

belart

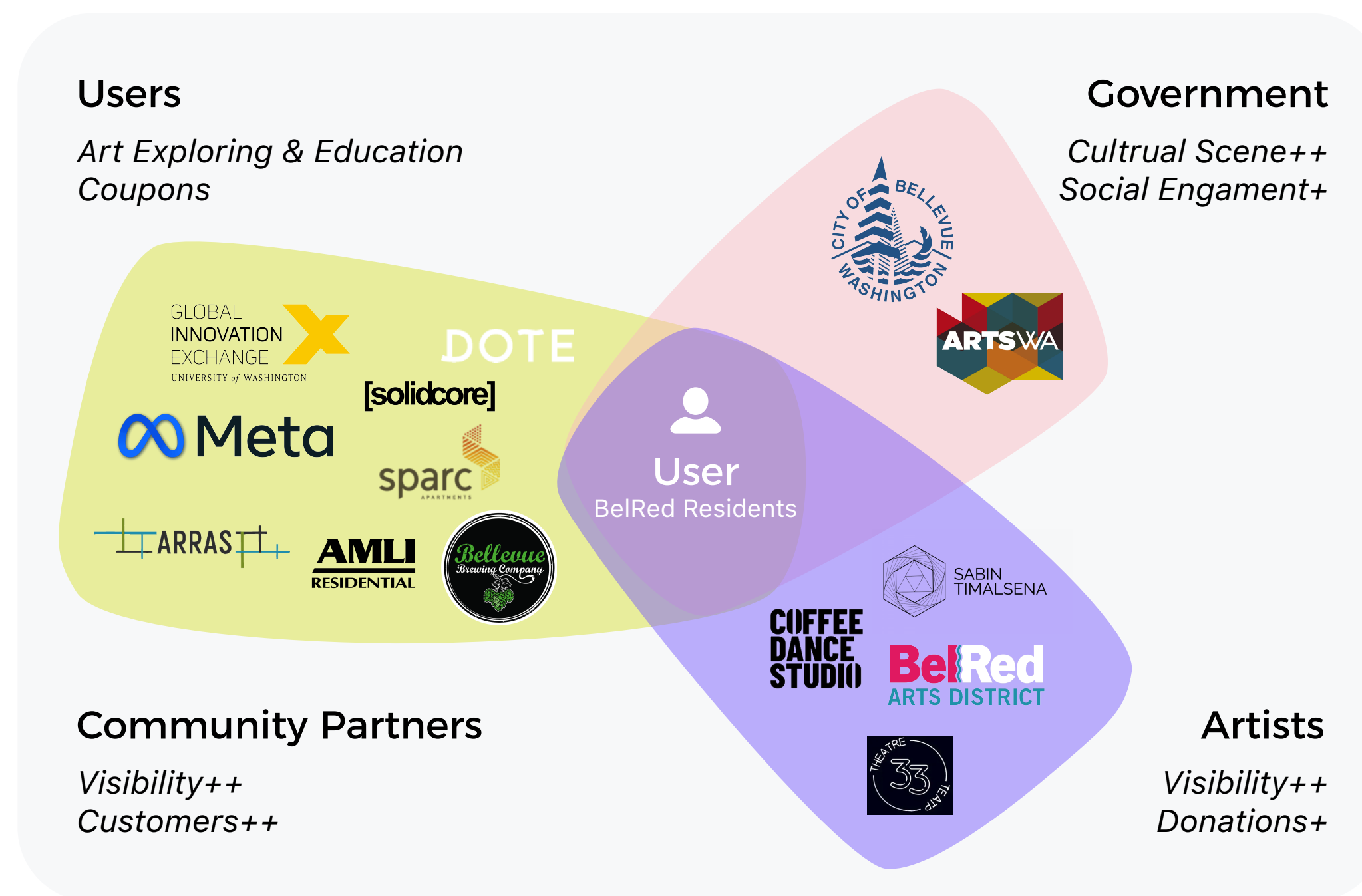
Leverage mobile AR to amplify social engagement of Bellevue's art scene and generate positive social and economic impacts



Overview

Designated as an art village in 2009 and recognized as an art district in 2020, the BelRed Arts District is **home to an extensive amount of public art and art businesses.**

With the impending launch of the East Link light rail in March 2024, BelRed stands on the cusp of welcoming a surge of visitors, presenting a unique opportunity to showcase its vibrant art scene. However, currently, the BelRed Arts District faces the **challenge of enhancing its visibility and engagement** within the community to promote local arts and foster deeper connections, despite its rich creative and business potential.



