Making an Approachable Museum

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

CREATE YOUR OWN COLLAGE 01
Visitors can use mini replicas of paintings from the Frye salon, words, and blank tiles to create a collage.

SHARE YOUR OWN CREATION 02
Each collage creator has the option to hang their creation on a visitor display for the community to see.

THINK. SEE. FEEL. 03
Allows for a visitor to add their voice to the communities by sharing what they thought, saw, or felt.

COMMUNITY VOICE 04
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.

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