

INTERACTIVITY

JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, **Russia**

The Jewish Museum and Tolerance Center is housed in the refurbished Bakhmetevsky Bus Garage, a major monument of Constructivism, designed by Konstantin Melnikov and Vladimir Shukhov, in 1927. It is the largest museum of Jewish culture in the world.

On November 8, 2012 Israeli President Shimon Peres and Russian Foreign Minister Sergey Lavrov officially opened the Jewish Museum and Tolerance Centre. According to head of the public relations department of the Russian Federation of Jewish Communities Borukh Gorin, the museum is the first large-scale museum of that kind in Russia. "It is an absolutely new idea of an interactive museum," he said. The museum is designed to bring together different cultural traditions through the prism of Jewish culture, to develop ideas of tolerance and harmony. "The goal of this museum is to offer a creative and interactive platform for inter-cultural dialogue".

ACCIONA PRODUCCIONES Y DISEÑO

Cyān

2012

JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, **Russia**

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- Migrations: Deep Dive
- Migrations: Epoch Dive
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 - Settlement in the Muslim West
 - Spread of Ashkenazi Culture
 - Spanish Diaspora
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JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, Russia

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This project was the biggest challenge that CYAN had faced up to that time.

CYAN participated in every phases of the project: early CGI visualizations, all interactive applications (29), large-scale unique installations (5), audiovisual productions, photography, reproduction of illustrations for the Federation of Jewish Communities of Russia, and the photography report of the opening ceremony and the exposition area.

JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, Russia

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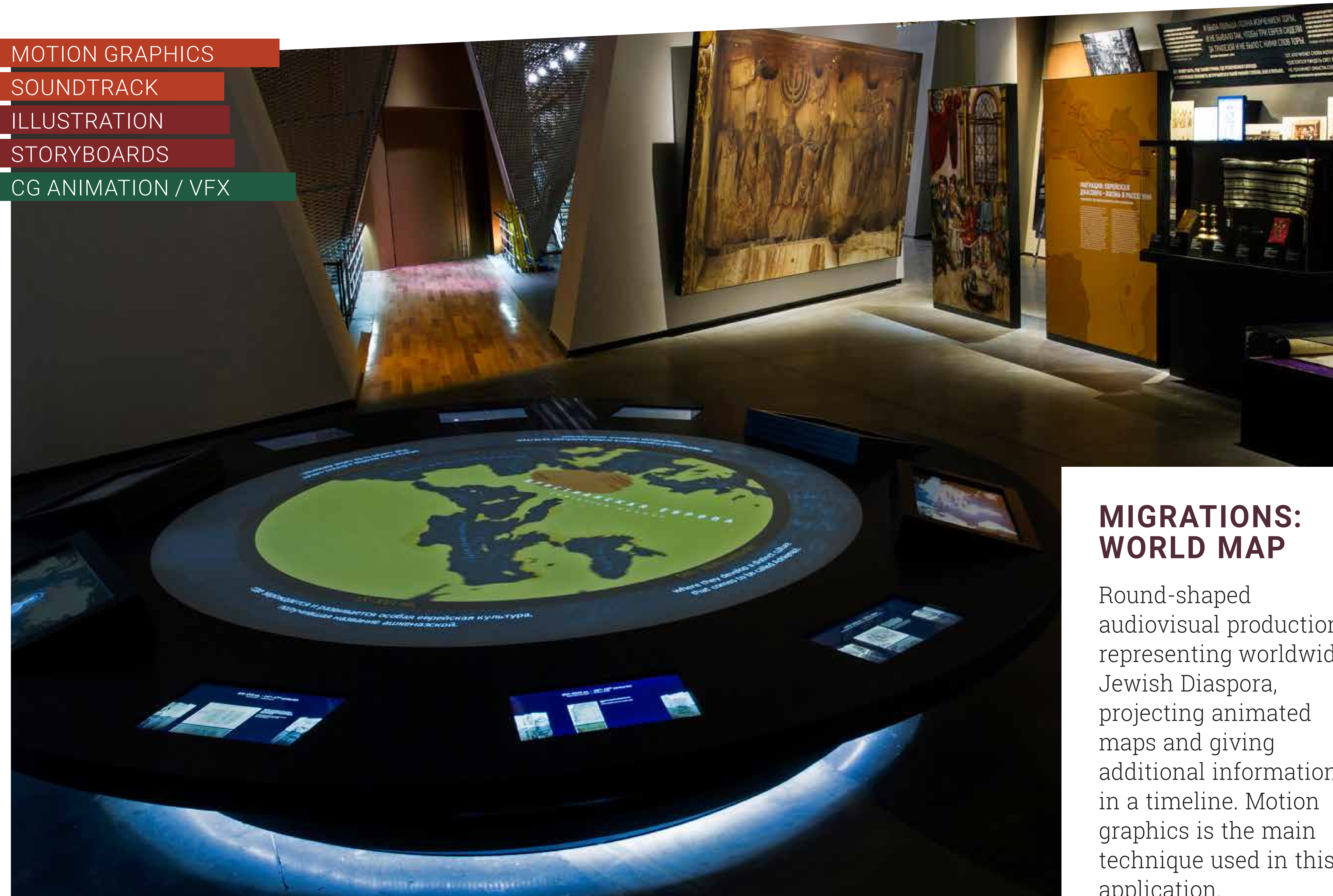
MOTION GRAPHICS

SOUNDTRACK

ILLUSTRATION

STORYBOARDS

CG ANIMATION / VFX



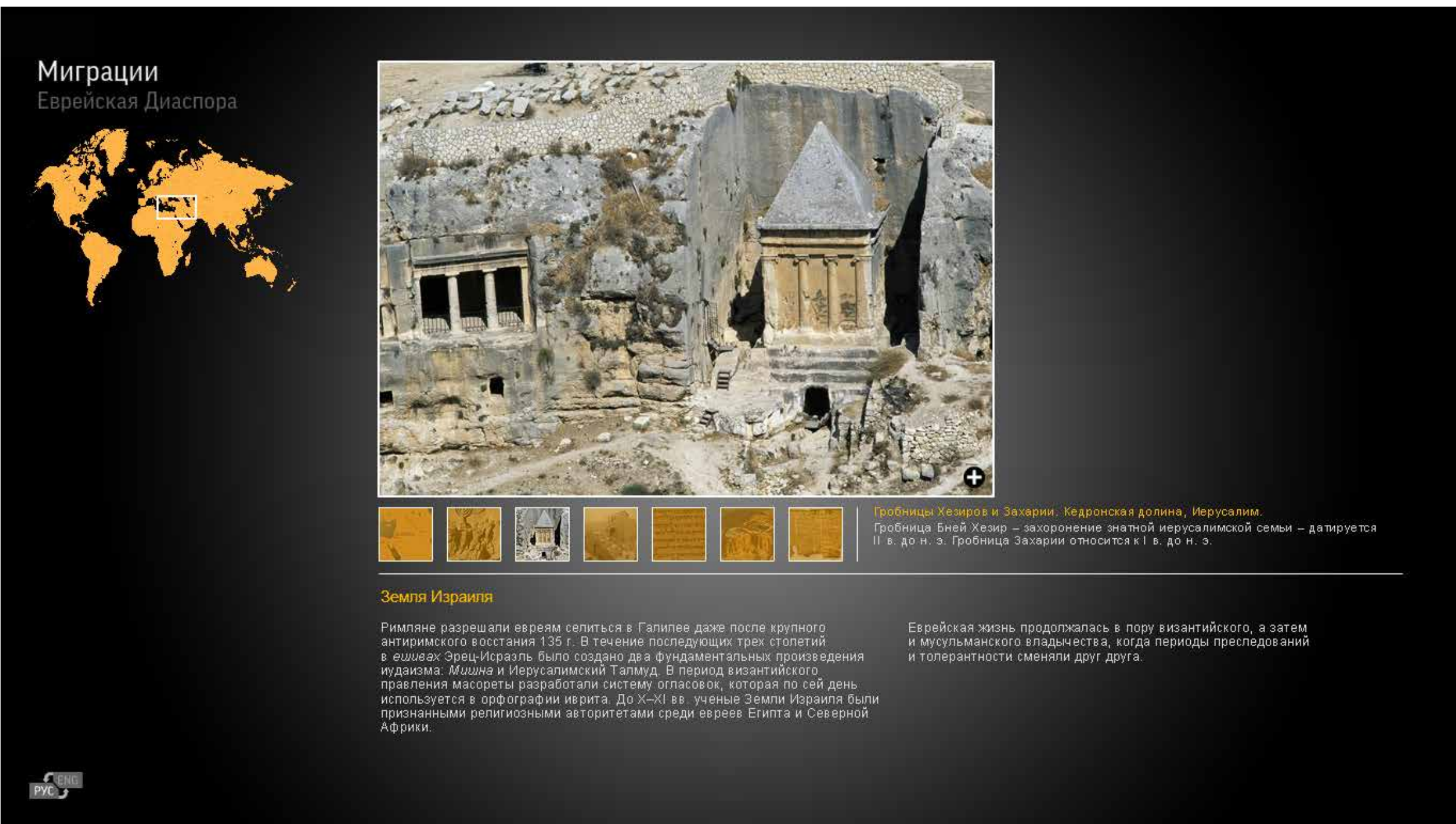
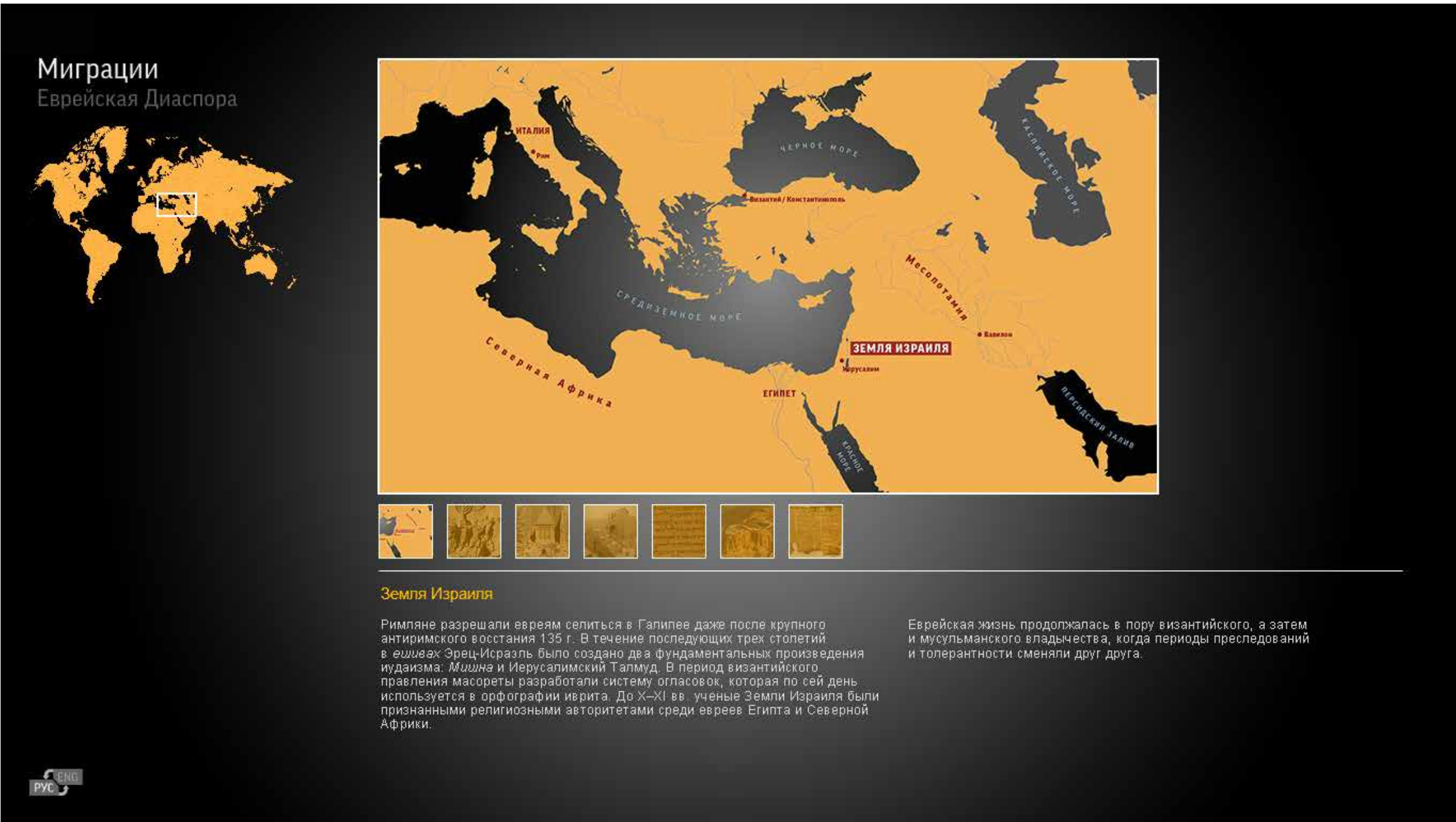
MIGRATIONS: WORLD MAP

Round-shaped
audiovisual production
representing worldwide
Jewish Diaspora,
projecting animated
maps and giving
additional information
in a timeline. Motion
graphics is the main
technique used in this
application.



JEWISH MUSEUM AND TOLERANCE CENTER

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- ILLUSTRATION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT

MIGRATIONS: DEEP DIVE

A world map showing the main Jewish migration routes. Four touchscreen applications give historical and cultural information about each region through a variety of images and documents.

