

Project Description

Brief project title: Visit an Art Exhibit

Who are the target users?

- Artist
- Art Enthusiast
- Collector
- Art Philanthropist
- Curator
- Newcomer to the studio scene
- Tourists
- Social-event seekers
- Potential clients/employers

Description:

While artists enjoy making art for art's sake, they also need to make a living. Artists also require constructive criticism and opportunities to talk about their choices and the "why" behind their work. A combination of studio visits, exhibitions, and an internet presence is typically how most contemporary artists achieve this. Studio visits, a prominent part of an artists practice, is where one will open their studio to visitors [other artists, collectors, gallerists] and allow for feedback and sales negotiations.

Questions:

1. When was the last time you visited an art exhibit?
2. What type of art exhibit was it?
3. What was that experience like?
4. Were you with anyone?
5. Did you talk about the exhibit? If so, what aspects did you discuss?
6. How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?)

General Subject Information/Methodology:

Subject Information - Artist (Jasmine's interviewee)

I've known this subject for 8 years, and have gone to a few of his exhibits. He will have a film showcased in an upcoming film festival. Also, he is aware of the gallery curation experience, but is not a curator. He goes to enough events per year (10-20+) to have compelling insights.

Name: Taylor

Age: 24

Occupation: Public Health Researcher / Animator

Gender: Male

User type: Artist, Patron

Other information: Taylor goes to events at Access Living in Chicago, taking into account the manner in which variously abled people encounter the world.

Questions:

When was the last time you visited an art exhibit?

In March, Taylor visited a museum exhibition. In January or February, he visited a studio exhibit.

What type of art exhibit was it?

The museum exhibit was a mixed media. Curated exhibit of a lot of different international artists. Not specific location or medium. It was around the theme of youth, specifically from the 70s until now. It had thematic and temporal theme/focus.

What was the experience like?

He already knows the layout of the museum. Knows where the main exhibit and which mediums are on which floors. He went to the first floor that had the exhibit that he came to see. Then he went to the other floors based on interested and based on knowing what they had. On the first floor, he entered, and then got a view of the first exhibitions of the main floor. He then went straight. There's usually a big printed description and other decorations of the walls of the main exhibit that let visitors know what it is on the outside. He doesn't remember the studio trip that well.

He does however, remember the last studio trip he went to where he got to interact with an artist. In December, he thinks. There were open studios at the School of the Art Institute of Chicago. He spoke with two artists. One artist did multimedia, mostly 3D and flat. 3D painting with other things mixed in and sculptures. He spoke to an artist about the things he was interested in, colors and interesting chemical interactions. The theme itself was very interesting. The artist (male) worked with identity and political themes. Techniques to recall antebellum south and food. The other artist, she, started talking to him. She did water color and pastels. It was kind of weird. He looked at one of the pieces very closely. The artist started talking to him and another patron, thinking we were there together. He isn't sure if he would've talked as long if she hadn't initiated the conversation. Once they began talking, he was interested to hear her process. The first artist, he wanted to talk to because he was very interested. For the second artist, he wouldn't have waited. She initiated, and he stuck around more than he would've otherwise.

Were you with anyone?

For the museum trip, he went with one friend. For the studio trip in February that he can't remember well, he went with two friends. For the open studio event at School of the Art Institute of Chicago, he went with one friend.

Did you talk about the exhibit?

If so, what aspects did you discuss? In the museum, the first wall he saw was very colorful from the paintings and the exhibits. loud room. big photos, paintings, holograms. In the second room, there was mixed media stuff. There were sculptures too. The big photos were very memorable. Big photos had people in them. Many different styles and focuses. They were of people which made them easier to remember. People of different ages and different settings, mostly....everyday scenes. All portraits. The hologram was a portrait of the artist dressing herself up of someone else. A lot of the paintings were not portraits and there were sculptures that were pop arty, made with beer cans. Mixed media and the paintings weren't portraits. They were instead, items, buildings, places or more abstracts.

For the December studio visit to the School of the Art Institute of Chicago, he was able to speak with the artists directly about their method and work.

How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?). Frequent visitor/patron

Subject Information - Visitor/Patron (Jasmine's interviewee)

This subject is also a friend of mine, new to the art scene and full of questions. I've accompanied her on one gallery visit.

