

Max Dean - Clip 3

The appeal of interactivity?

The appeal of interactivity is, well, let me go back to when I started, and how I still earn a substantial amount of my income - that I install exhibitions - and so I've always had the opportunity of interacting with the work, or art work, on a very personal kind of level. I've actually got to handle it and so I'm always interested in that line that exists between the viewer and the artwork themselves and I always wanted to cross that line or allow people to get a little bit closer. In terms of allowing them to get a little bit closer it forces them to make, or possibly forces them, or asks them, or suggests, that they cross a certain line. Well, there's a different kind of commitment that takes place, so it's a level of commitment that I think that I'm expecting or interested in from the viewer.