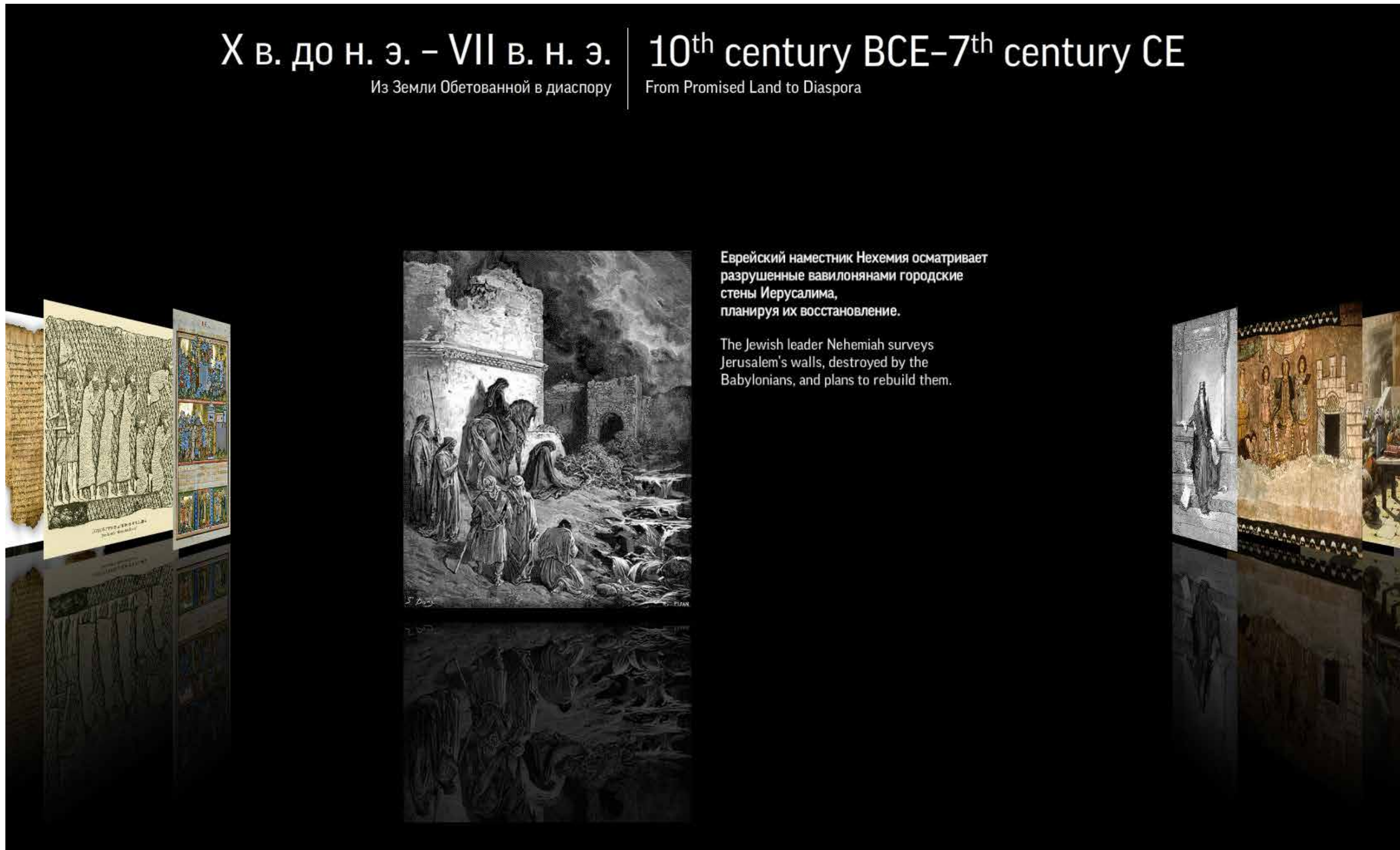
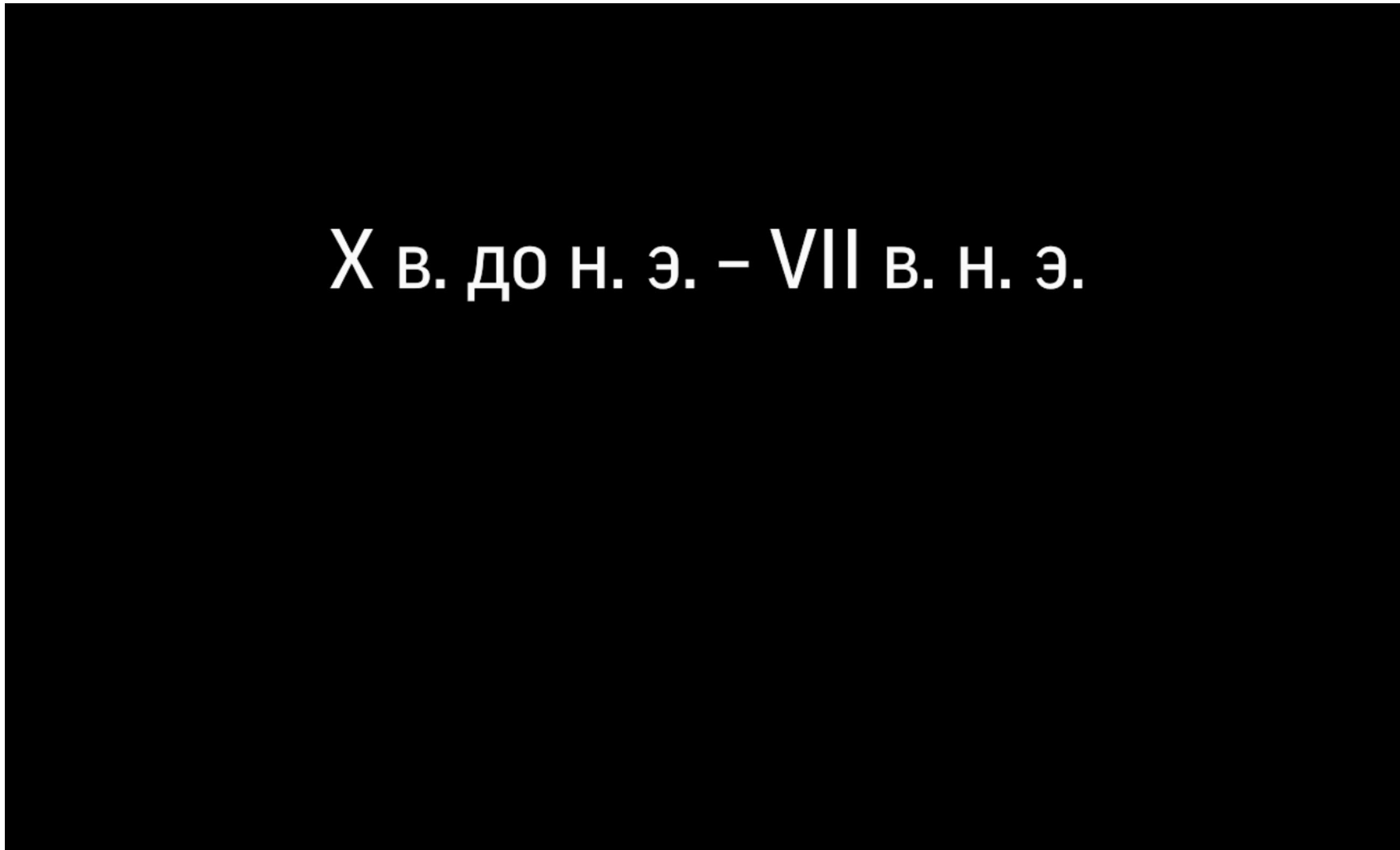


JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, Russia



- ILLUSTRATION
- GRAPHICS DESIGN
- USER EXPERIENCE
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MIGRATIONS: EPOCH DIVE

FROM PROMISED LAND TO DIASPORA / SETTLEMENT IN THE MUSLIM WEST / SPREAD OF ASHKENAZI CULTURE / SPANISH DIASPORA / INTO EASTERN EUROPE / RUSSIA COMES TO THE JEWS OF POLAND

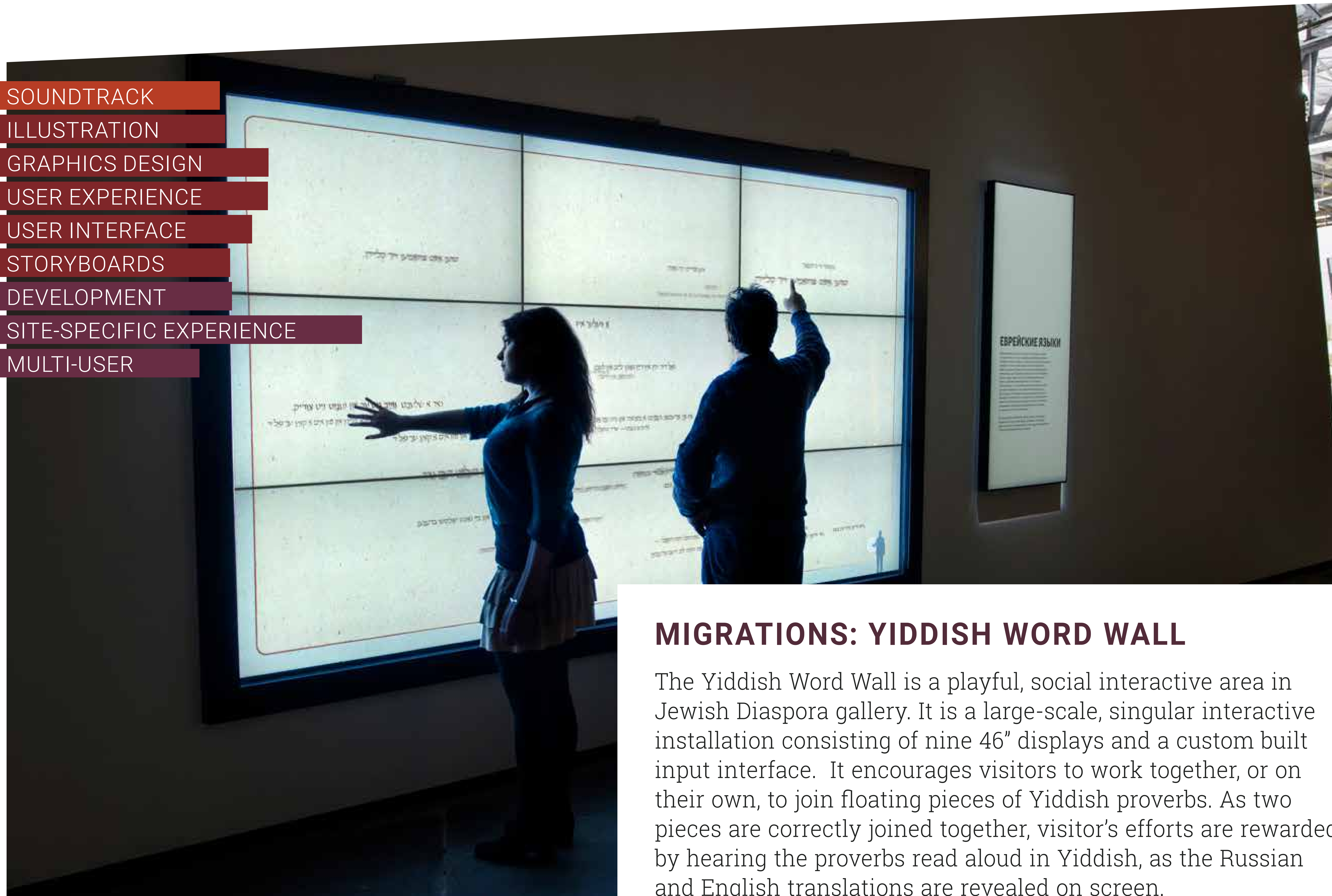
Six thematic applications offer information about the Jewish people throughout different epochs. Each application provides insight into Jewish History through an image-based slideshow.

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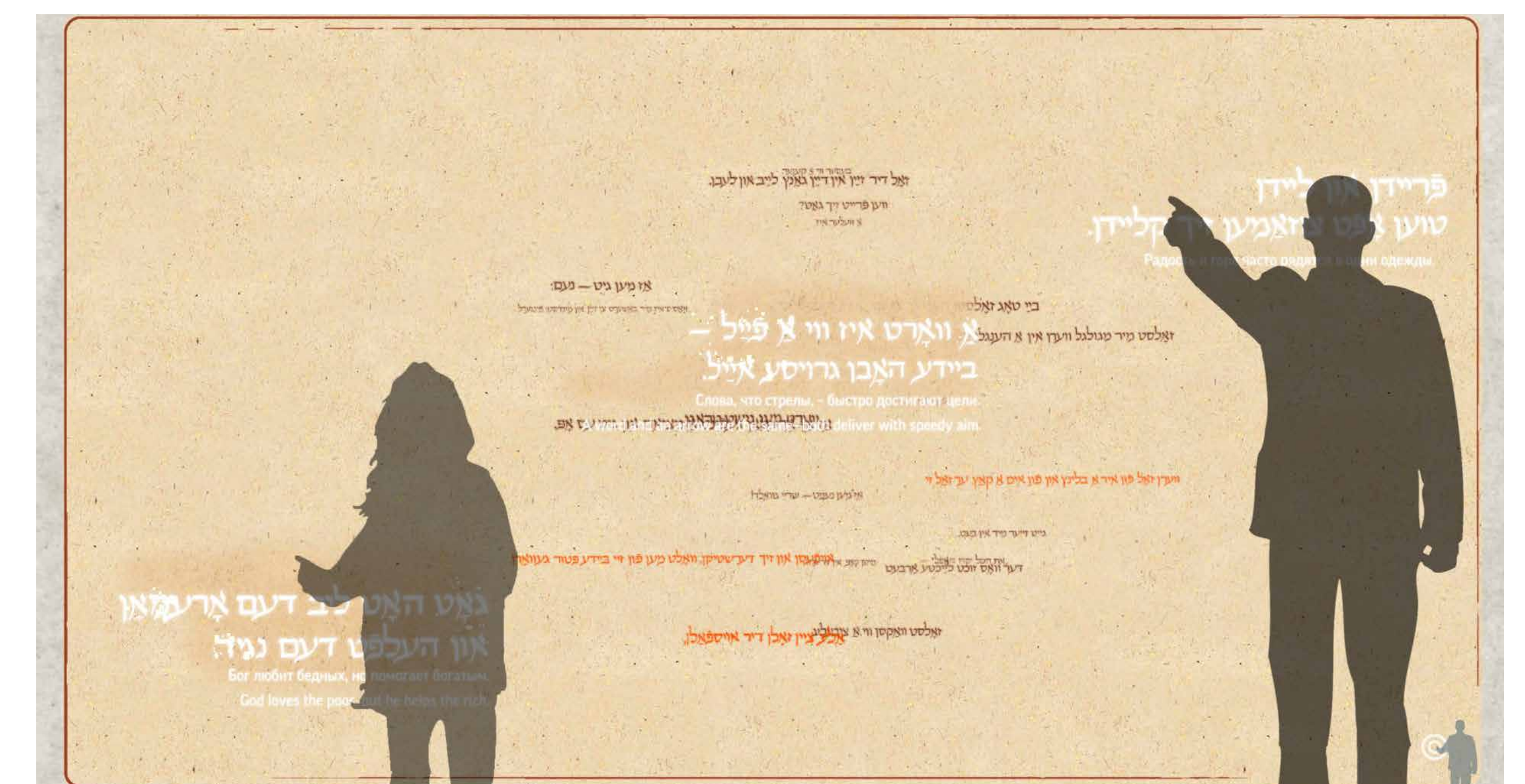
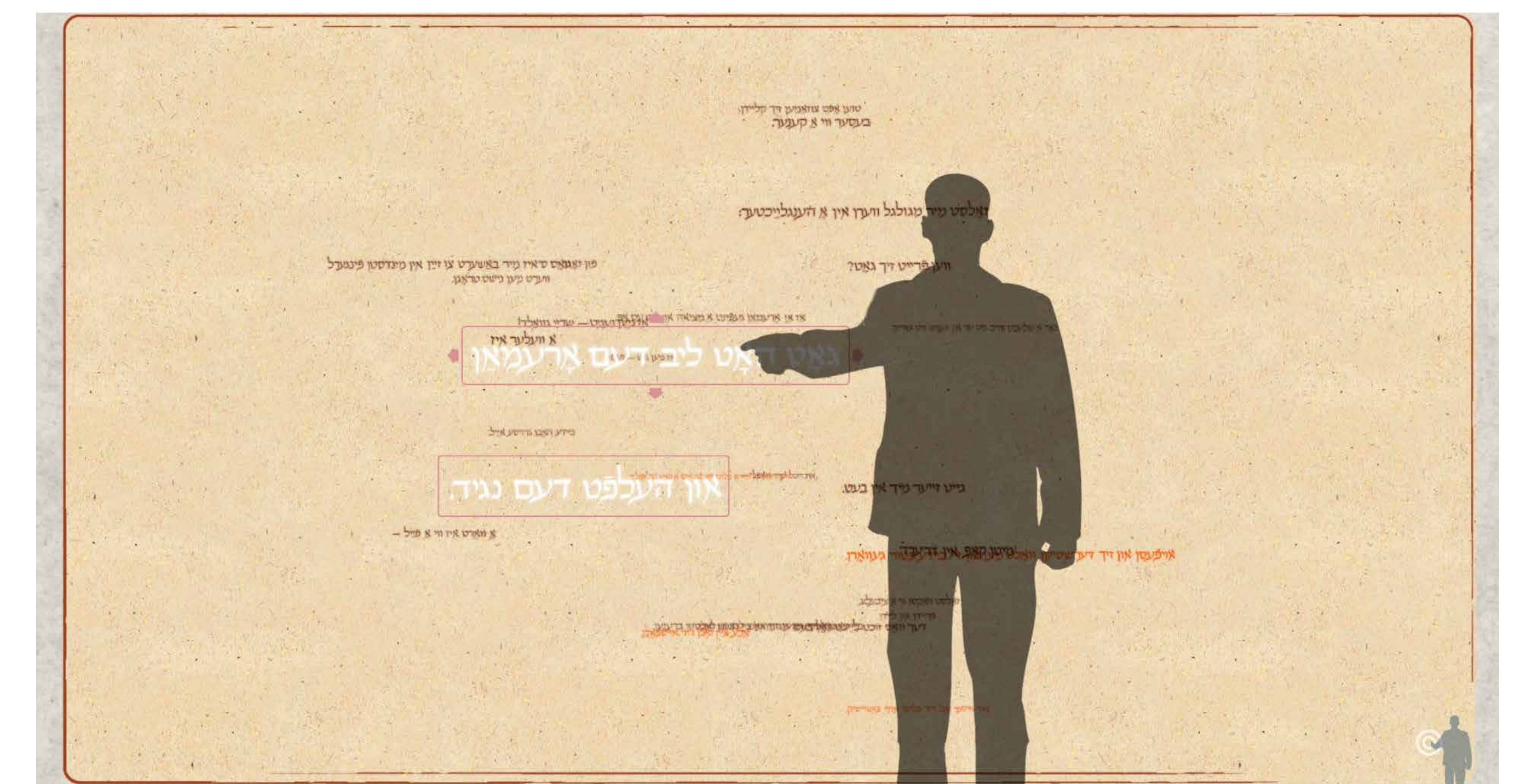
Cyber

SOUNDTRACK
ILLUSTRATION
GRAPHICS DESIGN
USER EXPERIENCE
USER INTERFACE
STORYBOARDS
DEVELOPMENT
SITE-SPECIFIC EXPERIENCE
MULTI-USER



MIGRATIONS: YIDDISH WORD WALL

The Yiddish Word Wall is a playful, social interactive area in Jewish Diaspora gallery. It is a large-scale, singular interactive installation consisting of nine 46" displays and a custom built input interface. It encourages visitors to work together, or on their own, to join floating pieces of Yiddish proverbs. As two pieces are correctly joined together, visitor's efforts are rewarded by hearing the proverbs read aloud in Yiddish, as the Russian and English translations are revealed on screen.



