

EXPO SOUND DESIGN

#CREATIVETECHNOLOGY #EXPERIENCEDESIGN

THE BRIEF

For this project, we collaborated directly with cognitive scientist Francesco Walker, whose extensive research focuses on how children look at art compared to adults, and how storytelling can bridge that gap to increase engagement. Our core mission was to design an interactive exhibition booth that translated this complex academic data into an accessible, engaging experience for the general public. We wanted to shrink the distance between scientists and everyday people, allowing visitors to experience the heart of Walker's research organically, without needing a degree to understand it.

THE PROCESS

Our group decided to approach his research through the senses, recreating a specific painting used in Walker's studies into three distinct, interactive installations. My role was highly collaborative; I acted as the mediator and spokesperson for our team, translating our creative concepts for both the scientist and the general public, while helping prototype all three installations:

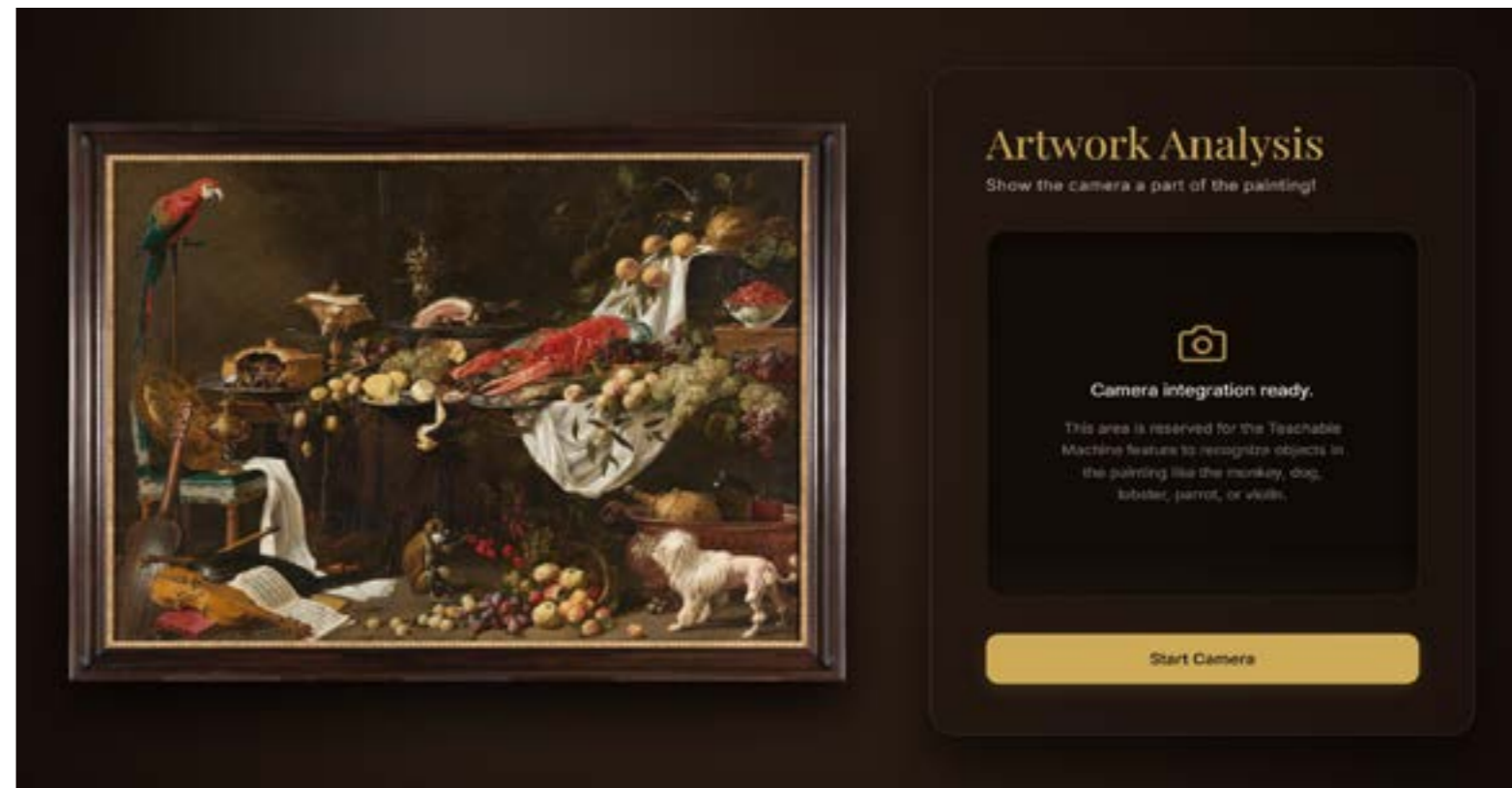
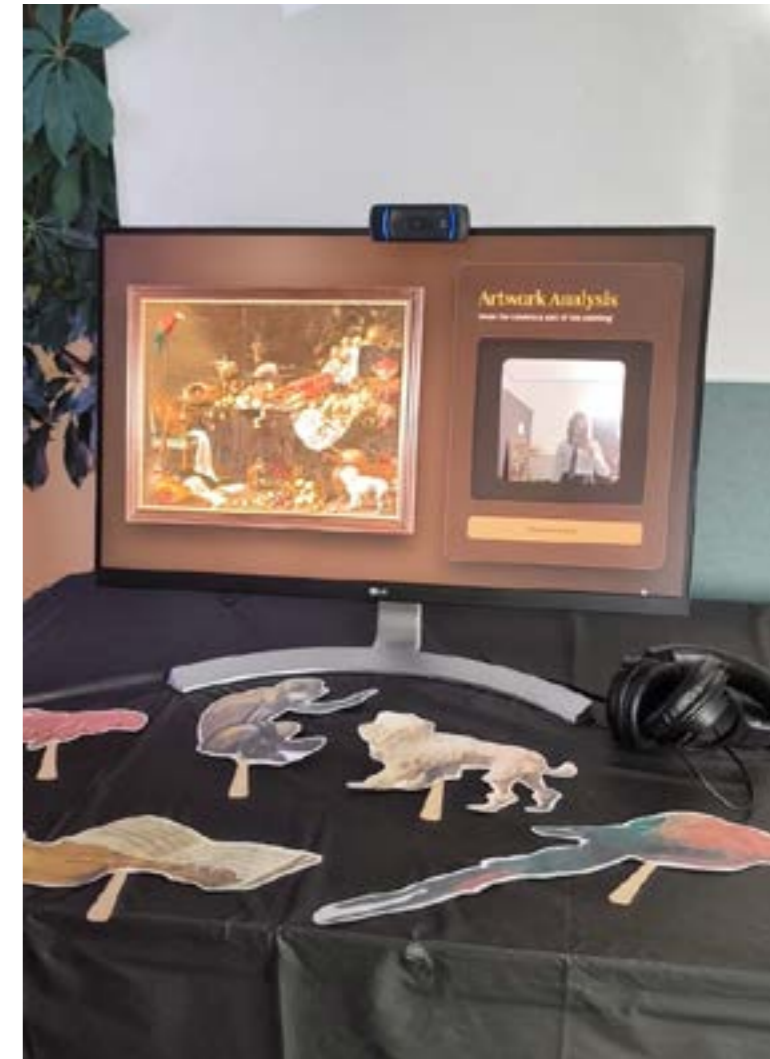
Touch & Smell: We built a tactile sensory board for visitors to feel the textures of the artwork, and an interactive scent station where people guessed where custom-made smells belonged by placing stickers directly on the canvas.

Sound (My Focus): I independently developed the audio installation. Using Teachable Machine, I trained an AI model to recognize physical, 3D-printed elements of the painting. When a visitor held an object—like a parrot—up to the camera, the model recognized it in real-time, played the corresponding sound, and highlighted its location on a digital version of the artwork.

THE OUTCOME

The exhibition booth successfully transformed dense, academic data into a lively, intuitive sensory playground. By allowing people to touch, smell, and hear the artwork, we proved that complex scientific concepts don't have to be clinical; they can be felt. On a personal level, this project sharpened my ability to work across disciplines, bridging the gap between cutting-edge AI technology, creative set design, and scientific communication to create something genuinely educational and fun.

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