

Gartenhaus, “Why Understand Audiences?”

What points in the article did you find most compelling?

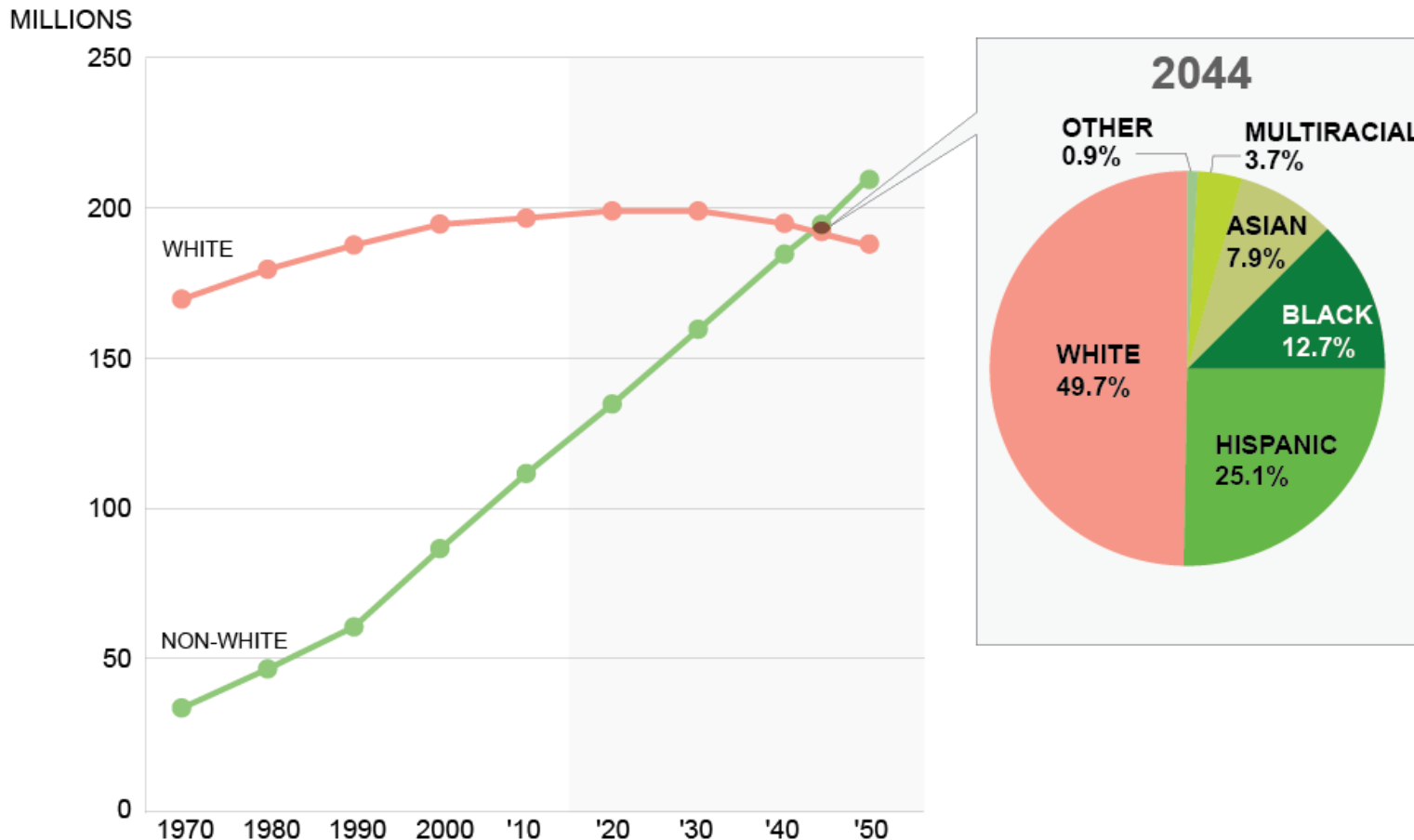


“Individual experiences are never identical.” (p. 44)

http://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story?language=en#t-9415

Changing demographics in our nation... The minority will become the majority!