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Moscow, **Russia**

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PRODUCTION

SHOOTING

POST PRODUCTION

VISUAL EFFECTS

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

STORYBOARDS

CG ANIMATION / VFX

DEVELOPMENT

I+D / SENSORS

SITE-SPECIFIC EXPERIENCE

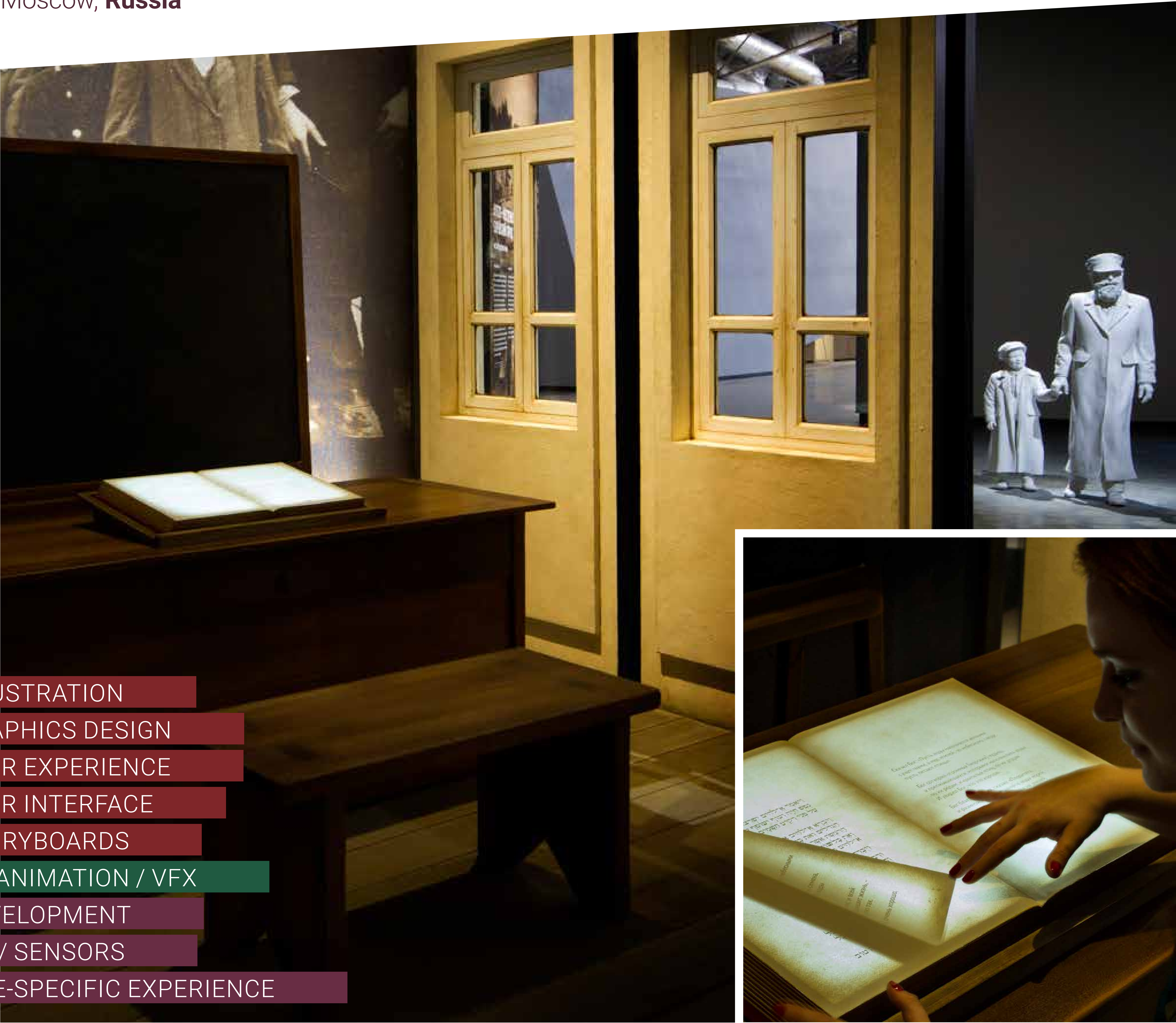
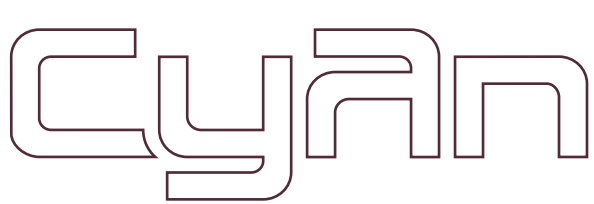
SHTETL DISCOVERY: INTERACTIVE BARRELS

As visitors reach into oak barrels to touch the traditional foodstuffs (rear projected), the image transforms to reveal old photographs and sounds of the bustling marketplace. These gesture based installations are located in the center of the Shtetl gallery filled with thematic scenography elements.



JEWISH MUSEUM AND TOLERANCE CENTER

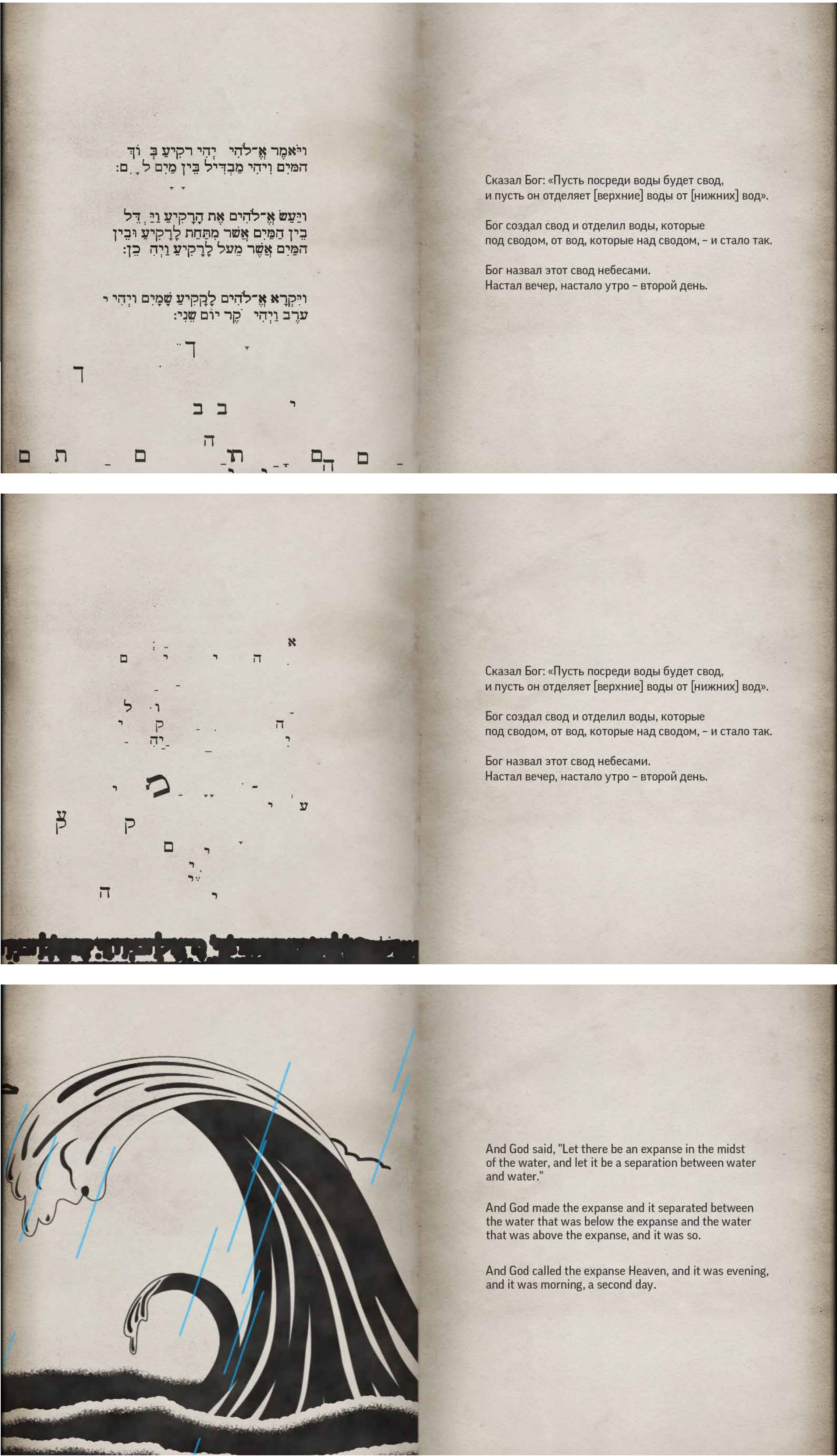
Moscow, Russia

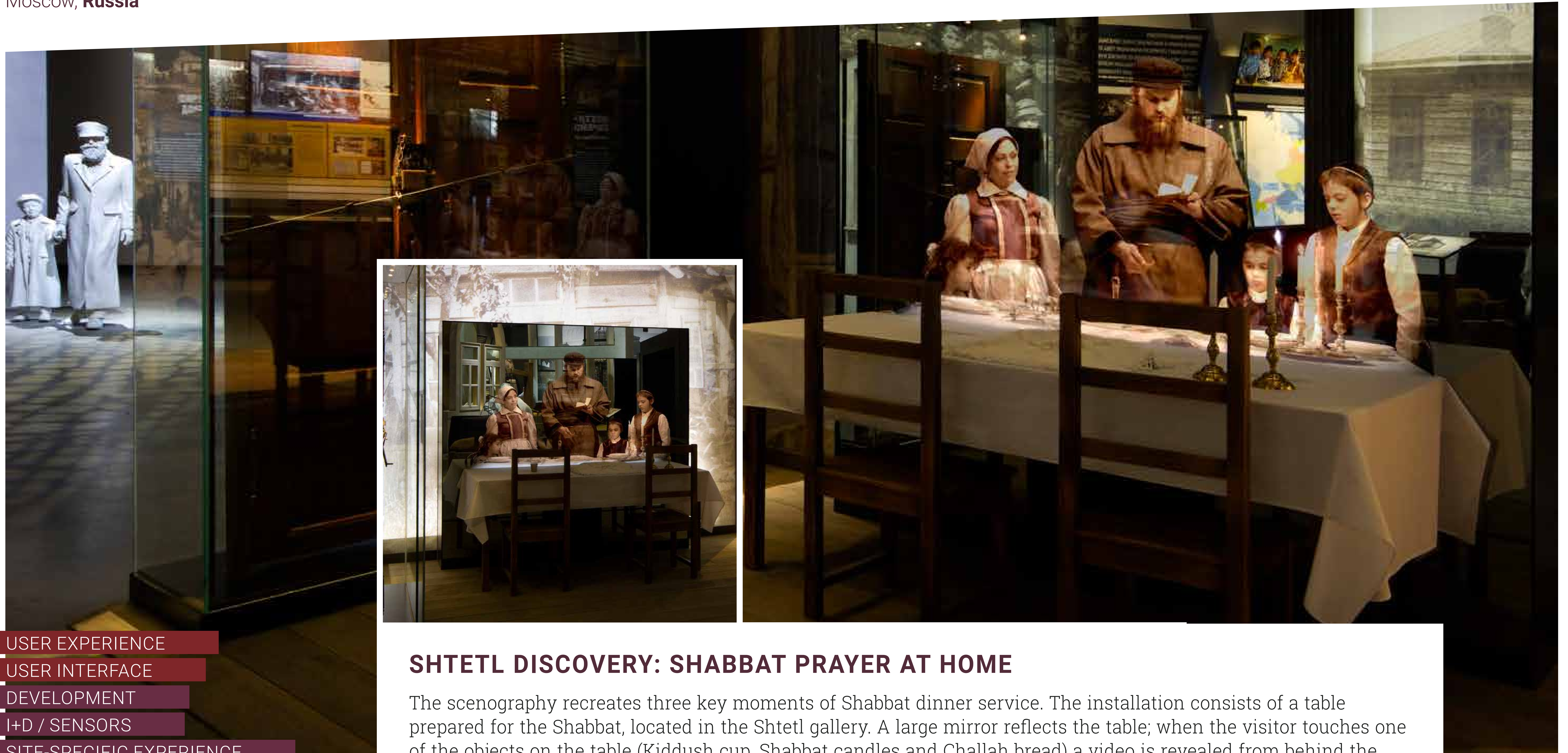


- ILLUSTRATION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- CG ANIMATION / VFX
- DEVELOPMENT
- I+D / SENSORS
- SITE-SPECIFIC EXPERIENCE

**SHTETL
DISCOVERY:
LESSON AT
CHEDER**

A typical schoolbook of the period, Cheder, shows the seven days of Creation with texts and animations. A rear-projection system and custom made gesture input mechanism was built into a molded resin, translucent book. As visitors gestures to turn the pages, the Hebrew text transforms into an animation illustrating the theme.





USER EXPERIENCE

USER INTERFACE

DEVELOPMENT

I+D / SENSORS

SITE-SPECIFIC EXPERIENCE

SHTETL DISCOVERY: SHABBAT PRAYER AT HOME

The scenography recreates three key moments of Shabbat dinner service. The installation consists of a table prepared for the Shabbat, located in the Shtetl gallery. A large mirror reflects the table; when the visitor touches one of the objects on the table (Kiddush cup, Shabbat candles and Challah bread) a video is revealed from behind the mirror showing a relevant part of Shabbat dinner service..

