

Making an Approachable Museum

PLEASE
DON'T
TOUCH
THE
ART

PROBLEM

Art museums have fostered a one-way relationship with their visitors, entrenching barriers which make it difficult for them to engage with their communities.

SOLUTION

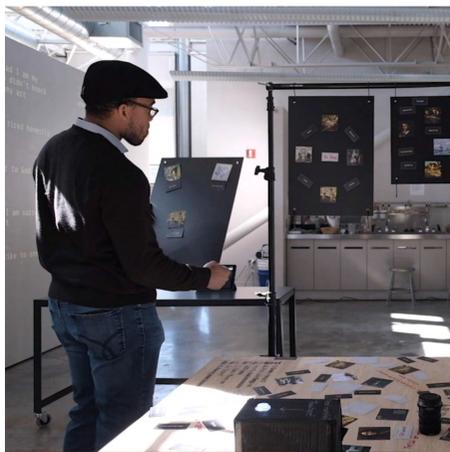
Using visitor and human centered design, we developed touchpoints that open a two-way dialogue between Frye Art Museum and the community.

MUSEUM TOUCHPOINTS



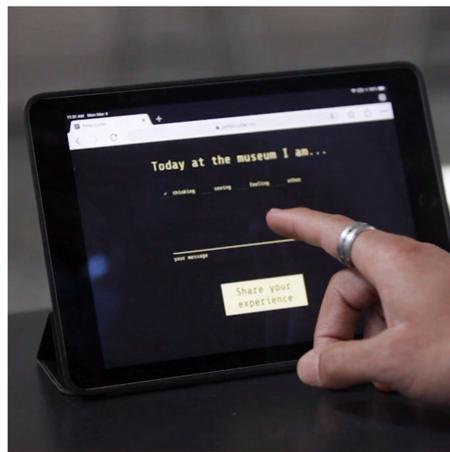
01 CREATE YOUR OWN COLLAGE

Visitors can use mini replicas of paintings from the Frye salon, words, and blank tiles to create a collage.



02 SHARE YOUR OWN CREATION

Each collage creator has the option to hang their creation on a visitor display for the community to see.



03 THINK. SEE. FEEL.

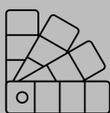
Allows for a visitor to add their voice to the communities by sharing what they thought, saw, or felt.



04 COMMUNITY VOICE

A projection is visible showcasing the different perspectives shared by visitors to provoke new thoughts and emotions.

RESEARCH TAKEAWAYS



CHOOSE YOUR OWN ADVENTURE

Participants crave the ability to choose their own adventure. Each person has a different motivation for their art museum visit.



NO ONE TECHNOLOGY

Different mediums elicit distinct responses from individuals; a mixture of experiences caters to a diverse set of visitors.



PHYSICALITY

Participants were receptive to the contrast introduced through physical interactions with our touchpoints in an art museum context.