

Exploring the Interplay: Art, Architecture,  
Immersive Design, and Optical Illusions

# ILLUSIONISM IN INTERIORS

This course aims to explore the impact of immersive design and experience on the perception of art, emphasizing the role of optical illusions in creating powerful and engaging artistic experiences



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TV Set & Stage Designer,  
Interior Architect

## WEEKLY PLAN

**WEEK 1** - Introduction and Meeting

**WEEK 2** - Exploring Illusion and Installation Art

- Defining illusion and delving into installation art
- Understanding the distinctions between art installation and artistic spaces

**WEEK 3** - Comparative Analysis of Art Installations

- Examining differences between art installation, site-specific installation, and sculptures
- Exploring the reasons and occasions for designing artistic interiors

**WEEK 4** - Art Installation Techniques and Processes

- How to install art in spaces: Technical processes
- Guest lecture on practical insights into installation procedures

**WEEK 5** - Monumental Forms in Design

- The role of interior designers and architects in designing monumental forms
- Discussing why monumental forms may not be considered art

**WEEK 6** - Influence of Social Media on Artsy Spaces

- Exploring new forms and spaces created by Social Media
- Analyzing examples like the Museum of Ice Cream, Museum of Illusions, Colors Museum, etc.

**WEEK 7** - Immersive and Experience Design

- Understanding the concepts of immersive design and experience design
- Guest lecture to provide in-depth insights into these design approaches

**WEEK 8** - The Influence of Display in Museums

- Examining the power of display and the evolution of museums over time

**WEEK 9** - Utilizing LED Screens and New Media Tools

- Using LED screens as walls and display elements
- A closer look at the impact of new media tools with a guest lecturer

**WEEK 10** - Project Assignment and Idea Development

**WEEK 11** - Site Visit or Extra Critique for Projects (Subject to Covid-19)

**WEEK 12** - Guest Lecture from a Museum or Art Consultancy

**WEEK 13** - Project Critique

**WEEK 14** - Final Project Presentation

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