

Pics here:

https://docs.google.com/presentation/d/1JSvCZHCLp40wcoDR5KaKc65dYjVb-eF3WbhDPd3_ity4/edit#slide=id.gbddd79cb_0_12

Observation: Docent-led tour

- pointing out parts of the painting they like best (an interactive experience)
- docent is injecting her own personality into the tour → makes the art come alive
- some people take more time with different pieces of art/lag behind the tour group
- the tour group age range looked a bit older
- docent asks informed questions like “how might someone differently interpret the art if it was on the floor instead of on a pedestal?” → probably wouldn’t come from a layperson

Observation:

- people sitting on couches have to get up to reach descriptions
- parents gave child iphone so that she can be in control of her experience - choose what things to take pictures of so as to not be bored
- people visiting together/in groups, particularly see a lot of couples
- some people sort of scan across the objects not stopping particularly long at any given one (text fatigue?)
- whispering
- taking picture of description/title too, not just art
- holding maps of museum

Snapchat prototype

- 5th grade school field trip from Fair Meadow Elementary
- Ages 10-11
- “What is it?”
- “A drawing of a man’s face?”
- Turning the painting around
- Getting very involved
- Trading paintings with friends
- Kids are confused what the paintings are of
- activity itself is very easy to understand and follow for children
- abstract art - hard to tell what it was but tracing over it with a marker let them tell what it was
- relate it to their own personal jokes and games - one boy drew a flying pig
- one girl tries to turn the picture of a profile into a princess
- Both girls with the half man’s face in shadow try to complete the face
- Outline shapes in the painting and add words like “fun”

Pinterest prototype

- Cathy and Andrea, young moms
- first time in Cantor

- like doing crafts
- liked to choose colorful pictures
- chose pictures whose colors went together
- tried to combine old and new
- just liked the color of what they chose
- chose paintings that vibe off each other
- distracted by baby crying
- people like putting together color palettes
- assume people have time for other activities - aren't also trying to look after young kids
- gives people the experience of seeing how different neighbors can change the object
- not necessarily a learning experience

personalized tour prototype

- Annelie, French woman
- works in the Space industry - part of a French delegation going to NASA AMES
- very familiar with museums - spends a lot of time in them in Paris
- loves Rodin and sees a lot of his work in Paris so she often skips by the Rodin at the Cantor
- users don't want to see what they know well
- goes to museums with specific exploits in mind
- wants to hit up the most famous works
- asked for the name of the painter in the quiz
- certain types of paintings bore her
- likes the notion of the landscape
- hard to choose between two paintings out of four
- likes paintings of cities
- wants to see a diversified collection

Sara Kabot

- head of exhibitions at Cantor for 9 years
- in general, perception that museums are for a certain kind of person
- make everyone feel comfortable and aware of etiquette
- museum is a space for self-directed learning
- you can read as much or little as you like
- information priority should be clear - choose to just read about the show or individual labels
- challenge in presenting information when you want them looking at the art
- diebenkorn interactive
 - showing artists' sketchbooks juxtaposing the read with a digital interactive
- research in to the many types of museum goers.

Modern Artist: **Cindy Ford** (also training to be a museum guide at SF MoMA)

<https://www.artsy.net/article/robert-rauschenberg-foundation-robert-rauschenberg-foundation-art-sy-announce-winner-of>

- took granddaughter to Washington and she only liked natural history museum and spy museum because it was interactive
- people who come to art museums are a self-selecting group
- come for many different reasons
- viewers are either grabbed by something (a piece of art) or dismiss it (binary)
- you might “buzz by” (ie glaze over or not really pay attention to) an entire section
- people are drawn to different parts of the museum.
- curation is important → getting the right flow and order //juxtaposition of art
- experience a pieces of art in the context of where it is in the museum
- modern art is very challenging for most viewers
- likes how museums “mix it up”
- people who are here are already curious about art
- mix familiar and unfamiliar → people unschooled in art are drawn to the familiar/recognizable
- as an artist, pick up on different things in a museum
- most ppl pick up on things they can recognize → appreciate representational art more than abstract art
- “I don’t get it” about Agnus Martin painting (her friend), versus she loved it
- written clues are v important but people don’t pay attention to that
- audio guides are better
- short things to think about
- size of museum -- shouldn’t be overwhelming
- benches are important so people can explore on their own
- balance of self-guided vs. docent-led tours
- process of curation: audience should be able to curate, adjust panels and rework art pieces
- Rauschenberg let users/audience let users/audience curate his work
- it’s “scary” to go public with your art but you just have to start somewhere
- Likes to think about what the artist was thinking, how they started the painting
- Think about emotions behind the painting
- think about how the painting was created
- images of art from inaccessible ages
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Edward (Age 11)

