SALE AS A DELUXE BOX AT THE RIJKSMUSEUMSHOP ⁱⁱ

ARTFINDSART: WORLDWIDE:

- ALL OVER THE WORLD PEOPLE CAN USE THE ARTFINDSART CONCEPT
- OTHER MUSEUMS CAN BE INVITED TO PARTICIPATE IN THE CONCEPT:
 - BY SHARING CARDS ONLINE (E.G. RIJKSFINDSMOMA)
 - BY SELLING THEIR OWN DELUXE COLLECT BOXES

AND MORE:

ARTFINDSART: PLAY WITH ART: (IMAGE 7):

- FEEL FREE TO CREATE YOUR OWN PARTY GAME RULES E.G.:
 - DISTRIBUTE THE (54) CARDS AMONG THE PLAYERS
 - PICK OUT A THEME WORD ⁱⁱⁱ
 - CREATE A NEW ARTWORK BASED ON THE SELECTED THEME WORD
 - GIVE YOUR CREATION A NAME
 - PRESENT IT TO THE GROUP

ⁱ THE ARTFINDSART CONCEPT SHOWS POSSIBILITIES. IT'S UP TO THE RIJKSMUSEUM TO DECIDE WHAT TO PERFORM. IN ORDER TO SERVE THE CONCEPT I REGISTERED THE DOMAIN NAMES ARTFINDSART.COM AND ARTFINDSART.NL . THE APP ARTFINDSART IS STILL AVAILABLE.

ⁱⁱ THE RIJKSMUSEUM ARTFINDSART BOX CONTAINS (IMAGES 2,3,4,5,6):

- 59 SOLID CARDS:

- 54 CARDS TO MIX AND MATCH
- 3 BLANK 'FORMAT' CARDS TO CREATE PERSONAL CARDS
- 1 BLACK RIJKSMUSEUMCARD (MULTI USE)
- 1 BLACK ARTCARD TO DEBATE ART

- VERB AND NOUN STICKERS

- INSTRUCTIONS (INCLUDING THEME WORDS)

ⁱⁱⁱ THEME WORDS (54):

COSY, JEWEL, METAL, HISTORY, DANGEROUS, RELIGION, FASHION, VASE, SAD, ORIENTAL, SOPHISTICATED, EXTREME, VIOLENT, OUTRAGEOUS, PROUD, HUMBLE, ORGANIC, SCULPTURE, SIMPLE, COMPLEX, MASTERPIECE, GOLDEN AGE, TOWER, CREATIVE, SILLY, PAINFUL, POMPOUS, SERIOUS, CAMPY, MASCULINE, FEMENINE, MACHINE, GAY, METAL, CUTE, REFINED, MAGIC, MULTICULTURAL, FAVORITE, ANIMAL, JOURNEY, BUILDING, LAZY, USEFUL, AMAZING, UGLY, BEAUTIFUL, YOUNG, OLD, FAIRYLIKE, FANTASY, SCARY, SWEET, GLORIOUS











RIJKS MUSEUM

ART

RIJKS MUSEUM



MASTERPIECE
VAN (G)OLDEN
OOPJEN

HOLY
FAN
USEFUL



TURBAN
SEA
JOURNEY



VIOLENT
COMB
DANGEROUS



MATERNITY
JEWEL
BUILDING



DRAGON
BIRD
ANIMAL



AND MORE (IMAGE 8):

ARTFINDSART: INCREASE AND SHARE ART :

- CREATE RIJSMUSEUM CARDS YOURSELF AND PUT THEM ONLINE
- BY USING A SIMPLE PHOTO EDITING FORMAT
 - MY PERSONAL EDITING RESTRICTIONS: RESIZE, CUT AND STICK, BUT:
 - NEVER EDIT IN THE WORK OF ART ITSELF
 - ONLY EDIT:
 - TO ENLARGE THE BACKGROUND
 - TO NEUTRALISE THE BACKGROUND

ARTFINDSART: PERSONALISE ART:

- CREATE PERSONAL CARDS (E.G. WITH OWN PHOTOS OF PEOPLE OR OBJECTS)
 - BY USING A SIMPLE BLANK (GRAY) BACKGROUND FORMAT
 - BY USING THE (3) BLANK (GRAY) CARDS IN THE DELUXE BOX

ARTFINDSART: EDUCATE ART:

- THE RIJSMUSEUM OBJECT NUMBER CAN BE PRINTED AT THE BACK OF EACH CARD IN ORDER TO CONSULT THE WEBCOLLECTION TO FIND BACKGROUND INFORMATION
- THE CARDS LEARN CHILDREN ABOUT ART IN A FUN WAY AND INSPIRE THEM TO CREATE ART THEMSELVES (E.G. BY PAINTING ON EMPTY CARDS)

ARTFINDSART: DEBATE ART:

- PRINT OR STICK A VERB¹ (CENTER CARDS) OR A NOUN² (TOP AND BOTTOM CARDS) AT THE BACK OF EACH CARD
- COMBINE THE BLACK ART CARD WITH A VERB AND A NOUN AND DISCUSS THE ART STATEMENT THUS CREATED

ARTFINDSART: DECORATE WITH ART:

- ARTFINDSARTCARDS CAN BE USED FOR DECORATION:
WHAT ABOUT A TOTEM ON THE WALL OR MAGNETS ON THE FRIDGE?