U.S. White and Non-White Populations, 1970–2050



For Minnesota:

“According to the State Demographic Center, the Asian, black, and Hispanic populations in the state tripled between 1990 and 2010, while the white population grew by less than 10 percent.

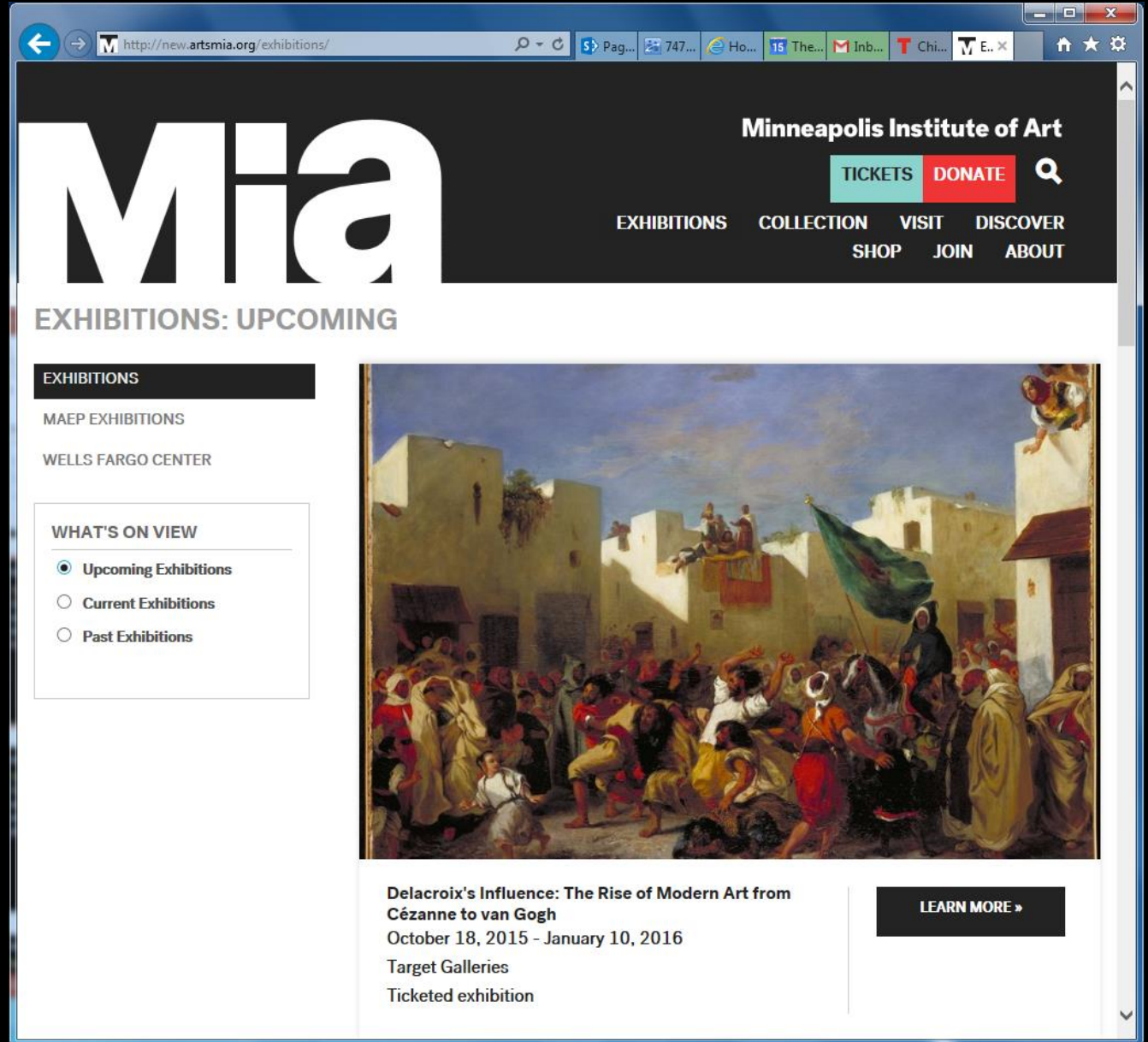
...From 2010 to 2030, the number of people of color is expected to grow twice as quickly as the number of whites.”