- Been at Cantor for a few hours
- Liked the sculptures
- Liked The Thinker
- Liked being outside and a lot of the sculptures were outside
- Didn’t know what in particular he liked about the art or sculptures that appealed to him

- Knew he liked the sculptures more than the paintings because he could touch them
- In terms of art, Edward likes pictures of nature
- He doesn't like reading the placards but likes looking at the paintings
- Edward knows how to paint
- He has a smartphone which he uses to play games and text with friends
- Edward uses his phone to take pictures of some of the paintings that he likes
 - He likes choosing what paintings to take photos of
- This is Edward's first time at the Cantor
- He doesn't learn about art in school - he is in the 6th grade (JLS middle school)

Hannah Scheuerman and Newsha Naderzad (college students at West Valley and San Jose State)

- first time at the Cantor for Hannah
- both girls are in college
- Newsha is studying photography and is here for an art history class
- Hannah is studying math and is here with her friend
- Newsha encourages Hannah to experience art more
- Photography classes teach not just to look at art
- Newsha doesn't like some of the modern art when she looks at it but you "get it" and respect it when you read about it
- You can't get into the art if you don't read about it
- It's hard for millennials who like instant gratification to not be able to get art right away
- If people are coming here for fun then they are probably already interested in reading the texts
- It's interesting to read about the Rodin Sculptures
- IF the art is intriguing then you want to learn more - but first the art has to interest you
- Contemporary art is hard to get because you think "I could make that"
- art with history is easier to get
- Don't keep that artist's statement too long
- Lots of things go into how to put together an exhibition
 - -get people to feel the art
 - site of the photograph/art is important
 - size lets you step into the painting
 - lighting is important
 - how do the pieces vibe off each other
 - artist gets people's feedback
- Hannah recently went to Europe to the Victoria and Albert museum and saw the Alexander McQueen exhibit and loved it because it spoke to her interests and the art was so personal - it was very easy to connect with the artist and know about him and what he was thinking
- She went to the Keith Haring exhibit at the DeYoung museum and liked that you could know what the artist said about what they are trying to get across with their piece

- The Smithsonian museum had engrossing historical exhibits that make people feel like they are in that world
- Museums should look inviting or connect with their surroundings
- Having a nice cafe helps - you can make a day of it
- Listen to artists talk about their work
- Listen to enactment of paintings with sound effects

Sophia Xiao (employee at Cantor Arts Center & Stanford student)

- Sunday Family Days at Cantor
 - wish they could also do it for the Anderson (modern, different learning experience)
 - kids learn about a painting and the style and then they get to paint something
 - ages 3-12
 - implement what they learn in the studio
 - learn art at younger age, growing appreciation as they grow older
 - good # of repeat visitors
 - in a museum, you're supposed to "behave," "don't touch anything," "only look," "just stand there," "kids don't get to play or involve themselves,"
 - "inspire your own creativity"
 - focus on Sundays, when most families are free
 - wants multiple programs going on at once
 - wants more docent run tours
 - not a lot of students
- part of what makes art great is the backstory
- learning what the artist was thinking makes it easier to connect
- audio tours would be really cool
- no self guided tours

George & Julia (couple, engineers from Sunnyvale originally from Russia)

- visit Cantor together - relatively frequent visitors
 - "no matter how many times you come"
- smaller, good selection, very informative for small museum
 - seem to keep coming back to how it was small...almost a positive thing that it's more intimate
- good representation of different styles
- good flow, they like where the information is put
- come often for the whole experience, including long/pleasurely walks on the Stanford campus
 - also seeing Rodin never gets old (Cantor has largest collection of Rodin?)
 - and occasionally come for the new special collections
 - but Cantor is one stop on their visit to Stanford

- Cantor is not a destination for us, but rather an addition to visiting Stanford campus
- think there is opportunity for technology to help you get the background of an art piece
 - but not replacing art
 - could be useful to go somewhere and pull information, more info than what's on the sign
 - "it knows where you are"
- that's what's interesting about coming to the museum - hearing a back story or an interesting story and then looking at the art and seeing how it fits into the historical context
- artistic and historical significance, their place in modern society
- as much about learning about history as about the art
- Thinks cantor does a good job of providing details about the art - not just a title/artist placard.
 - But simultaneously there's only so much information that you can get from one card on the wall - which is why it's nice to go on a tour or listen to a guide because they can provide you with many more details.
- interest in art is from influence of parents, went to lots of museums as children
- Russian museums are on a much grander scale

