(ver)ativo

A SELF MEDIATION TOOL

objectives

CREATE A NEW PERSPECTIVE ON ART BY ENCOURAGING AN ACTIVE (VER)ATIVE PRACTICE – SEEING, RECORDING, REFLECTING, RECREATING, RE-SIGNIFYING, COLLECTING, AND CURATING ART.

PROPOSE A METHOD FOR RECORDING AND PRESERVING YOUR EXPERIENCES AND INSIGHTS WITHIN EXHIBITION SPACES. EACH VERATIVO WILL SERVE AS A PERSONAL DIARY OF YOUR ARTISTIC JOURNEY.

ENCOURAGE A COMPREHENSIVE ANALYSIS OF ART IN ALL ITS DIMENSIONS – VISUAL, AESTHETIC, SYMBOLIC, POLITICAL, HISTORICAL, SCIENTIFIC, ANTHROPOLOGICAL, PSYCHOLOGICAL, AND MORE.

VERATIVO IS AN INVITATION TO RESEARCH, STIMULATING NEW METHODS OF INVESTIGATION, DOCUMENTATION, AND CREATION IN CONTACT WITH THE ART WORLD. EACH VERATIVO IS INTENDED TO BE A UNIQUE PIECE OF LEARNING AND SELF-EXPRESSION.

THE GOAL IS TO TRANSFORM THE AUDIENCE FROM MERE SPECTATORS INTO ACTIVE, CRITICAL PARTICIPANTS, MAKING EACH EXHIBITION VISIT A MORE MEANINGFUL AND PROFOUND EXPERIENCE.

notes and sketches

you're art

IF YOU WERE AN ARTWORK THAT IS HERE TODAY, WHICH WOULD YOU BE AND WHY? DESCRIBE HOW YOU BELIEVE THIS WORK REFLECTS ASPECTS OF YOUR CHARACTER OR LIFE EXPERIENCES.

map of your journey

WHAT WAS THE FIRST WORK YOU SAW? AND THE LAST? CREATE A MAP OF YOUR PATH THROUGH THE EXHIBITION SPACE.

eye contact

CHOOSE A PIECE THAT HAS EYES. MAKE EYE CONTACT WITH THE WORK FOR 1 MINUTE. DESCRIBE HOW YOU FELT.

trip into it

IMAGINE ENTERING ONE OF THE ARTWORKS.
DESCRIBE THIS NEW REALITY.

connecting memories

WHICH ARTWORK REMINDED YOU OF A SPECIFIC MEMORY? DESCRIBE THIS MEMORY AND HOW IT CONNECTS TO THE WORK.

questions

IF YOU COULD ASK THE ARTWORK THREE QUESTIONS, WHAT WOULD THEY BE?

recreate with words

CHOOSE A PIECE OF ART AND TRY TO RECREATE IT USING ONLY WORDS. HOW DETAILED CAN YOUR DESCRIPTION BE?

emotions in focus

REPRESENT VISUALLY HOW YOU FELT BEFORE, DURING, AND AFTER THE EXHIBITION. REFLECT ON WHY.

reinterpretation

RECREATE VISUALLY AN ARTWORK THAT CAUGHT YOUR ATTENTION TODAY.
IT DOESN'T NEED TO BE PERFECT; JUST TRY TO CAPTURE THE ESSENCE.

senses in focus

CHOOSE AN ARTWORK AND EXPLORE IT THROUGH EACH ONE OF YOUR SENSES IF THIS WORK HAD TEXTURE (TOUCH), IMAGE (VISION), SMELL, TASTE AND SOUND IT WOULD BE...

info

EXPOSITION TITLE:

PLACE (GALLERY/MUSEUM):

ARTIST(S):

CURATOR(S):

DATE OF VISIT:

THREE WORDS TO DESCRIBE YOUR EXPERIENCE:

-
-
-

YOUR FAVORITE PIECE AND WHY:

LEAST FAVORITE PIECE AND WHY:

instructions

ALWAYS HAVE A VERATIVO WITH YOU: TAKE A COPY OF THE VERATIVO TO ALL EXHIBITIONS YOU ATTEND FROM NOW ON.

FLEXIBLE ORDER: COMPLETE THE ACTIVITIES IN ANY ORDER YOU PREFER.

FREE INTERPRETATION: THE ACTIVITIES ARE OPEN TO YOUR INTERPRETATION AND ADAPTATION. REMEMBER, THEY ARE ONLY SUGGESTIONS TO INSPIRE YOUR CREATIVITY IN ENGAGING WITH ART.

NO RUSH: TAKE AS MUCH TIME AS YOU NEED FOR EACH PAGE. THERE IS NO DEADLINE. ENJOY THE PROCESS.

RECORD YOUR FEELINGS: PAY ATTENTION TO YOUR EMOTIONS. TREAT THE VERATIVO AS A DIARY OF YOUR SUBJECTIVE EXPERIENCE. REFLECT ON HOW YOU PERCEIVE ART, HOW IT AFFECTS YOU, AND WHY.

EXPERIENCE WITHOUT FEAR: DON'T WORRY ABOUT PERFECTION. TREAT EVERYTHING AS AN EXPERIMENT AND A DOCUMENTATION OF THE PRESENT MOMENT.

ESTABLISH CONNECTIONS: OBSERVE PATTERNS IN THE ARTWORKS AND YOUR REACTIONS TO THEM. MAKE CONNECTIONS BETWEEN DIFFERENT EXPERIENCES.

FILL IN THE BLANKS.

DOCUMENT THE ARTWORKS: REMEMBER TO INCLUDE THE NAMES, YEAR, AND ARTIST OF THE WORKS YOU CHOOSE TO EXPLORE. THIS WILL ENRICH YOUR CULTURAL AND ARTISTIC REFERENCES.

REVISIT AND REFLECT: GO BACK TO YOUR PREVIOUS ENTRIES FROM TIME TO TIME. THIS CAN OFFER NEW PERSPECTIVES OR SHOW THE EVOLUTION OF YOUR THOUGHTS AND FEELINGS ABOUT ART.

BY GIOVANNA CANHAS VIEIRA

GO TO **VERATIVO.ART** TO DOWNLOAD AND PRINT YOUR NEXT VERATIVO