Name: Piper

Age: 24

Occupation: Android Developer

Gender: Female

User type: Young Person looking for night on town/newcomer to the scene

Other information: Piper works for a company that has strict style guidelines, and she was taught on the job how to develop android products from scratch. Her boyfriend recently began working the comedy scene, and this new set of experiences may influence how she interprets her gallery experiences vs comedy club visits.

Questions:

When was the last time you visited an art exhibit?

In February

What type of art exhibit was it?

A studio exhibition in a building on the west side of the city.

What was that experience like?

It was a tight space, rectangular. Entered from one corner of the rectangle. To the left, was the short side of the rectangle. Once piece of art was on that side. The art wrapped around the room up until the other short side of the rectangle. There was then the restroom and the bar. And maybe one piece between the door and the bar. There were wine and crackers. This made the atmosphere more relaxed, more casual hanging out kind of time rather than "we are here to look at art and this is very serious". Museums seem very serious. For the last place she went to, she felt very bored. It felt very unapproachable. The artist himself also felt very unapproachable. He spent less time trying to talk to people and just stayed around one group. She didn't think that was conducive, but maybe he thought they'd be buying. It may not have made other people feel good. It's hard to be encouraged to buy when the artist isn't selling his product. It's more about the experience rather than the content of the art.

Were you with anyone?

Piper was with me (Jasmine) and one other friend.

Did you talk about the exhibit? If so, what aspects did you discuss?

Piper and her two friends discussed the age of bright colors in the artwork. Staff members were walking around asking patrons what they thought of the art. Piper engaged them and gave her vantage point but also wondered what the artists' intention was. She wanted to discuss with the artist, but he was very busy, and she didn't feel he was approachable.

How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?) First time visitor. She's never bought a piece from a gallery. Too expensive and hasn't liked anything that much.

Subject Information - (Ashvi's interviewee)

Name: Hannah Alzugaray

Age: 25

Occupation: Gardener

Gender: Female

User Type: Patron; Artist

Other Information:

Questions:

Rationale for interviewing:

To help better build the virtual studio application experience and gain insight.

When was the last time you visited an art exhibit?

A year ago

What type of art exhibit was it?

All types of art

What was that experience like?

It was very pleasant, she enjoyed looking at the different 3D paintings and sculptures. Hannah mentioned some type of maze that caught her eye and she enjoyed the physical experience of walking through it, she described it as an adventure.

Were you with anyone?

Yes, Hannah was on a date.

How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?)

She was a first-time patron that went an hour and half before closing time.

Brief Profile:

Hannah lives in Denver, Colorado. She graduated with an agriculture degree at Illinois State University and was born and raised in Spring Field, IL. She is a musician and an artist, has been ever since she was a little girl. Currently Hannah works as a gardener and is trying to gain experience so that she can eventually work with people and use gardening as a therapeutic tool.

Subject Information - (Ashvi's interviewee)

Name: Shiv Patel

Age: 16

Occupation: Student

Gender: Male

User Type: First time patron

Other Information:

Questions:

Rationale for interviewing:

To help better build the virtual studio application experience and gain insight.

When was the last time you visited an art exhibit?

8 years ago

What type of art exhibit was it?

Historical Art

What was that experience like?

He did not remember too much considering it was a very long time ago but he did say that he enjoys physically seeing the artifacts. The colors were more vivid and the entire experience was different because he could see all the details in person. He mentioned that it was better seeing the artwork first hand rather than listening to his teachers talk about it.

Were you with anyone?

Yes, Shiv was with his class for school.

How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?)

First time patron that had to go for a school field trip.

Brief Profile:

Shiv lives in Elk Grove Village, IL. He is currently a junior in High-School and my younger brother. Shiv is an athlete who enjoys playing basketball and football. He has only been to one art exhibit for a school field trip and he had a pleasant experience. He quoted, "any kind of field trip is better than class."

Subject Information - (Kyle's interviewee)

Name: Kaylynn

Age: 25

Occupation: Chipotle Manager & Artist

Gender: Female

User type: Artist

Other information: Finishing up her undergrad in Fine Arts, Kaylynn's most recent interaction in a gallery was her own solo show closing reception. She is a painter whom makes work that talks about her relationship with her fiancé and the psychological struggles between conflicting personality types.

Rationale for Interviewing: Gaining insights into the type of users that may use an interactive experience for art.

