!hobgoblin

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!hobgoblin is, in short, an online museum, containing various high quality modern and contemporary artworks, mostly from Scandinavia, that adjusts itself to reflect the decisions, and therefore character, of the user. The works themselves range from simple photos of modern designs to contemporary web-based pieces to more mundane service sites that nonetheless reflect quintessential Scandinavian design practices. The museum also includes contemporary web-based artworks that may or may not have been produced in Scandinavia but that transcend national boundaries. Users may add works to the database at any time via a simple form.

The impetus for building the museum derived from the author's perception of a lack of venues for the interactive presentation both of net art and physical art cast in the virtual realm. While visualizations and databases of net art exist, few attempt to present the works while both integrating the museum experience and using the interactive and improvisational aspects of web-based media. Furthermore, the online medium affords not only a wide variety of works, but also a wide variety of users and therefore values. To address this issue, !hobgobiln gives curatorial control both to the community, allowing members to rate each artwork on four different scales, and to the user via user modelling and adaptive presentation based also upon the scales.

The four scales are...

simplistic/expressive: Is the layout of the site itself simple and functional, or is it expressive, flashy and graphic heavy?

pragmatic/artistic: Do the contents of the site serve pragmatic ends? Or does the site exist as an independent artwork?

virtual/real: Does the site display representations of real objects, or is the content virtual?

container/object: Is the site a container for other works or other projects? Or does the site stand on its own as a piece of art.

An open community forum encourages debate of rankings as well as the ranking metrics themselves.

"Consistency is the hobgoblin of little minds."

Ralph Waldo Emmerson