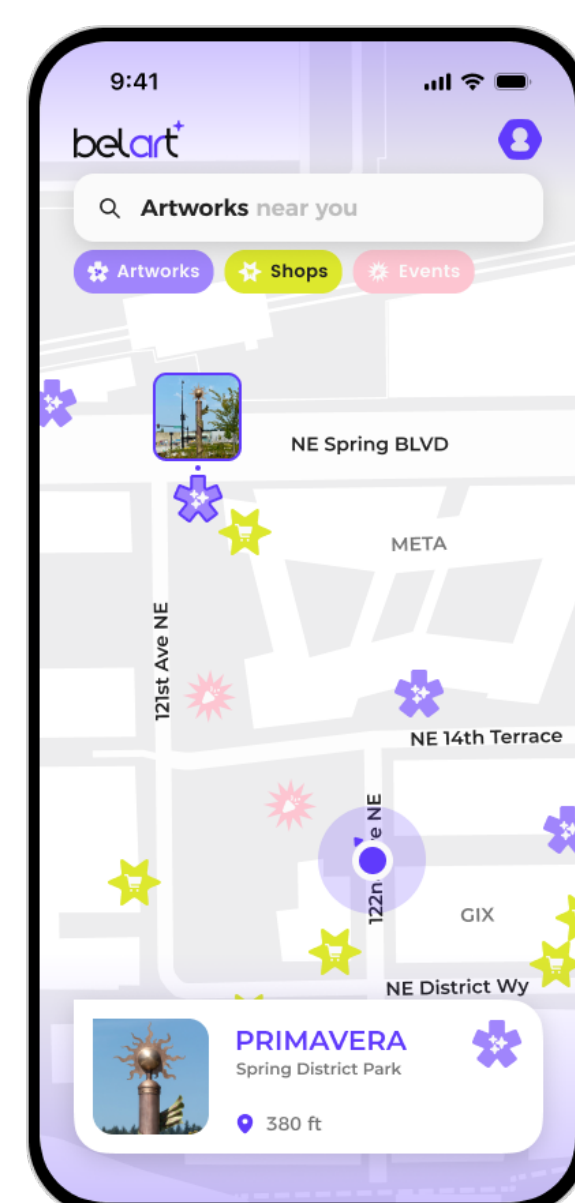
Benefits to All Stakeholders



Scan The Board to Begin

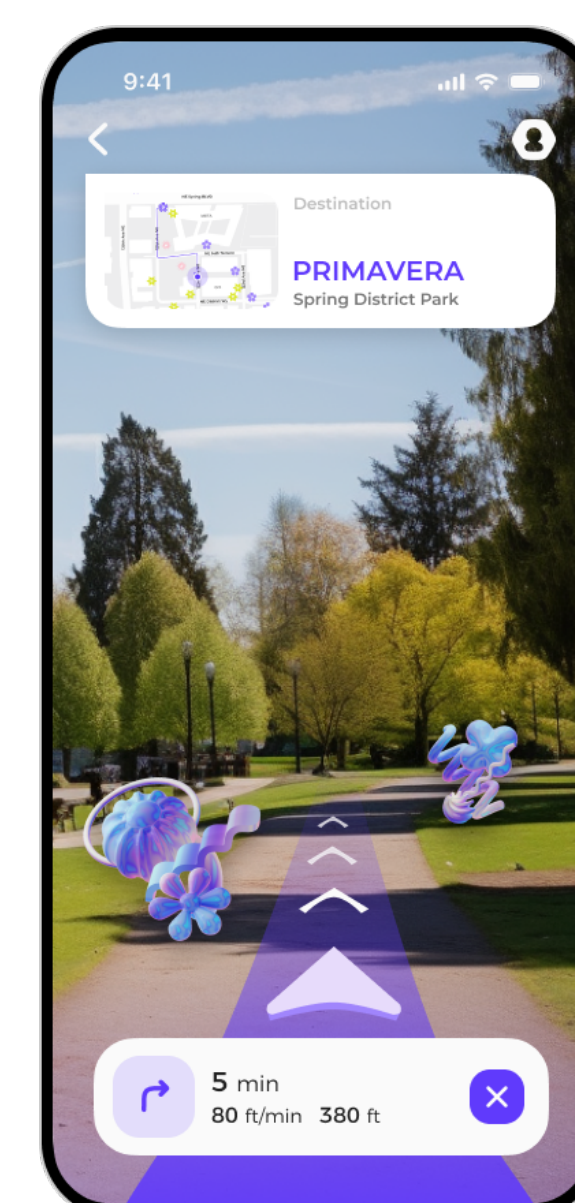
Solution

To enhance community engagement with the BelRed Arts District's art scene, we designed BelART, a mobile AR app that redefines art discovery. This app guides users to public artworks and connects them with the creators, while gamifying the exploration process with rewards from local businesses. Additionally, it boosts visibility for businesses on our interactive map and encourages donations to artists, leading to a deeper appreciation for local art and driving economic development.