<http://www.brookings.edu/research/essays/2015/changingfaceoftheheartland>

Falk: *Viewing Art Museum Visitors Through the Lens of Identity*

The Explorer

Characteristics: Curiosity-driven; not experts, but have generic interest in museum; looking for something new to grab their attention.



The screenshot shows the website for the Minneapolis Institute of Art (Mia) at the URL <http://new.artsmia.org/exhibitions/>. The page features the Mia logo and navigation links for TICKETS, DONATE, EXHIBITIONS, COLLECTION, VISIT, DISCOVER, SHOP, JOIN, and ABOUT. The main heading is "EXHIBITIONS: UPCOMING". On the left, there are filters for "EXHIBITIONS" (MAEP EXHIBITIONS, WELLS FARGO CENTER) and "WHAT'S ON VIEW" (Upcoming Exhibitions, Current Exhibitions, Past Exhibitions). The featured exhibition is "Delacroix's Influence: The Rise of Modern Art from Cézanne to van Gogh", running from October 18, 2015, to January 10, 2016, at Target Galleries. It is a ticketed exhibition. A "LEARN MORE" button is visible next to the exhibition details. The main image is a reproduction of Eugène Delacroix's painting "Liberty Leading the People", depicting a revolutionary scene with a woman carrying a flag and a guillotine in the background.

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The Facilitator

Characteristics: Socially motivated and focused on enabling the learning and experience of others in their group.



The screenshot shows the website for the Minneapolis Institute of Art (Mia). The URL is <http://new.artsmia.org/event/may-flowers/>. The page features the Mia logo and navigation links for TICKETS, DONATE, EXHIBITIONS, COLLECTION, VISIT, DISCOVER, SHOP, JOIN, and ABOUT. The event details are as follows:

- EVENT**
- FAMILY DAY**
- Family Day: May Flowers**
- Last occurred:** Sunday, May 11
- 11:00 am to 5:00 pm**
- Art-making:** Paper Flowers
- LOCATION:** Museum-wide
- PRICE:** Free
- THIS EVENT IS IN THE PAST.** This event last occurred Sunday, May 11 11:00 am to 5:00 pm.
- SHARE THIS EVENT:** Facebook, Twitter, Email, Print

Additional text visible on the page includes: "or", "ve in", "t using leaves, sticks and other natural materials.", "vls", and "art your own miniature garden."

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The Professional/Hobbyist

Characteristics: Closely tied by profession or hobby to the museum content; motivated to learn content-related objectives.

Chinese, *Shallow Bowl with Double Fish Motif*, 43.1



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The Experience Seeker

Characteristics: Motivated to visit museum as an important site, often as tourists; “been there and done that” attitude.



Vincent Van Gogh, *Olive Trees*, 51.7

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The Spiritual Pilgrim

Characteristics: Seeking to have a contemplative, restorative, or spiritual experience; see museum as a refuge or confirmation of spiritual beliefs.



Burma, *Enshrined Buddha*, 89.55

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Did you think of any other types of visitor identities?



Discussion of Falk and Henry articles

Number off into 6 groups of 7 to 8. In your small group, discuss the following three things:

1. Each group member takes turns sharing their personal insights from completing the museum experience worksheet. Looking back at your answers, which type of museum visitor were you in your visit? (Explorer, Facilitator, Professional/Hobbyist, Experience Seeker, Spiritual Pilgrim)
2. Think of the physical context of Mia. How would you describe it? Would it impact the different types of visitors in different ways? Who might be the type of visitor to have a positive or negative reaction to the physical context of our museum?
3. Finally, discuss your three tips or best practices docents can implement to ensure good visitor experiences. Be prepared to share three tips/best practices with the entire class.