Questions:

- 1. When was the last time you visited an art exhibit?** April 20, 2017.
- 2. What type of art exhibit was it?** Figurative realistic painting – thesis show.
- 3. What was that experience like?** Scary, since it was my first solo show.
- 4. Were you with anyone?** Had about 15 guests.
- 5. Did you talk about the exhibit?** If so, what aspects did you discuss? We talked about the paintings and the artist statement. The psychological aspects were discussed a lot.

6. How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?) I've been to the gallery numerous times and shown there twice before, so artist.

Subject Information - (Kyle's interviewee)

Name: Eva

Age: 24

Occupation: Student

Gender: Female

User type: Appreciator and viewer.

Other information: Eva has lived in Chicago her whole life, so the Art Institute isn't a hugely "special" thing for her to do. She doesn't frequent galleries or artist talks.

Rationale for Interviewing: With her not being a person who attends many public events, I feel Eva would be an excellent candidate for online interaction with this kind of interactive experience.

Questions:

- 1. When was the last time you visited an art exhibit?** -about a year or so ago
- 2. What type of art exhibit was it?** -art institute of Chicago, so an art museum?
- 3. What was that experience like?** -i've been there many times before, so it was nice, but not anything really novel. I just looked through some of the exhibits.
- 4. Were you with anyone?** Yes.
- 5. Did you talk about the exhibit?** If so, what aspects did you discuss? I talked to the person I was with about the art that was in the museum if we encountered anything we found really interesting or inspiring.
- 6. How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?)** Visitor, but not first time? Many time visitor?

Laurie's Interviewee

Name: Jasen

Age: 46

Occupation: Furniture Designer

Gender: Male

User type: Patron, Collector

Other information: Jasen lives in the Palm Springs, CA area and is active in the community and volunteers on many green initiatives to preserve the architecture of that region.

Rationale for Interviewing: Although Jasen is not technically an artist, as a designer he is close to the art world.

Questions:

When was the last time you visited an art exhibit?

Jasen frequents galleries and shows in his area and tries to go at least once or twice a month. The last show he viewed was about a month ago.

What type of art exhibit was it?

The show featured Christopher Sousa at the Woodman/Shimko Gallery in Palm Springs, CA. The gallery is fairly new opening in 2013 and features local artists. The work on display was mostly paintings.

What was that experience like?

Jasen attended the reception and was intrigued by the work, describing Christopher's paintings of the human figure as 'very insightful'. The gallery itself is contemporary and the exhibit space was inviting and comfortable. Jasen was at the event for a few hours.

Were you with anyone?

For this particular show Jasen went alone, but typically goes with a small group of friends who are art enthusiasts. They call their small group, 'show stoppers'.

Did you talk about the exhibit? If so, what aspects did you discuss?

Jasen described a buzz at the reception and he struck up conversations with a few of the patrons at the show. The feedback he heard on the work was very positive. He did not get a chance to speak with the artist directly with only a meet, greet and handshake.

How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?)

First a patron, second a collector. A collector if there is a piece he just cannot do without and will purchase if the price is in his within his budget.

Laurie's Interviewee

Name: Susan

Age: 33

Occupation: Manager

Gender: Female

User type: Patron

Other information: Susan lives in the Chicago suburbs and commutes to the city for work. She is a single mom of two children.

Rationale for Interviewing: Susan represents a group who presumably would not visit an art exhibit often, so exploring her reasoning for not visiting could be insightful.

Questions:

When was the last time you visited an art exhibit?

Two months ago, in late February.

What type of art exhibit was it?

The Architecture Foundation has a model of the city of Chicago set up in the lobby of the Santa Fe building. Also on display in a circle around the model were huge photos of winning entries from the Chicago Architectural Club competition. The exhibit is open to the public all day.

What was that experience like?

Susan explained that it is difficult to go to an art museum or gallery with two young children but this exhibit proved to provide interest for adults and children. Her children were intrigued by the model. The space was roomy and allowed visitors to walk all around the model and study the winning entries. They mingled around the exhibit for about an hour.

Were you with anyone?

Susan was downtown with her children and her older sister.

Did you talk about the exhibit? If so, what aspects did you discuss?

The children enjoyed the model and pointed out the places they had been in the city and wanted their picture with the model. She and her sister discussed which architecture entry they liked best.