Interactive Map

Discover local art scene and support artists



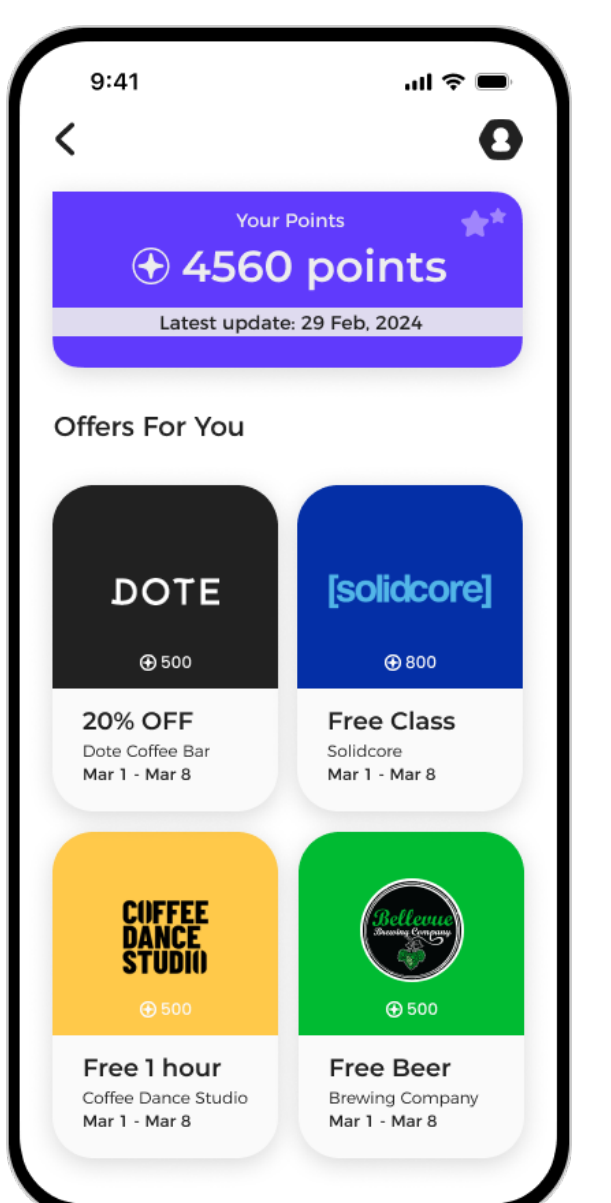
AR Navigation

Explore the community art along the way



Play to Earn Points

Share your own creations and score points



Redeem Coupons

Approach

Through comprehensive research, including surveys, interviews, and testing with residents, office workers, and management, we've gathered deep insights into the community. This, along with extensive user testing and evaluations, has guided our design directions and iterations. Ultimately, these efforts culminated in the development of BelART app.