JEWISH MUSEUM AND TOLERANCE CENTER

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- ILLUSTRATION
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT
- GAMIFICATION
- SITE-SPECIFIC EXPERIENCE



SHTETL DISCOVERY: MAKING A LIVING

This playful, kinect-based activity is geared towards younger visitors. It explores community roles through the interactivity with a pre-rendered avatar. Interactive installation consists of a small touch screen selector, web camera, 65" display (behind a mirror) and a Kinect sensor. Located in the Shtetl gallery, the installation invites the visitor to incorporate his/her face into historical avatar representing one of the typical shtetl occupations. The avatar then replicates the visitor's gestures. Additionally, an image can then be printed out at the exit counter and taken home as a souvenir of the visit.



JEWISH MUSEUM AND TOLERANCE CENTER

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- SOUNDTRACK
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT
- SITE-SPECIFIC EXPERIENCE

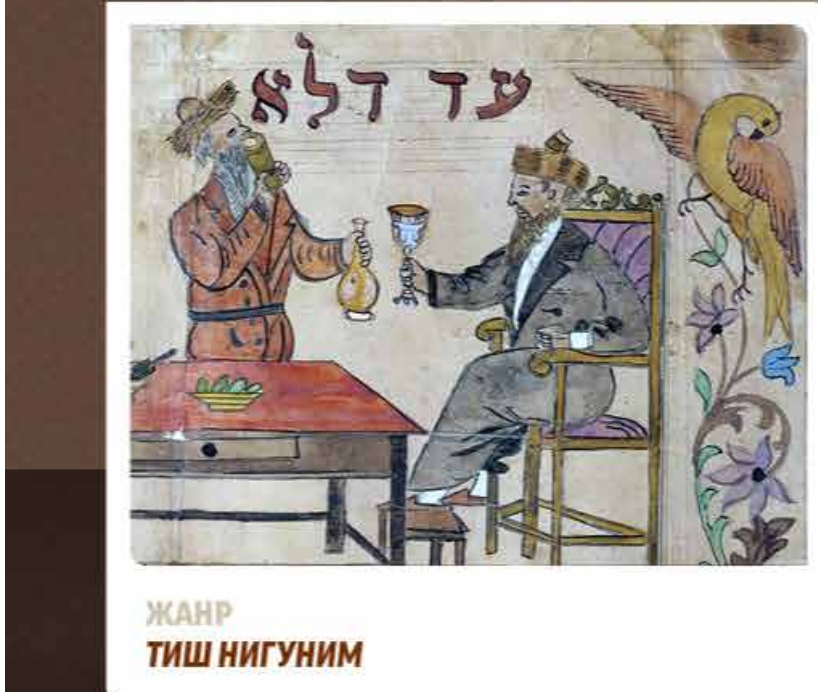


SHTETL DISCOVERY: SHTIBL

This interactive music player offers selections from four musical genres typical of Hasidic culture. The visitors can listen to different themes, make playlists, download them or buy them at the Museum store. The installation underlines the centrality of music in Hasidic circles and demonstrates how worshippers expressed their spirituality.

МУЗЫКА В ХАСИДСКОЙ ЖИЗНИ

В хасидской культуре радость и стремление к Богу находят свое выражение в вокальной музыке. Духовные мелодии самых разнообразных жанров, называемые **нигуни́м**, есть у хасидов на все случаи жизни. Большинство **нигуни́м** предназначены для религиозных собраний и исполняются при дворе ребе и в **штибле**. Другие поются дома во время праздников и торжеств.



БАДХОНЕС И ДРУГИЕ НИГУНИМ

Бадхонес – это комические песенки в исполнении затейников, развлекающих гостей на свадьбах и праздниках. Среди **нигуни́м** других жанров – инструментальные мелодии, идишские, а также двуязычные **нигуни́м**, созданные под влиянием украинской народной музыки.



Бадхонес для гостей на свадьбе
Цмо лехо нафши

JEWISH MUSEUM AND TOLERANCE CENTER

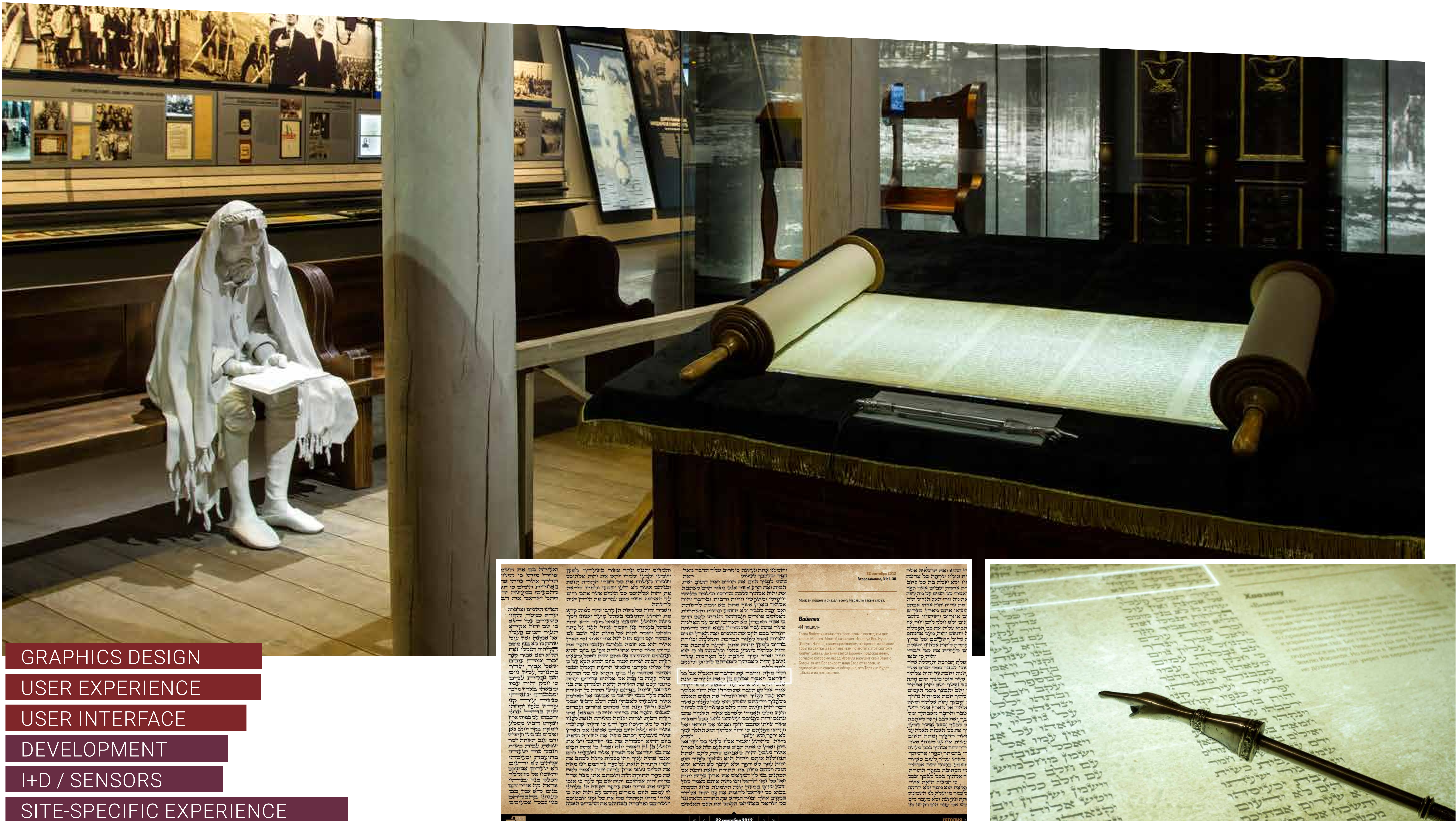
Moscow, Russia

Cyran

SHTETL DISCOVERY: SYNAGOGUE DIGITAL TORAHSCROLL

Interactive installation that allows the visitors to view a weekly Torah portions (Parashat) on a facsimile of a Torah scroll. The installation that consists of a piece of furniture containing a projector, an IR camera, an IR transmitter placed within the Yad (text pointer) and a sound system.

When the user touches the Torah calendar, with the digital Yad, the appropriate weekly reading portion slides in to view, simulating the traditional action of scrolling through the Torah. The audio of the selected text is heard. Parashat are proscribed weekly readings central to synchronizing synagogue services all over the world.



GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

DEVELOPMENT

I+D / SENSORS

SITE-SPECIFIC EXPERIENCE

JEWISH MUSEUM AND TOLERANCE CENTER

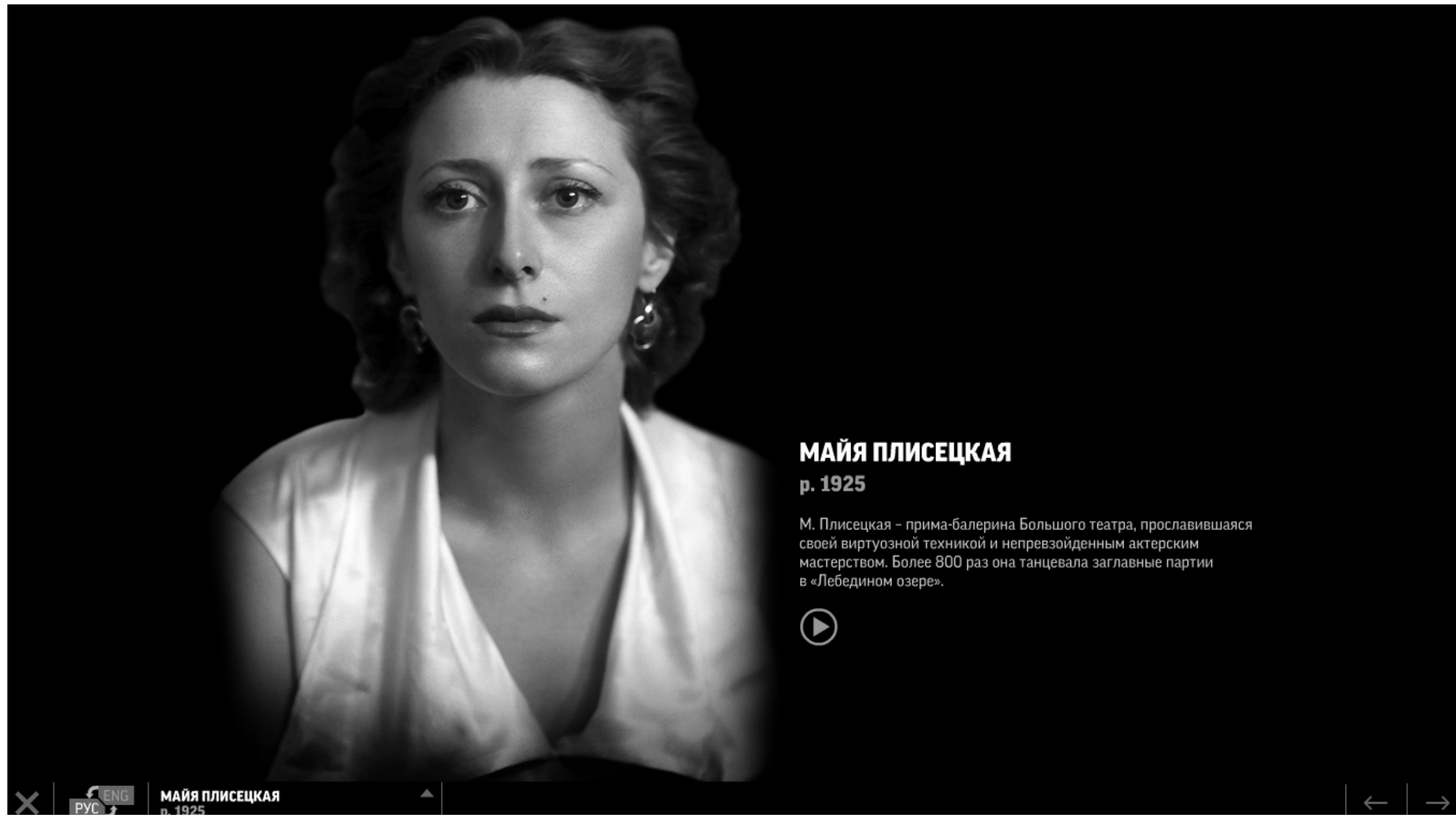
Moscow, Russia



STORYPATH: JEWISH LIVES

7 PIECES: MIGATIONS, CITIES, WAR AND REVOLUTION, SOVIET UNION, GREAT PATRIOTIC WAR, HOLOCAUST & POSTWAR.

Seven screens, distributed along the Story Path, offer information about historical figures through short films and illustrated biographical texts. At each station, visitors learn about people of the period, both ordinary and extraordinary. The Jewish Lives stations present personal and deeply human stories.