ATTENTION: ALL TEXT SHOULD BE WRITTEN IN THE RIJSMUSEUM TYPEFACE!

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ATTACHMENT: 8 IMAGES:

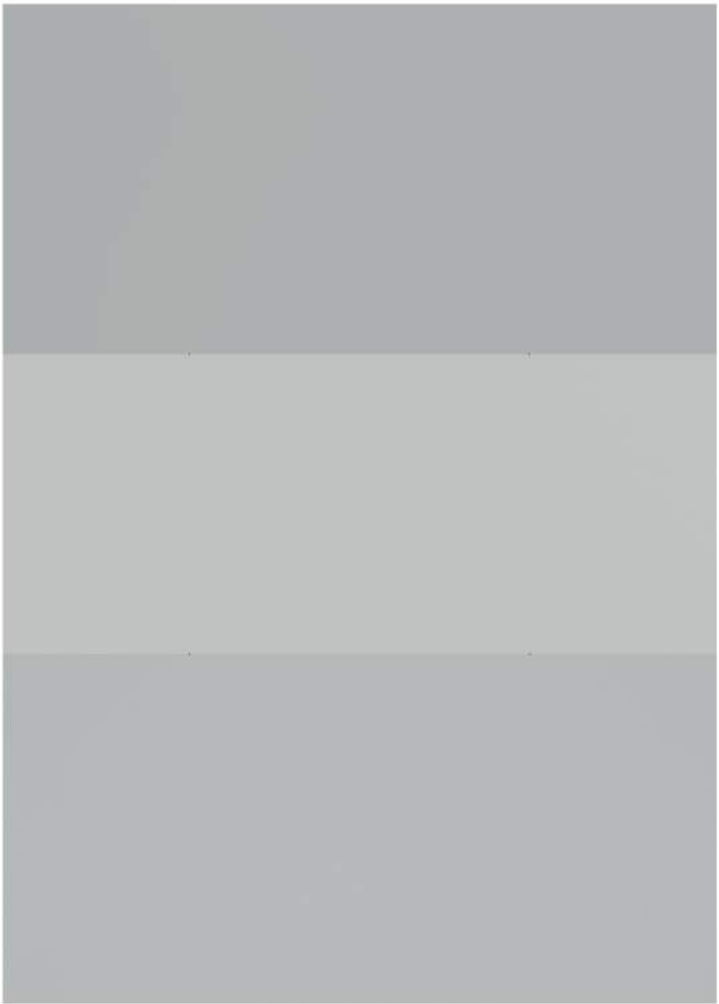
- IMAGE 1: FRONTPAGE
- IMAGE 2: 12 MIXED CARDS
- IMAGE 3: 12 MIXED CARDS
- IMAGE 4: 12 MIXED CARDS
- IMAGE 5: 12 MIXED CARDS
- IMAGE 6: 6 MIXED CARDS, RIJKSMUSEUM CARD, ART CARD, 3 BLANK CARDS
- IMAGE 7: PLAY WITH ART
- IMAGE 8: FORMAT, GRAY FORMAT, OBJECT NUMBERS, ART WITH VERB AND NOUN

¹ VERBS (18): PRINT OR STICK THEM ON THE BACK OF THE MIDDLE CARDS:

LOVE(S), HATE(S), LEAD(S) TO, CREATE(S), CONTROL(S), DESTROY(S), BELONG(S) TO, INCREASE(S), NEED(S), FINANCE(S), EXPLORE(S), FEAR(S), STRUGGLE(S) WITH, UNDERSTAND(S), PRODUCE(S), HIDE(S), SHOW(S), DREAM(S) OF

² NOUNS (36): PRINT OR STICK THEM ON THE BACK OF THE TOP AND BOTTOM CARDS:

POETRY, WAR, PEACE, HATE, WEALTH, POVERTY, MONEY, RELIGION, RESPONSIBILITY, POWER, LIFE, I/WE, ME/US, CREATIVITY, ORIGINALITY, GLOBALISATION, THE WORLD, THE MARKET, FUNDING, ARTISTS, FAKE, WISDOM, LESS, MORE, COLLECTORS, MUSEUMS, BEAUTY, COLOR, THE ESTABLISHMENT, FILOSOFY, JOBS, COMPASSION, DIVERSITY, ART CRITIC(S), BUREAUCRACY, GLORY



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AK-RAK-1981-1	BK-14656	ART
POETRY POETRY	NEED(S) NEED(S)	