How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?)

First time visitor.

Observations, Insights, and Insight Clusters

Stormboard link: <https://stormboard.com/invite/449776/locate21>

Stormboard ID: 449776

Stormboard Key: locate21

Observations

Insights Gained from Interviewees:

- When asked about their last experience in a exhibit, some interviewees had a hard time reminiscing. It had been several months since they experienced a studio, gallery or museum. We used probing questions to trigger interviewees' memories.
- Interviewees related their experiences to dominant emotions felt during the exhibit.
- Interviewees who were given a sheet/questionnaire responded in less words than those who were vocally interviewed.
- Male or female does not reflect a vivid difference.
- Exhibitions are vivid experiences. On the other hand, exhibitions can elicit neutral experiences and boredom without adequate stimulation or interaction with the artist.

Insight Clusters :

Patron vs. Artist vs. Collector

- **Overlapping**
 - Patron & Artist both have some skepticism regarding feedback (guestbooks, surveys, etc.) and if it ever gets read
 - All like interacting with the artist and know the "why" behind the art.
- **Differences**
 - One patron felt alienated because the artist in the studio did not interact with everyone. She suspected he spoke to people who intended to buy.
 - The collector was the only interviewee who went to the gallery alone and sometimes buys art.
 - One artist commented that studios can be very intimate due to increased artist interaction.
 - One patron felt that the layout of the exhibit can either put the art pieces at the forefront or cause the user to notice inconveniences (cramped spaces, etc.)

Process Retrospective:

It is much harder to take notes during an interview when you are trying to have a conversation. When recalling the interview we had trouble remembering everything the person said but were able to recall the most important aspects.

Team Member Contributions: We all did equal parts in this document, everyone submitted everything they said they would.

Team Member Name	Specific Contributions
Ashvi	Made conference calls, asked for in-class feedback, and responded to messages/attended meetings, edits
Jasmine	Started Google Doc, made preliminary conference call, final doc consolidation, edit

Kyle	Configured Stromboard & Trello (but Trello isn't configured yet, still trying to integrate with Slack. What a headache...)
Laurie	Created Slack Channel, Started Protocol Section, edits

Appendix

[Include a complete blank copy of the contextual inquiry protocol here.]

Contextual Inquiry Protocol

Screener. Do you enjoy viewing art? Do you visit Art Exhibits? How frequently do you visit?

Inquiry Protocol/Guide

Intro/ Informed Consent	<p>My name is <your name>. Thank you for meeting with me today. I'm working on research regarding visits to Art Exhibits. Particularly your experience at the exhibit and how you might interact with the artist if available. I would like to know more about how you choose an exhibit to visit.</p> <p>There are no right or wrong ways to carry out an activity, or right or wrong answers to my questions; I just want to watch what you do and hear what you have to say. As you perform the activity, your actions and comments will be noted and you will be asked to describe what you are doing. You may be asked questions before, during, or after performing the activity. This meeting should last about 30 to 45 minutes.</p> <p>This activity is voluntary. You have the right not to demonstrate any activity or answer any question, and to stop the inquiry at any time or for any reason. Your actions and responses will be confidential and used only in connection with this class assignment. Only your first name will be used to identify you. If you wish, you can use a pseudonym rather than your real name.</p> <p>Is it OK for me to begin with my requests and questions?</p>
Warm-up and build rapport	<p>I'm interested in what type of art you prefer. Is there a specific type of venue you prefer to view artwork?</p> <p>Do you have a favorite type of exhibit?</p>

General Inquiry	<ol style="list-style-type: none">1. When was the last time you visited an art exhibit?2. What type of art exhibit was it?3. What was that experience like?4. Were you with anyone?5. Did you talk about the exhibit? If so, what aspects did you discuss?6. How would you describe your relationship to that gallery? (Patron, first time visitor, artist, collector, etc?)
Deep focus	<p>Did you find it hard to start a conversation with the artist?</p> <p>Was it open conversation? Did you offer feedback? Did the artist ask for feedback?</p>
Retrospective	<p>What one thing would enhance your visit to and exhibit?</p> <p>Is there anything else about your art exhibit visit you would like with me?</p>
Wrap-Up	<p>That concludes the activity. Thank you for your time and for meeting with me.</p>