GRAPHICS DESIGN
USER EXPERIENCE
USER INTERFACE
STORYBOARDS
DEVELOPMENT

JEWISH MUSEUM AND TOLERANCE CENTER

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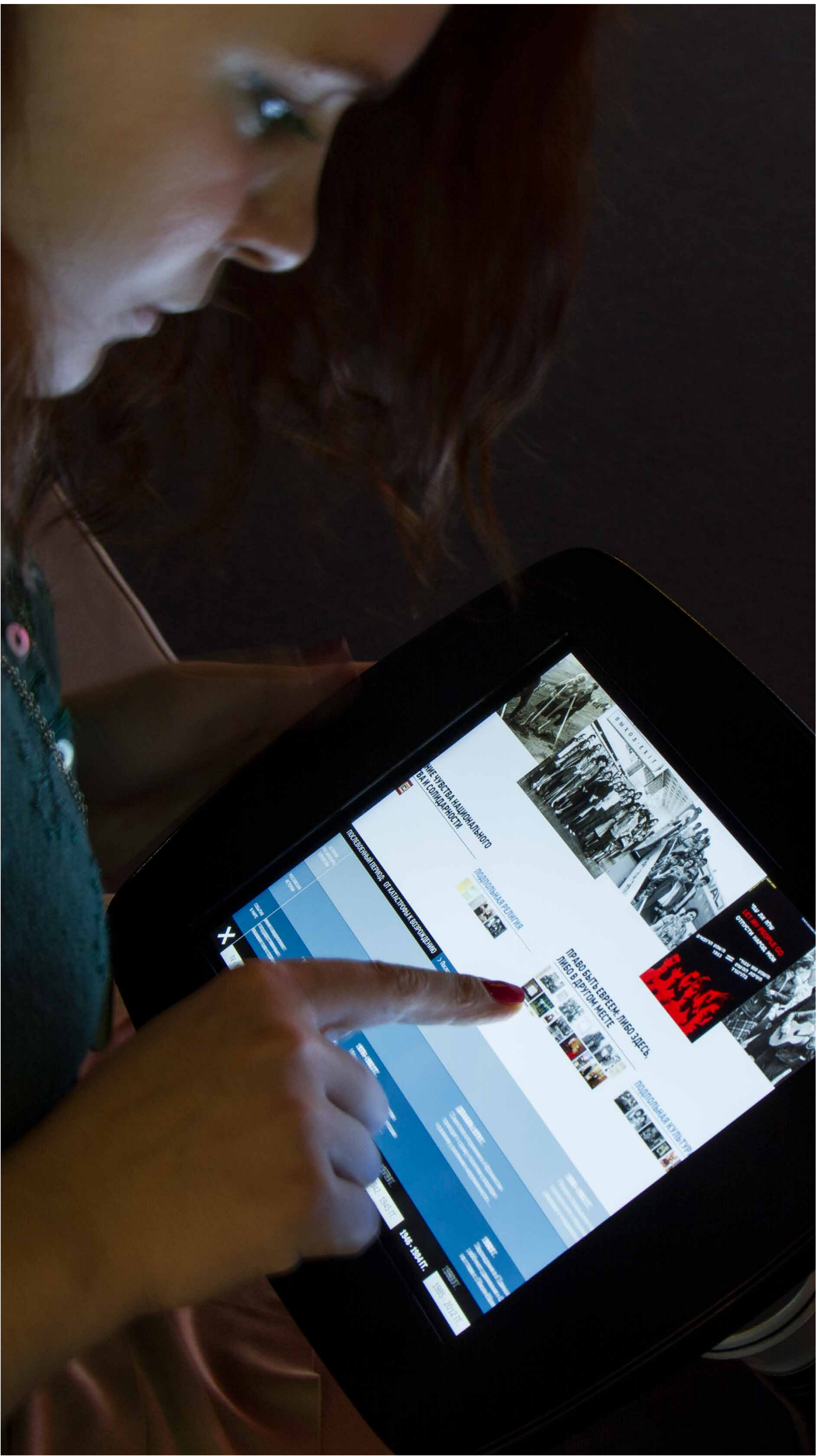
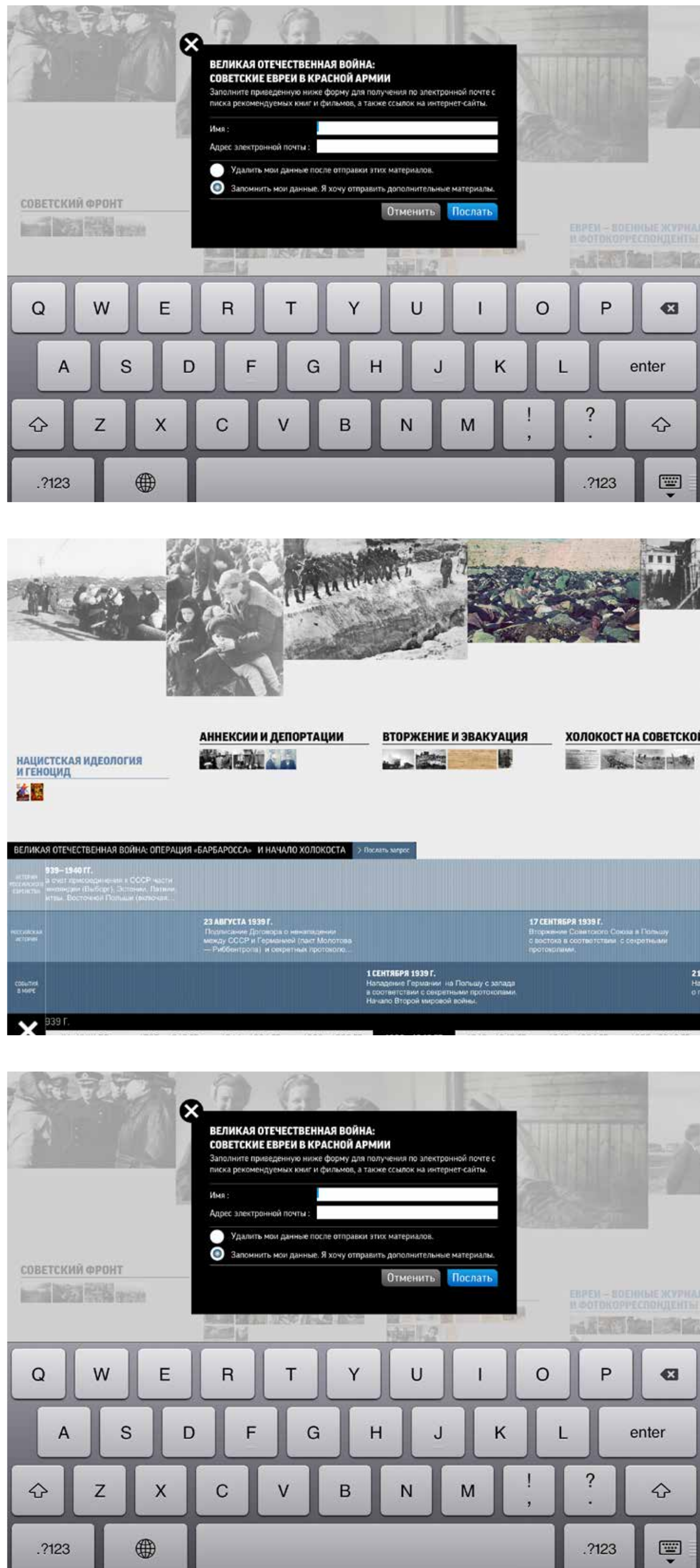


- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT
- CONTENT MANAGEMENT SYSTEM
- MOBILE
- SITE-SPECIFIC EXPERIENCE

STORYPATH: DEEP DIVE STATIONS

Presented on fifteen iPads, the application is repeated throughout the Museum. The iPads replicate the detailed timeline panels that run along the walls of the museum, thus giving visitors an opportunity to contextualize the theme of each gallery in a larger historical frame.

It also gives visitors an opportunity to email selected material and bibliographies to themselves, using a local net web services.

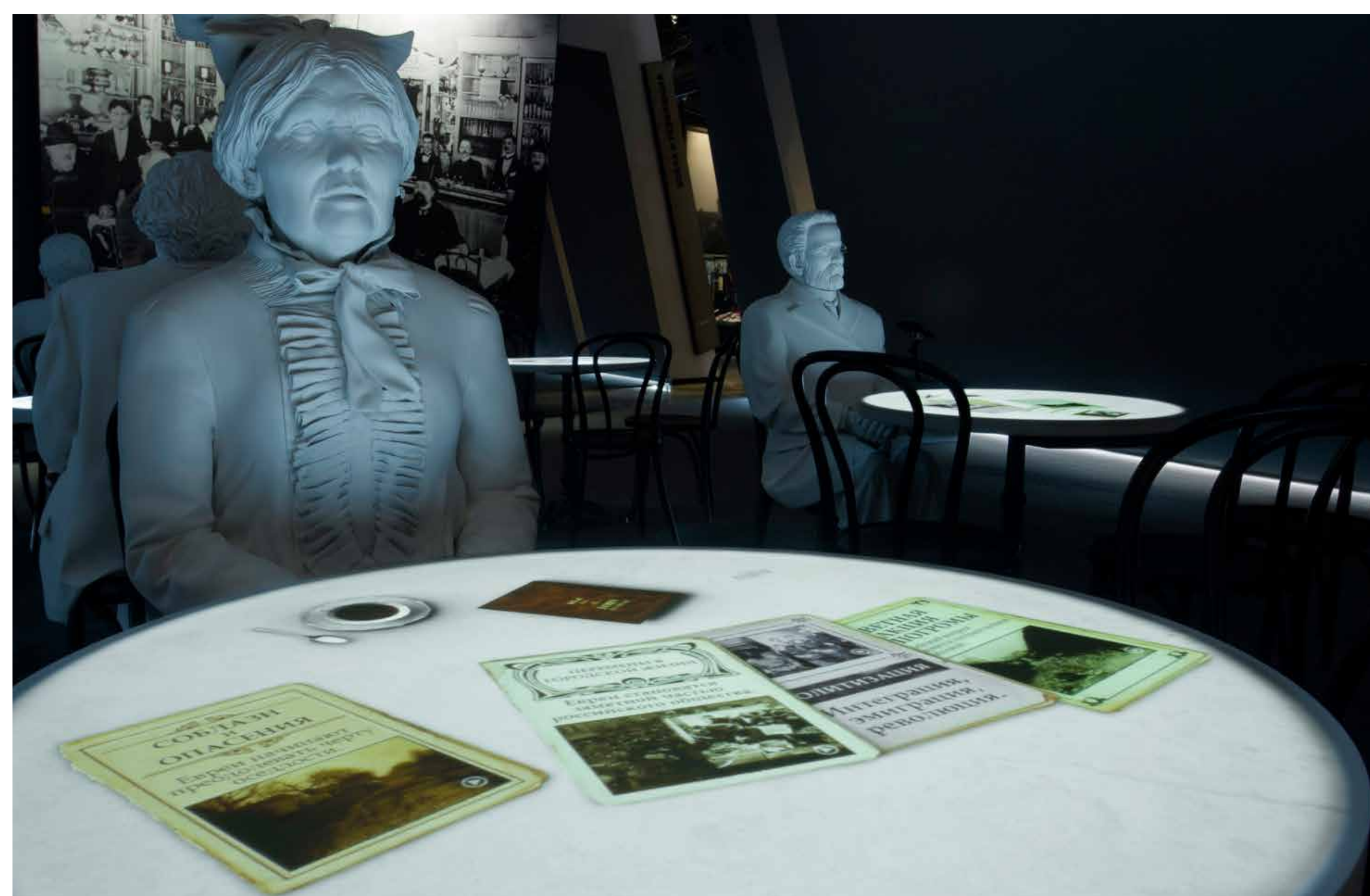
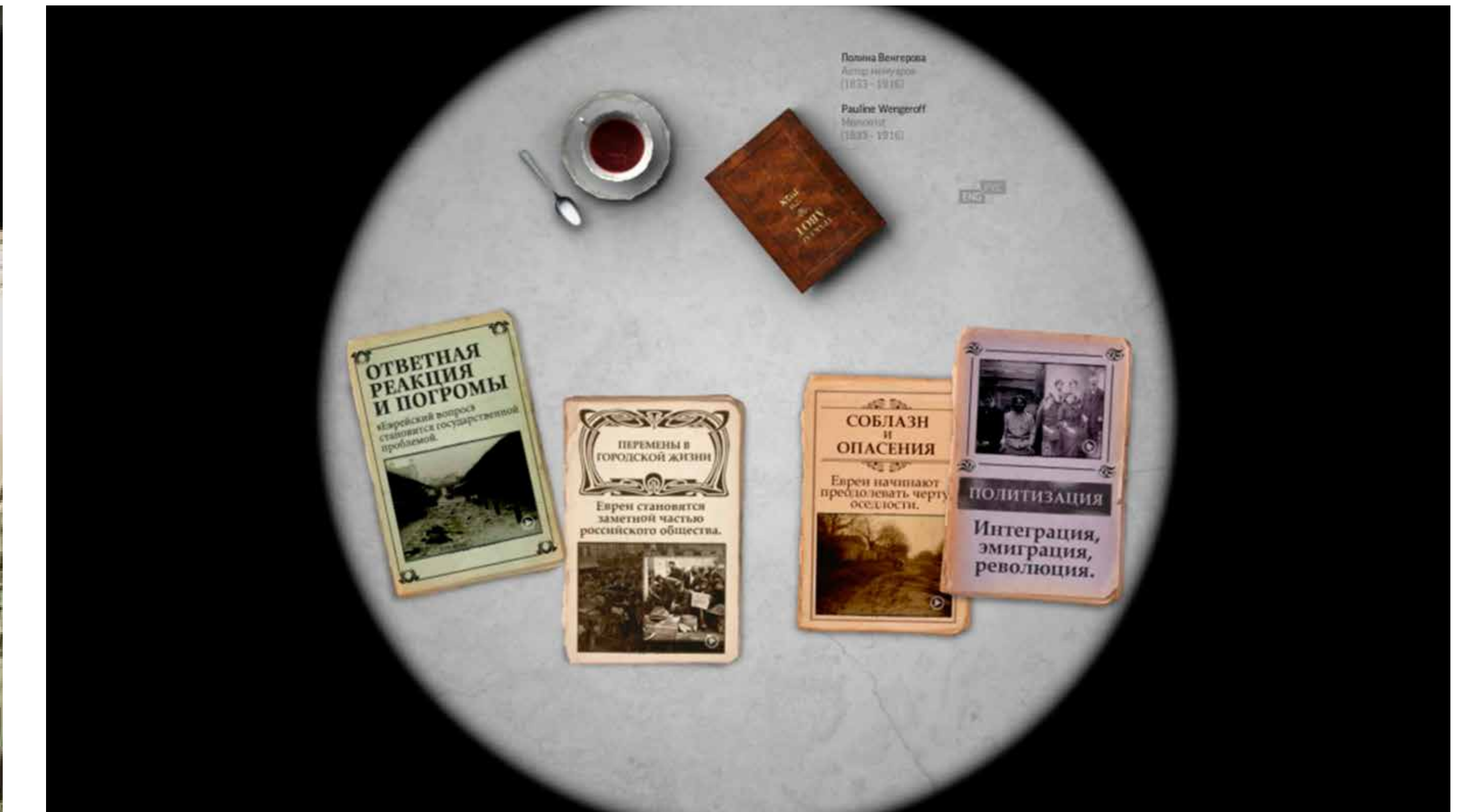


JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, Russia

Cyran

SOUNDTRACK
GRAPHICS DESIGN
USER EXPERIENCE
USER INTERFACE
STORYBOARDS
CG ANIMATION / VFX
DEVELOPMENT
SITE-SPECIFIC EXPERIENCE
MULTI-USER



CITIES & BEYOND: INTERACTIVE TABLES

PAULINE WENGEROFF, SIMON DUBNOW, SOHEM ALEICHEM, LEON PINSKER

Visitors can sit down at one of 5 tables in the famous café, from the turn of the previous century. Each table is hosted by a cast of a seated, historical figure. The visitors can explore their contributions by interacting with the animated objects projected onto the table. As the visitor learns about their subject, they may be presented with a short poll designed to reinforce the comprehension of the information. Historical results of the poll can also be viewed.

From time to time, the café tables and the entire gallery freeze and dramatically synchronize for a projection of destructive event, recalling the pogrom the café was subjected to in the early 20th century.



WAR & REVOLUTION: PILLAR SHARDS PALE

The screen allows the user to move through a devastated streetscape based on an a historical photograph, using a 3D cutout animation technic. The destroyed cityscape reveals artworks of Marc Chagall, from the WWI series that represents destruction of the Pale and the influence it had on Chagall’s art.

- POST PRODUCTION
- MOTION GRAPHICS
- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- CG ANIMATION / VFX
- DEVELOPMENT



JEWISH MUSEUM AND TOLERANCE CENTER

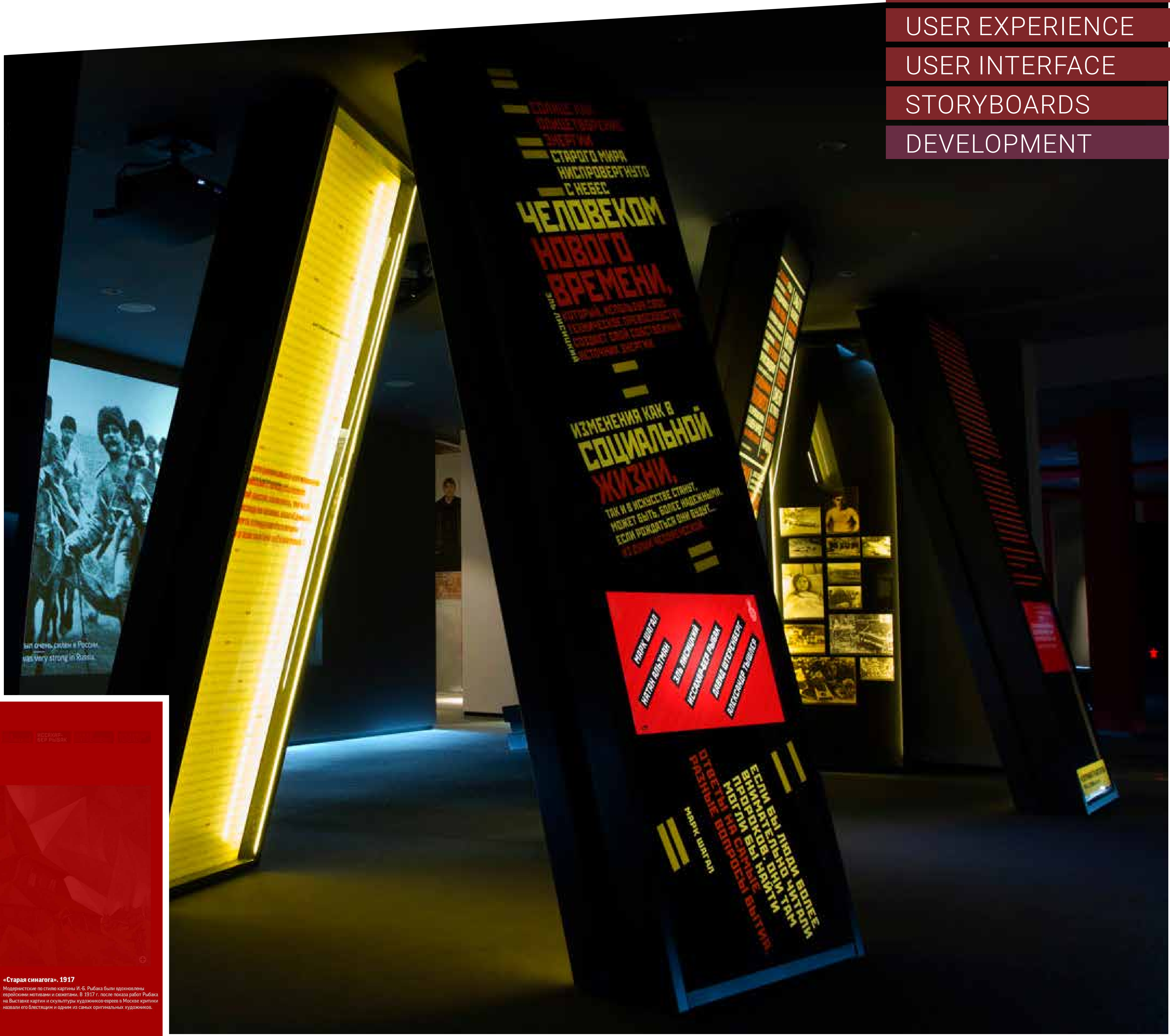
Moscow, Russia

- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT



WAR & REVOLUTION: PILLAR SHARDS ARTISTS

Designed based on constructivist aesthetics, the Artists Shard is set in the War and Revolution gallery of the Museum. It showcases works and information of six renowned Russian artists. The visitor can select one of the artists and see their portrait, paintings and brief biography.



