

Want to know a secret?

Viewing Evaluation

Thank you for participating in this viewing of my artwork. This test is for research purposes to see which additional element works best and receives the best participation from viewers so please be honest!

I will refer to the box/envelope as an additional element as viewers have received a variety of different things (2/3). Please review each element individually.

Type in your responses and return the word document.

Please attach images as files to the email address provided. If you have received a smell card, you don't have to do this if you don't want to. If your face is in the images, you will be required to fill in a permission form which I will send to you at a later date.

If there are any additional comments, feel free to add them at the end.

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Out of the 2/3 additional elements you received which one did you respond the most to (like or dislike) ?

I really enjoyed eating the apple whilst looking at Tonis art, it made me imagine what each different coloured sculpture apple would taste like, I imagined the purple ones to taste like blackcurrant and the red ones remind me of the apples used in fairy tales such as snow white. It made the experience of eating the apple more interesting, even though I often eat apples I think I usually do this for health benefits and looking at Tonis work reminded me that when I was little I used to eat red apples with my sisters and pretend they were the big red poison apples in fairy tales like snow white. I loved the way the sculptures popped from the snow and were so shiny, it reminded me of toffee apples, or those fake bowls of fruit in big houses.

What did you think of the experience?

I really enjoyed it, it felt well thought through and even just receiving the packages was so exciting and opening them up. The little notes reminded me of Alice in wonderland and it felt really childish but in a fun mature way, like tuning in to your inner child.

What is your interpretation of the work (thoughts, feelings, responses) ?

When I was eating the apple I really liked the images, they felt quite nostalgic especially in combination with the other elements provided. They really reminded me of fairytales and early childhood, I think the contrast between the shininess of the sculptures and the snow made the images really pleasant to look at. However with the fragrance my response felt quite different and the images seemed more sinister and chemical.

Did the additional element improve the viewing experience of online art? Why do you think this?

I think the apple was the most effective for improving the viewing experience of the art online, I really enjoyed drawing the picture with the crayons but I feel this task would have been better suited to an in person viewing of art because it would be around you rather than just on a screen, when drawing the image I wasn't focused on Tonis work as much as when I ate the apple and smelled the fragrance.

I think the fragrance brought quite a different experience to the art than eating the apple, the apple fragrance was much less natural smelling than the real apple which I found made me focus on the very shiny/fake nature of the sculptures, making them seem much less natural. It made them seem almost chemical and poisonous or even dangerous especially in their colour. I found that quite strange compared to how I felt about them when eating the apple. The fragrance reminded me of things like candy apples and apples sweeties and apple scented things like candles, this made me think about how in later childhood I really enjoyed very sweet sickly fragrances, and used to go about

shops smelling candles scented with things like apple, cupcakes and sugary scents.

Does this make you want to view more work that requires you to participate in an active way?

I really enjoyed the active participation element of this, it made me think about the work a lot more than I normally would. I also like how there was no clear indication of how it was meant to make the viewer feel and that allowed for a really organic response to the whole thing for me and made me think on my own. I would love to engage in more active participation work as it really does make you think more and enjoy the piece.

Whilst doing your additional element, what were your thoughts? (If this was wtf is going on? This is okay. Be honest)

Eating apple- I just felt really nostalgic whilst doing this and it was genuinely invoking a lot of memories of being small and eating big red apples. It made me think about how its weird that we just stop playing and pretending at some point, ie I would never pretend I was eating snow whites apple as an adult.

Smelling Fragrance- this made me think more about later childhood, the images seemed less nice when I was thinking about this and I didn't really like the smell of the fragrance. It became what I imagined the sculptures would smell of if I was in the same room as them, whereas when I was eating the apple they felt much more natural and I wouldn't have expected them to have a strong smell. The chemical smell made me think more about how this art had been created, I wondered if Toni had to wear protective gloves/a mask to protect from fumes/chemicals in the process.

Drawing- When I was doing this task I felt less connected to the work and I was actively thinking that. However the crayons reminded me of childhood as well, because they are not something I would ever use now, even if I was creating art or something. I found them mildly frustrating to use because they don't have much control on the paper and have very little precision. It made me wonder how other people would respond to Tonis work, I was curious if other people would feel strong links to childhood, through the smells and objects.