Bob H. (85 year old former Stanford student (GSB in the 50s) - art aficionado)

- prefers staring at art for a super super long time, contemplating
- thoughts on painting change as you get deeper into the piece
- look at the things I really love and stick with it
- look for the expression of the idea
- "art makes you think."
- at any visit to a museum typically only really looks at 4-10 paintings...not too much more.
- Once he's come up with his interpretation he reads a book or looks up analysis on it and see where the gaps are in his thinking and applies that to the next painting he looks at.
- think though that it's better to enjoy the art yourself sometimes, tours make it more of a process than a one on one experience
- appreciation for Rodin, the interpretation that he's put into his art, as well as historically to his figures
- interested in the "vision of the artist towards the subject"
- it was difficult for him to make the transition from 17/18th century art into modern art at first because he totally didn't understand it
- NY Times article this past July/August? on new digital methods in museums...Whitney?

Female Art History Student (late 20s?) from Columbia Community College

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Interesting Links:

- <http://www.nytimes.com/2015/03/19/arts/artsspecial/museums-turn-to-technology-to-boost-attendance-by-millennials.html>
- <http://www.nytimes.com/2014/10/26/arts/artsspecial/the-met-and-other-museums-adapt-to-the-digital-age.html>
- <http://www.nytimes.com/2010/03/18/arts/artsspecial/18SMART.html>
- <http://www.nytimes.com/2015/03/19/arts/artsspecial/labels-digital-included-assume-new-importance-at-museums.html>
- <http://www.wsj.com/articles/everybodys-an-art-curator-1414102402>
- <http://www.theguardian.com/artanddesign/2014/mar/23/hans-ulrich-obrist-art-curator>
- <https://www.artsy.net/article/robert-rauschenberg-foundation-robert-rauschenberg-foundation-artsy-announce-winner-of>
- <http://www.nytimes.com/2015/03/07/arts/design/at-museo-del-prado-blind-visitors-can-to-ouch-masterpieces.html>
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POV's

- 1.) **We met** Cindy, an artist and museum guide in training.
We were surprised to find visitors want to participate in the process of art curation in a museum
It would be game-changing if we could allow visitors to curate their own personal collections of what interested them and what they thought went well together
- 2.) **We met** Edward, an 11 year old boy who was visiting Cantor for the first time.
We were surprised to find he liked the sculptures better than the paintings because he could touch them
It would be game-changing if we could make the museum experience more tactile so that Edward could engage with the paintings in the same way that he could engage with the sculptures
2. **We met** Hannah, a college student studying math who accompanies her photographer friend to museums
We were surprised to find Hannah liked museum exhibits that allowed her to understand the context of the art and connect with the artist and learn more about what he or she was trying to express with the piece
It would be game-changing if museums could offer far more immersive experiences that connected visitors with the artist and context. (look to the example of the Roman Bath museum).

4.) **We met** Hannah (...)

We were surprised to find Hannah liked to hear more information about each artist, and the artist's perspective on his/her own painting.

It would be game-changing if she could opt-in to further information about an artist or his/her perspective.

5.) **We met** Sophia, a Stanford undergraduate who volunteered as a student docent at Cantor Arts Center.

We were surprised to find that for young children experiencing art, parents played a very key, participatory role in getting children to appreciate the art.

It would be game-changing to facilitate a conversation around art between parents and children.

6.) **We met** Neusha (...)

We were surprised to find that Neusha believes that art museums don't necessarily effectively cater to the "instant gratification mindset" of millennials.

It would be game-changing to incorporate elements in a museum that require deeper contemplation, as well as some that immediately pique visitors' interests.

7.) **We met** Edward ...

We were surprised to find he liked taking pictures of the certain paintings that appealed to him

It would be game changing to give children like Edward autonomy and control in their experiences of art in museums by allowing them to further engage with certain works that interest them.

8.) **We met** George and Julia, a couple who visit museums for fun

We were surprised to find that hearing the back story, historical context, or an interesting anecdote regarding a work of art often made them more interested in the art piece

It would be game changing to provide these stories for all items in the museum at the viewer's fingertips so that they are not limited to tour times or art pieces with particularly descriptive placards.

9.) **We met** Sophia...

We were surprised to find there are no self-guided tour options at the Cantor museum

It would be game changing to provide a way for visitors to get the structured knowledge a tour conveys while also having the freedom to make their way through the museum in their own way

10.) **We met** Bob, an elderly art aficionado

We were surprised to find that he found the transition into appreciating modern art difficult

It would be game changing to help people understand why a particular art piece is so good even if it may be different than what you're used to.