JEWISH MUSEUM AND TOLERANCE CENTER

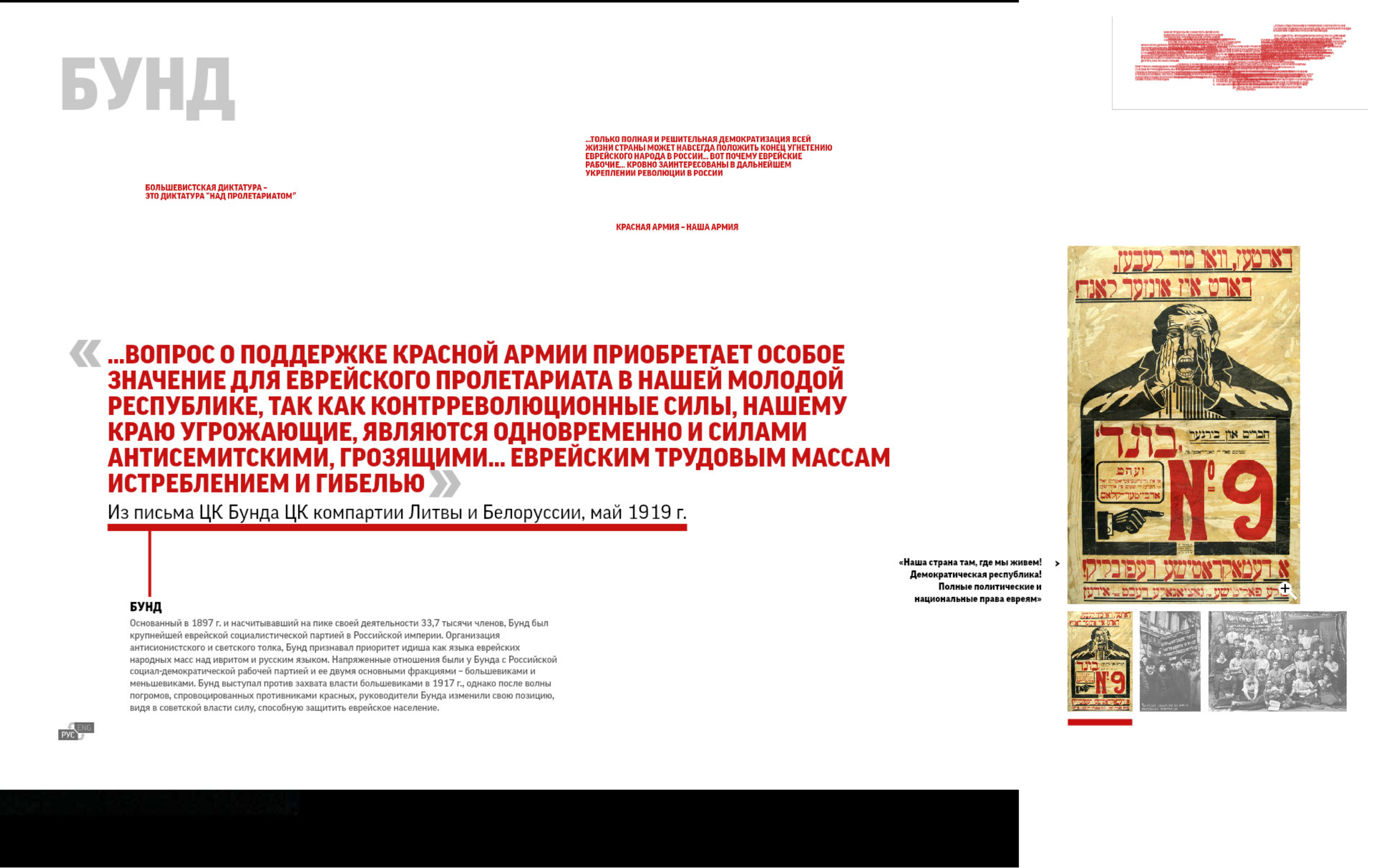
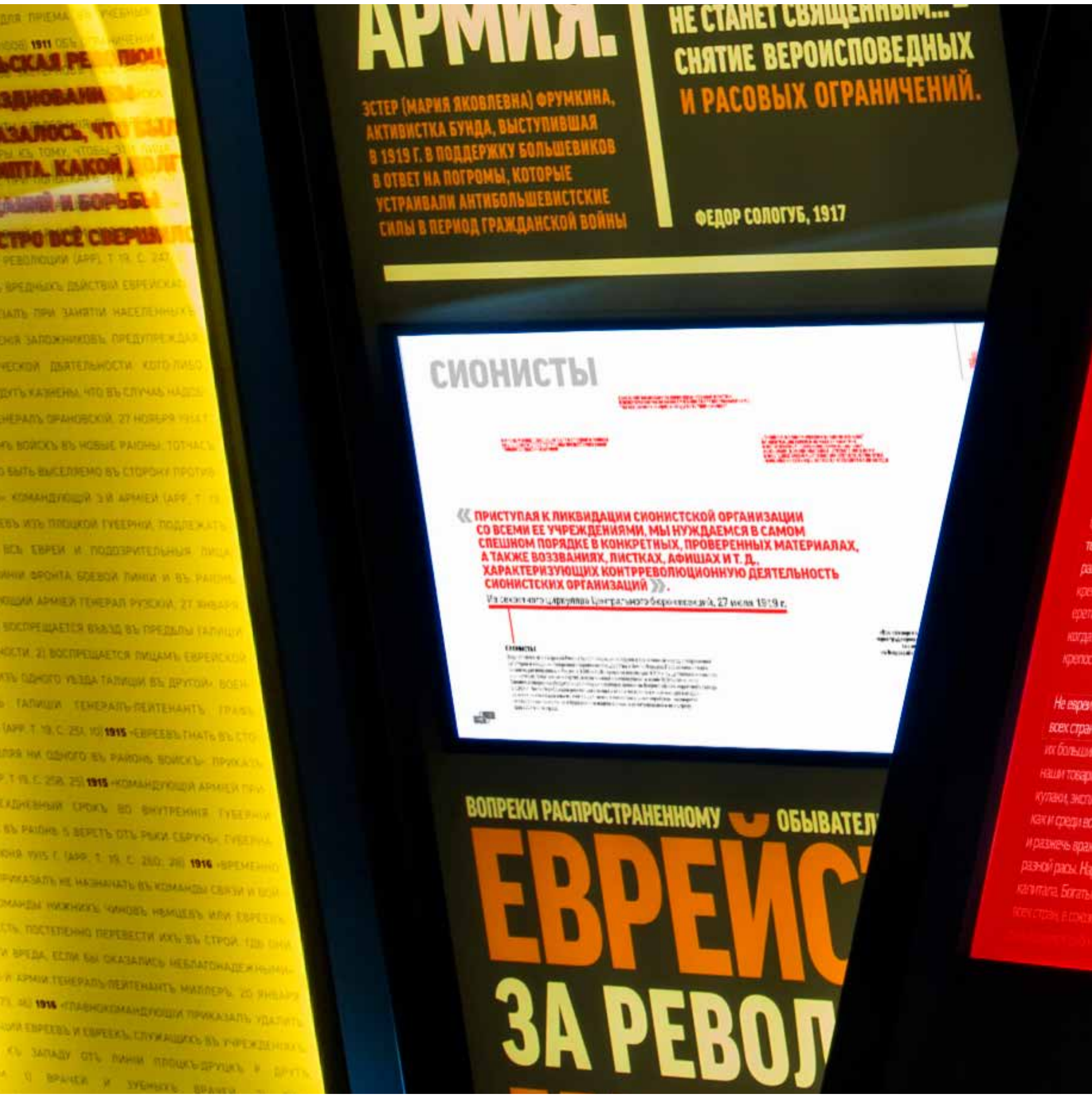
Moscow, Russia



WAR & REVOLUTION: PILLAR SHARDS PARTIES

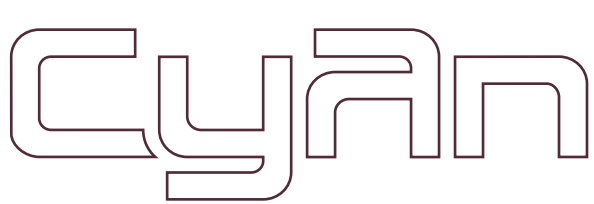
Set in the War and Revolution gallery, this interactive details the political complexity of the times, focusing on various Jewish Political parties: Dund, Cadets, Areynikte, Folks, Poale and Zion. The interface design makes use of a floating info cloud scheme to better reflect the sense of chaos and plurality, typical of the period.

- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT



JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, Russia



- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT

АНТИСЕМИТИЗМ НАЗЫВАЕТСЯ РАСПРОСТРАНЕНИЕ ВРАЖДЫ К ЕВРЕЯМ.

WAR & REVOLUTION: PILLAR SHARDS LENIN

This interactive shows and extensive textual extract from Lenin’s famous speech focused on the rights of the Jewish people, in the emerging Soviet Union. Key phrases of the speech are highlighted for interaction. Once selected the excerpt is annotated for historical context and significance.

Антисемитизмом называется распространение вражды к евреям. Когда проклятая царская монархия доживала свое последнее время, она старалась натравить темных рабочих и крестьян на евреев. Царская полиция в союзе с помещиками и капиталистами устраивала еврейские погромы. Ненависть измученных нуждой рабочих и крестьян помещиков и капиталисты старались направить на евреев. И в других странах приходится видеть нередко, что капиталисты разжигают вражду к евреям, чтобы засорить глаза рабочего, чтобы отвлечь их взоры от настоящего врага трудящихся – от капитала. Вражда к евреям держится прочно только там, где кабала помещиков и капиталистов создала беспросветную темноту рабочих и крестьян. Только совсем темные, совсем забытые люди могут верить лжи и клевете, распространяемой против евреев. Это – остатки старого крепостного времени, когда попы заставляли сжигать еретиков на кострах, когда существовало рабство крестьян, когда народ был задавлен и безгласен. Эта старая крепостническая темнота проходит. Народ становится зрячим.

Речь Ленина, записанная на грампластинку. В своей речи он выступает против антисемитизма и еврейских погромов. Март 1919 г.

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Погромы

Антисемитские распри Гражданской войны Ленин ставит в один ряд с еврейскими погромами царских времен, в частности периода революции 1905 г. и Первой мировой войны. В годы Гражданской войны враги большевиков провоцировали антисемитские выступления, достигшие беспрецедентного в истории России уровня насилия. В ходе погромов были убиты или скончались от ран от 50 до 200 тысяч евреев.



JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, Russia

Cyran



POST PRODUCTION
MOTION GRAPHICS
SOUNDTRACK
VIDEO MAPPING
GRAPHICS DESIGN
USER EXPERIENCE
USER INTERFACE
STORYBOARDS
DEVELOPMENT
CONTENT MANAGEMENT SYSTEM
GAMIFICATION
SITE-SPECIFIC EXPERIENCE
MULTI-USER

SOVIET: STAR TABLE

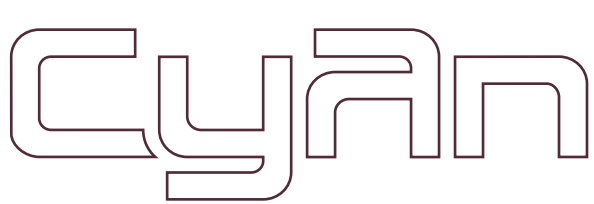
This unique installation incorporates a multi-projector high resolution system, projecting on a 7.5 meter star-shaped table. A highly complex, custom solution for this huge, non-rectangular surface was developed to provide touch input that allows up to 10 users to interact both with content and each other.

The interconnected, floating grid interface represents prominent figures of the Russian Jewish community throughout history. Visitors select and drag thumbnail portraits to learn more about each individual. Additionally, a preprogrammed “interruption” event takes control of the entire gallery and the central table for a high impact audiovisual show.

