

Interactive Poetry Experiences

Eleven installations at the Weöres100 exhibition of the Petöfi Literary Museum, made by the TechLab of the Moholy-Nagy University of Art and Design Budapest.



Welcome wall



Travels



Fruit poems



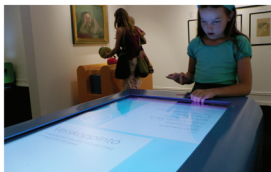
Whispering wall



Tangible poems



Cross-stitch



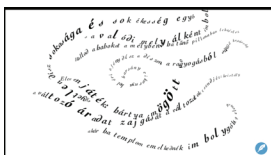
Tap the verse



Blown thoughts



Patch the poem



Poems drawn



Galaxy



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An interdisciplinary team of media artists, graphic designers and programmers together with a literary expert prepared 11 interactive installations which form the major part of the exhibition organized by the prestigious Petöfi Literary Museum in Budapest, to celebrate the Hungarian poet Sándor Weöres. It was a challenge to create an engaging experience around the heritage of a poet – unlike looking at his pen and other objects, or having (longish) texts on display, which have been the common practice in literary museums. Most of the interactive installations invite the visitor to play around with some poems, and become an active co-creator – which is actually essential in understanding poetry. One can “blow” a poem and see how dancing letters settle into meaningful lines, or take into hand (3d printed versions of) poems and feel under fingertips the metric and melody. Another installation requests the visitor to patch poems by carefully moving vagabonded words to their places holding them in the palm. Yet another installation allows the visitors to create new poems by stitching the original 16 words in different orders – and make the verdict if and why their version (too) is a poem.

The installations induce conversation and debate among visitors, sometimes involving the guards too. The response has been overwhelmingly positive from professionals, media and visitors, young and old.

Some notes from the visitors’ book:

“I love it. It is the 6th time that I am here, but tried all the installations this time too.”

“Dear Creators, this is wonderful, enchanting and delicate! The best exhibition I have seen in the past years. The only questions: will you be able to surpass this in your next work?”

“Finally an exhibition where one can get acquainted with poetry in a playful way. Amazingly creative and engaging – many thanks!”