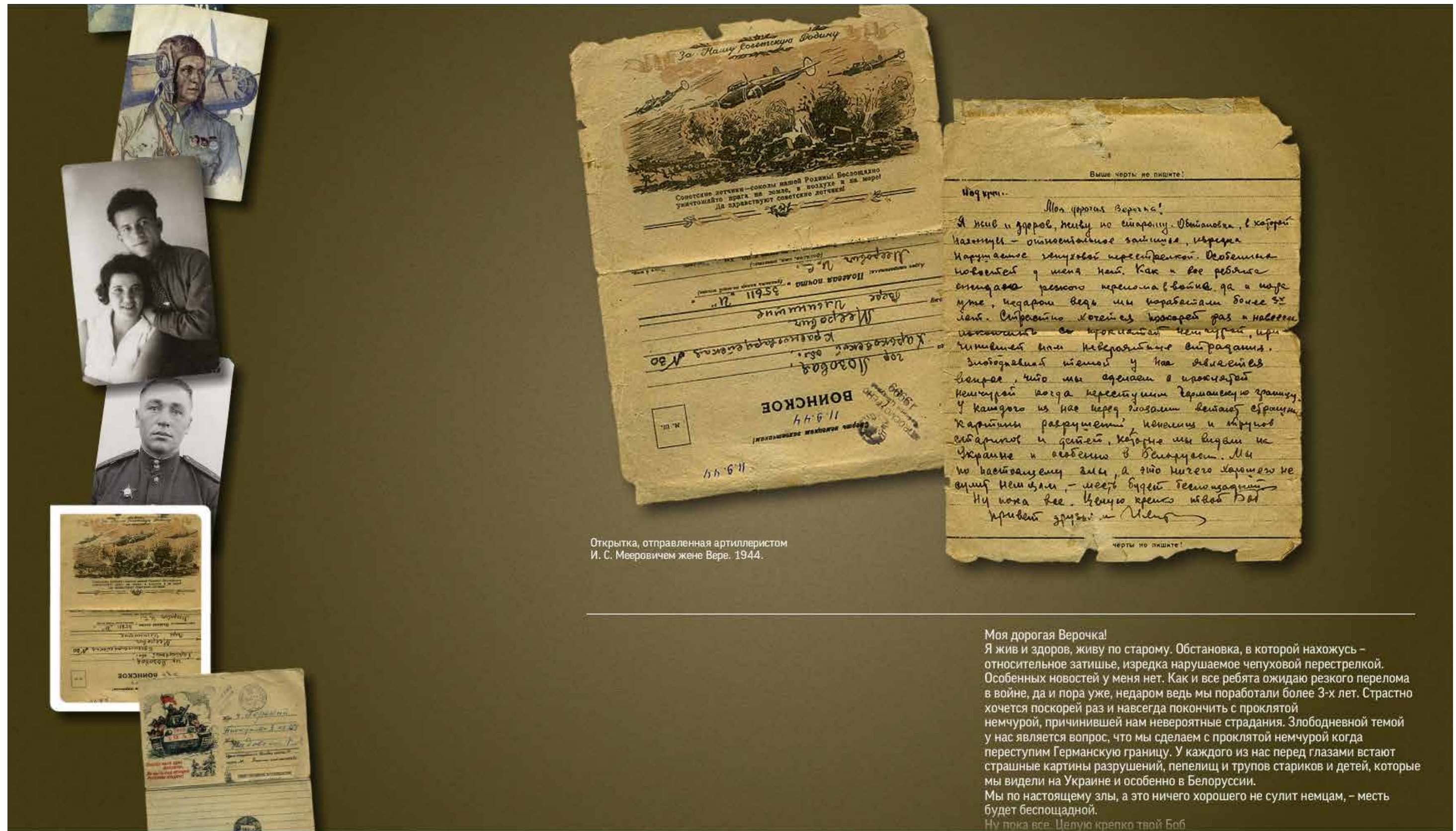


JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, Russia



- GRAPHICS DESIGN
- USER EXPERIENCE
- USER INTERFACE
- STORYBOARDS
- DEVELOPMENT
- SITE-SPECIFIC EXPERIENCE



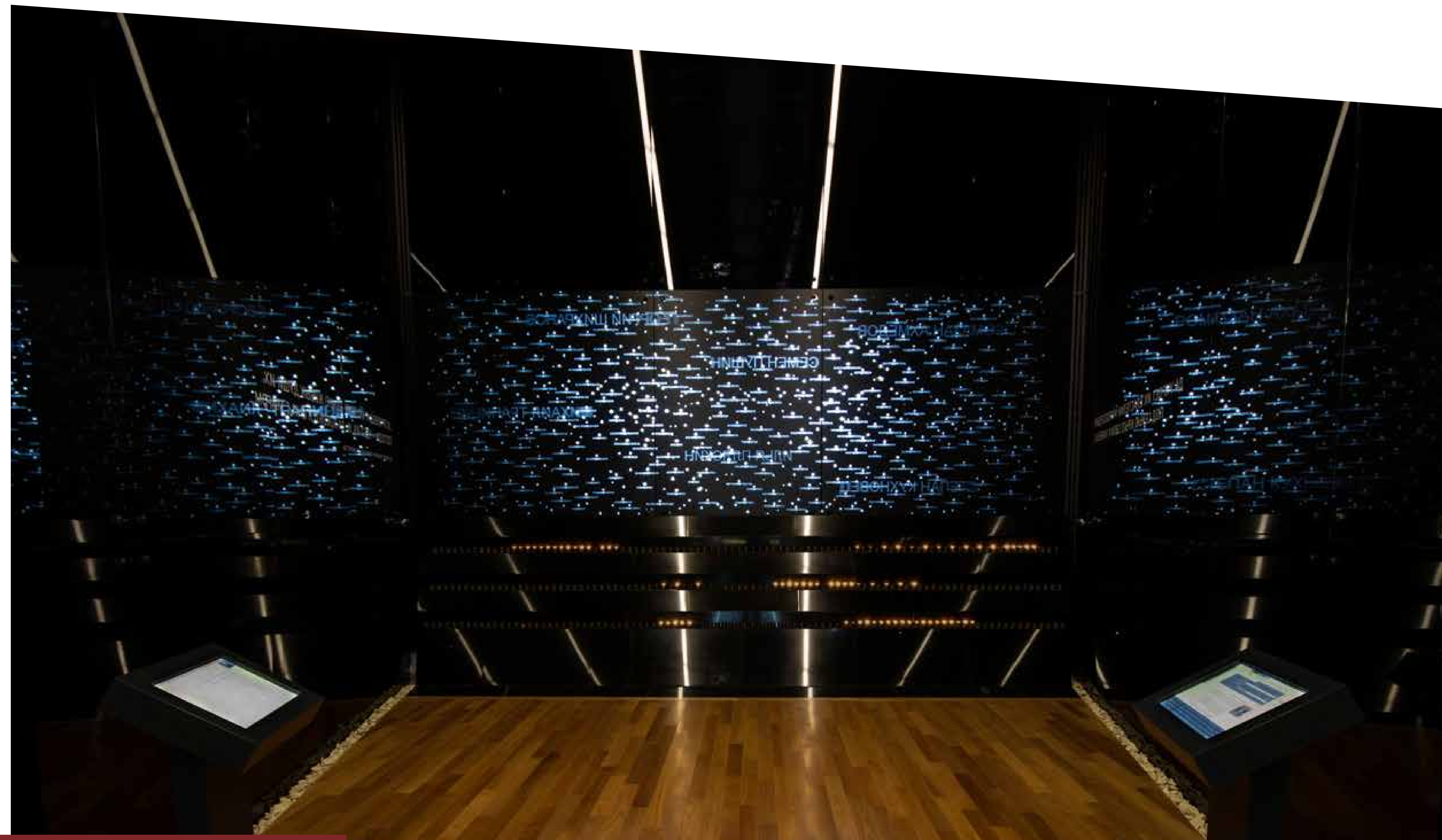
GREAT PATRIOTIC WAR: INTERACTIVE SCRAPBOOK

Adjacent to the oral history mini-theater, this interactive is presented as a scrapbook that features letters written by the soldiers and their relatives during the Great Patriotic War.

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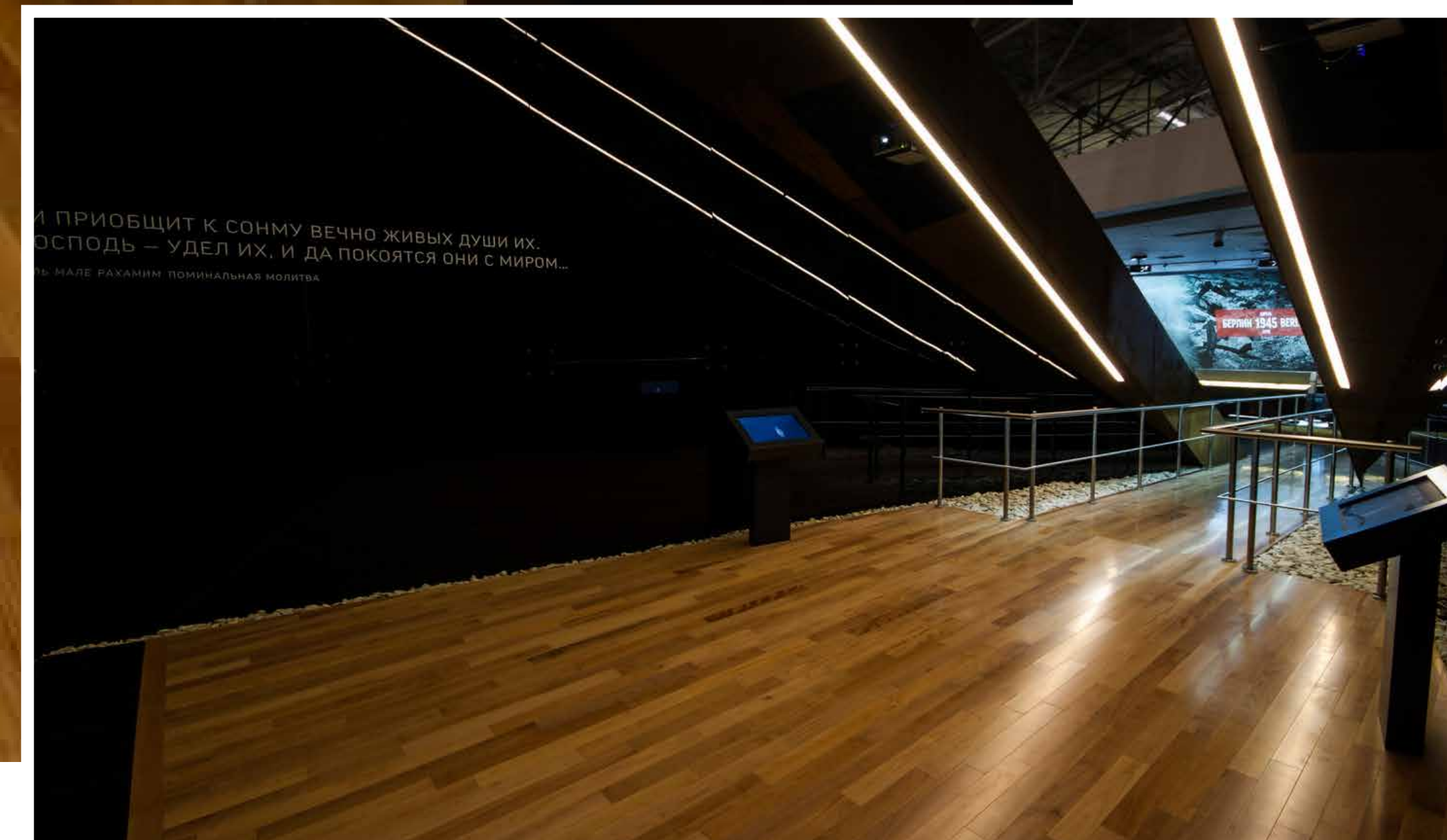
GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

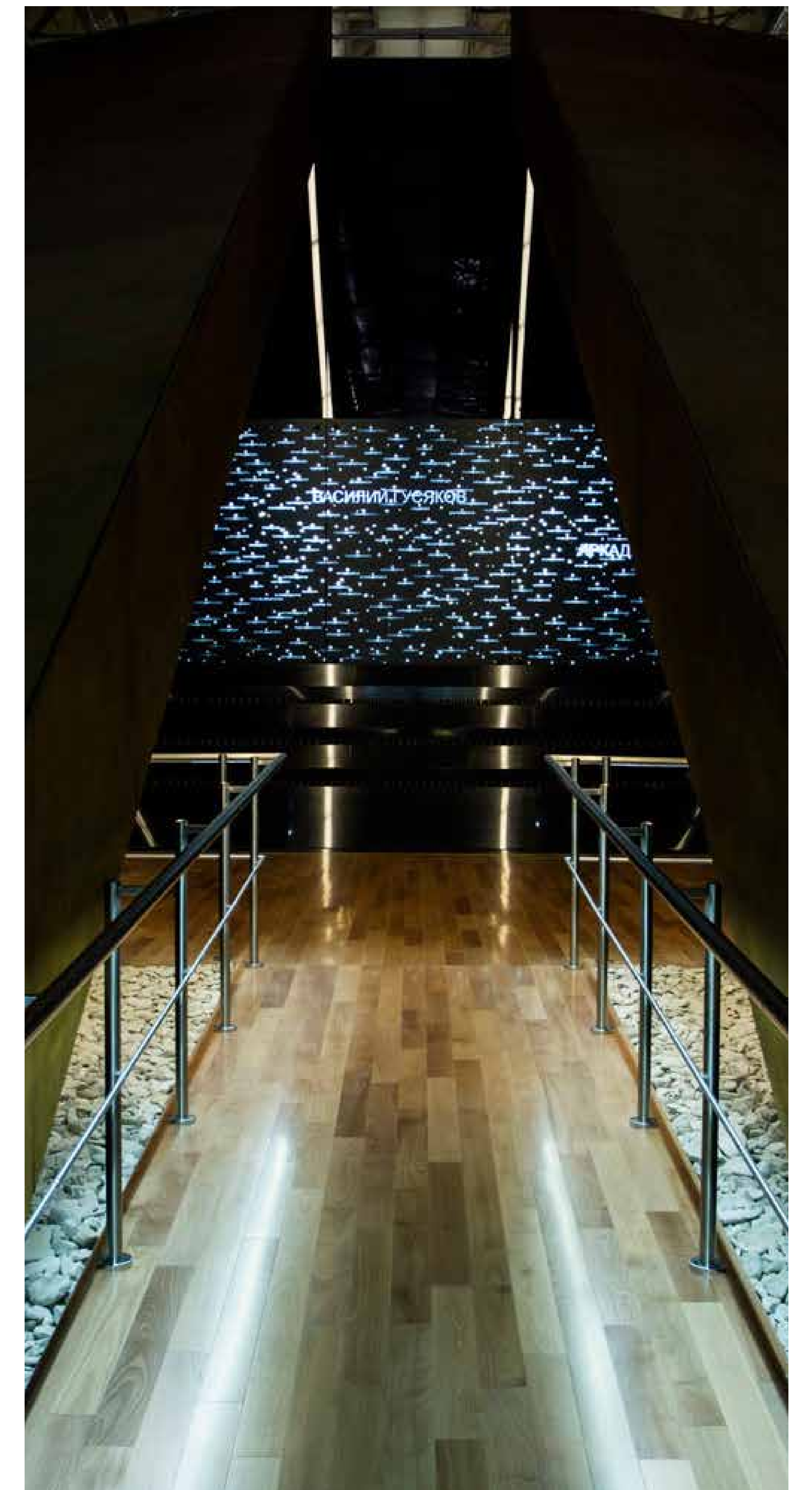
STORYBOARDS

DEVELOPMENT



REMEMBRANCE: DIGITAL BOOKS

Located in the Remembrance area, this application offers search and information about the Holocaust victims and military personal, based on the restricted navigation sites and database access to Yad Vashem Memorial and Russian Ministry of Defense.



JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, **Russia**

CyAn



GRAPHICS DESIGN
USER EXPERIENCE
USER INTERFACE
STORYBOARDS
DEVELOPMENT
I+D / SENSORS
SITE-SPECIFIC EXPERIENCE
MULTI-USER

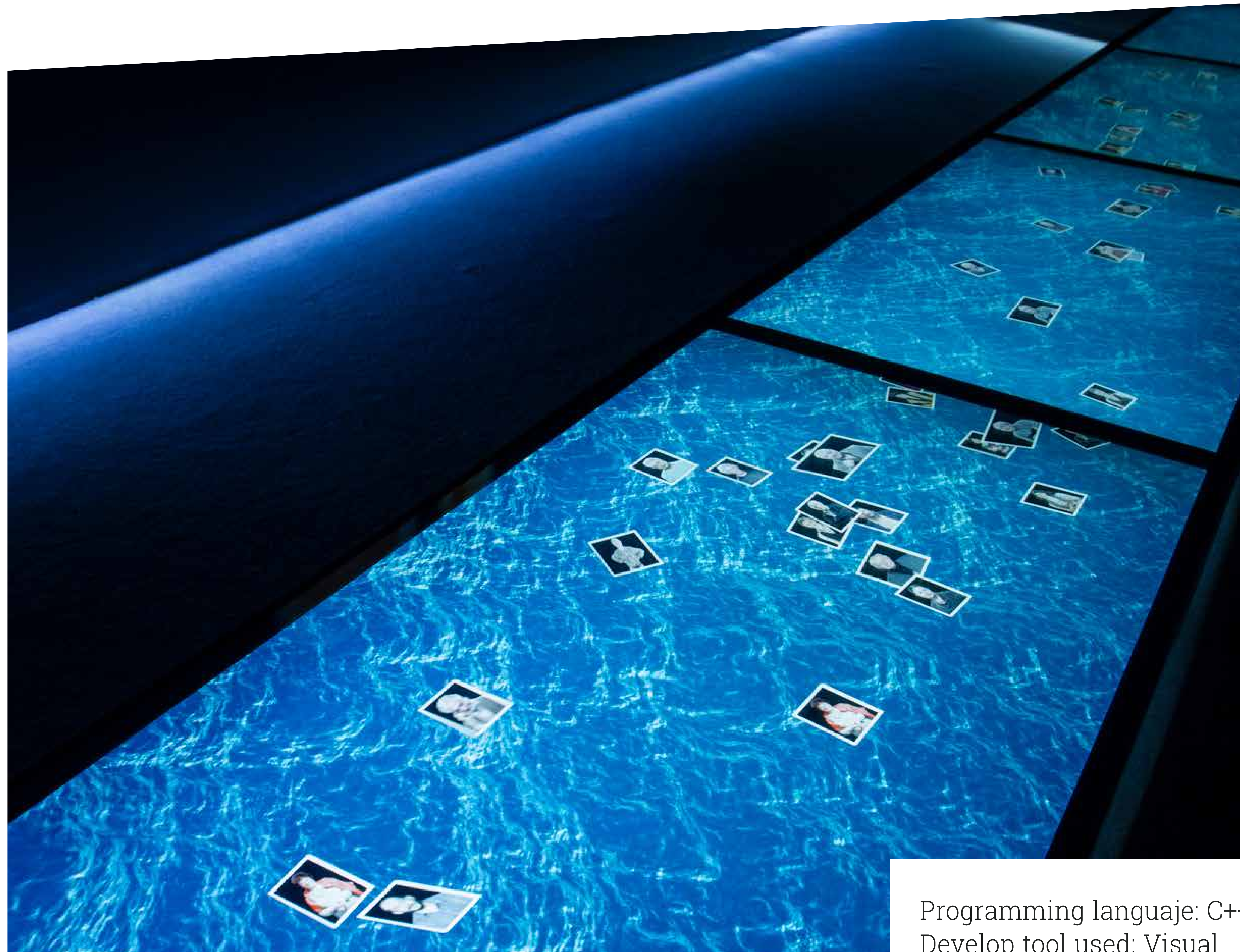
PERESTROIKA: DIASPORA TABLE

This singular, multiuser interactive installation consists of 4 interconnected multi-touch tables to create a continuous 6 meter surface for multi-user experience. Diaspora table allows visitor to explore contents about the diaspora of Jewish people from the time of the Perestroika to the present. It features portraits which include information about each person - name, where they live, what they do and a little interview. It thus provides a large sample of the Soviet era Jews who left the country.

JEWISH MUSEUM AND TOLERANCE CENTER

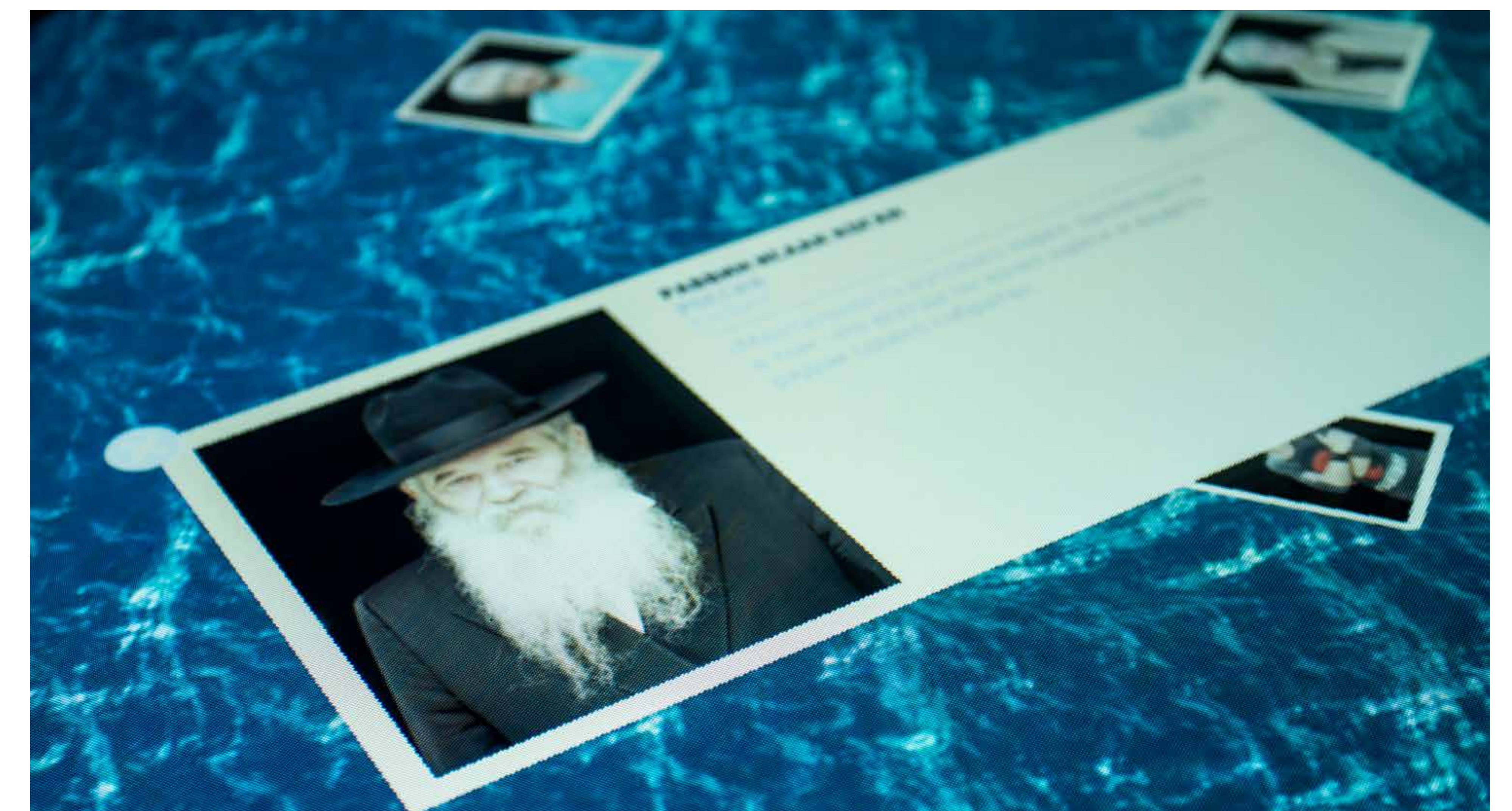
Moscow, Russia

Cyran



PERESTROIKA: DIASPORA TABLE

Programming language: C++
Develop tool used: Visual Studio
Runtime: Ogre 1.7.4



JEWISH MUSEUM AND TOLERANCE CENTER

Moscow, **Russia**

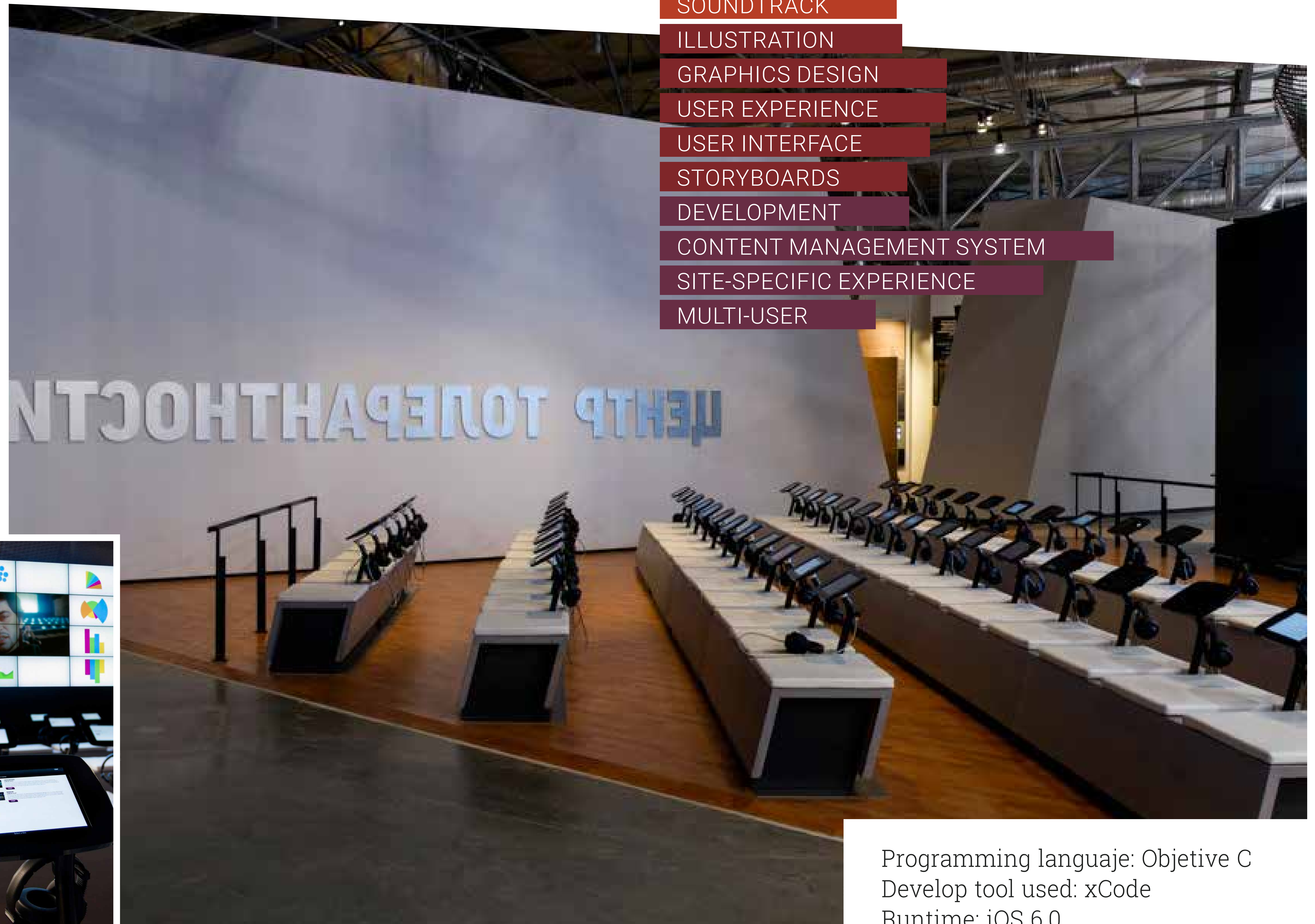
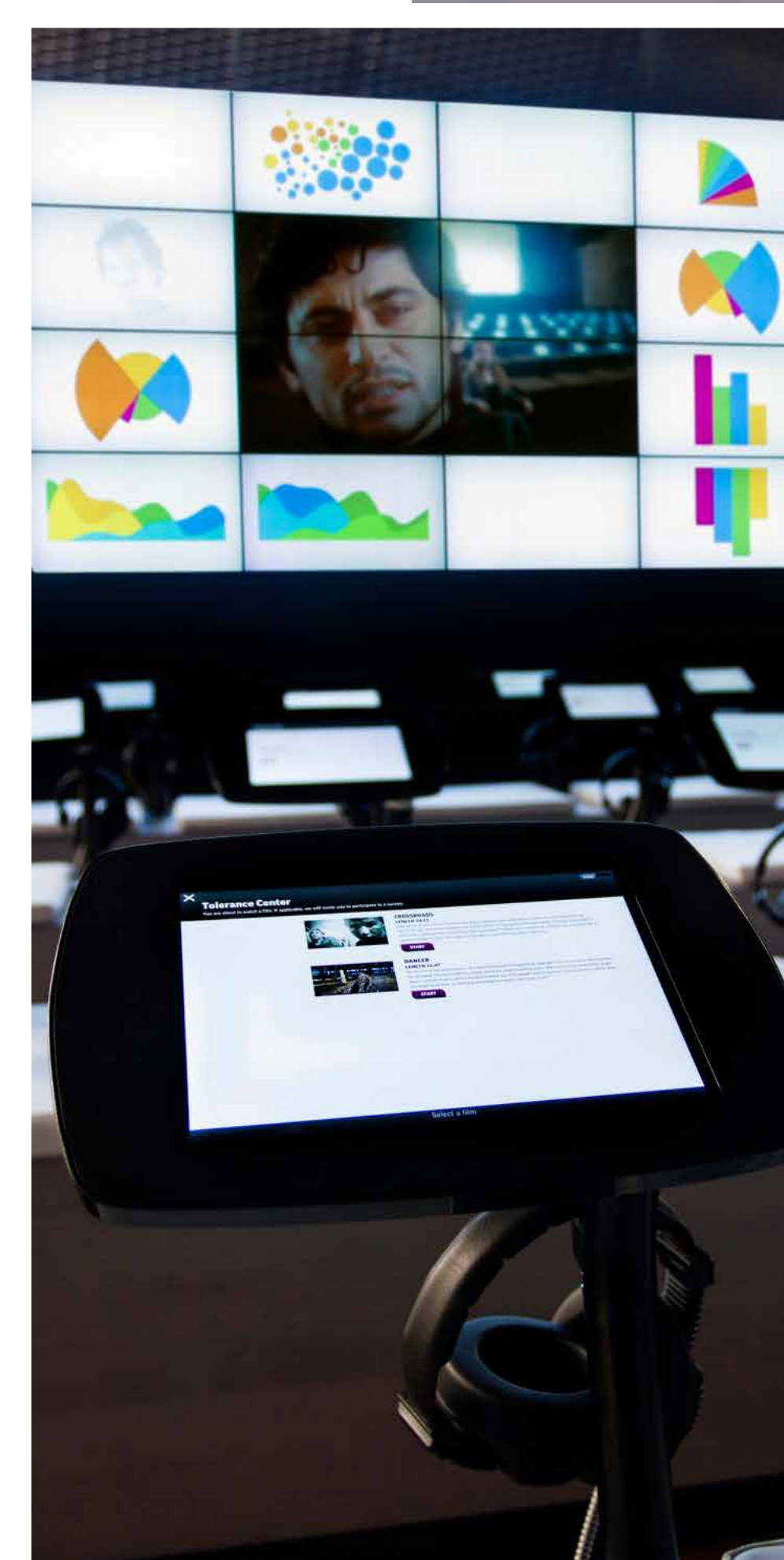
Cyran

TOLERANCE CENTER

The Tolerance Center is the key area within the museum that provides a forum for individual or large group participation. It makes extensive use of polling and data collection based on complex guided activities that consist of interactive theatrical experience with emotional, hard-hitting media productions. The Center invites school groups, visitors from Russia's many ethnic groups, and adherents of various religions to explore difficult issues in an environment that encourages positive social engagement.

Main features:

- The Tolerance Center system is organized in six different operating modes: Personal Show Mode, Personal Diagnostic Show Mode, Public Show, Group Show, Quiz Show and Diagnostic Show.
- Seating for sixty people. Each seat features an iPad that serves as a voting and media experiencing device.
- Ultra high definition video wall with serves as complement to the iPads.
- Dedicated docent iPad used as a master control of other iPads and video wall for special shows.
- CMS allows for dynamic content management in an easy, intuitive manner.



POST PRODUCTION

SOUNDTRACK

ILLUSTRATION

GRAPHICS DESIGN

USER EXPERIENCE

USER INTERFACE

STORYBOARDS

DEVELOPMENT

CONTENT MANAGEMENT SYSTEM

SITE-SPECIFIC EXPERIENCE

MULTI-USER

Programming language: Objective C
Develop tool used: xCode
Runtime: iOS 6.0