

Extra Credit Observation
HCDE 318
Group EMP

*Date: January 26, 2019
Time: 12:30 - 2:00
Site: Seattle Art Museum*

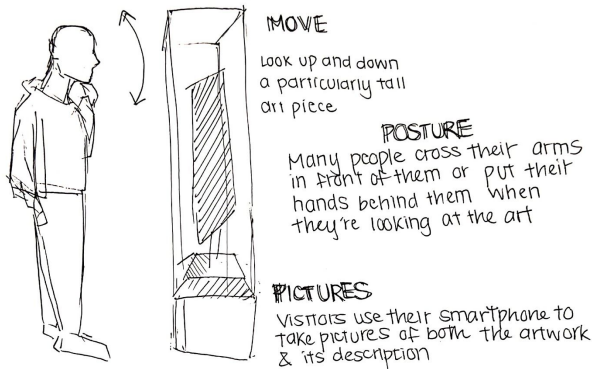
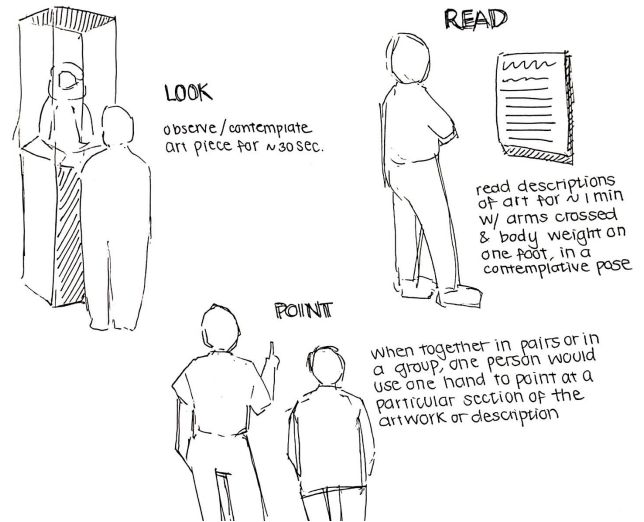
As a group, we scheduled a visit to the Seattle Art Museum on January 26th. We took the light rail, brought our notebooks, and spent about 1.5 hours at the museum. We chose to conduct Fly-On-the-Wall Observations on the 3rd floor of the museum in the American, Chinese, Japanese & Korean, Australian, Native American, and Modern/Contemporary Art exhibits.

Takeaways

- Visitors read info plaques more for artwork rather than artifacts (like Native American Art)
- Many people meander through the exhibit without stopping
- People are unlikely to watch full videos
- More likely to sit and watch videos if they start from the beginning of the video
- There were new stickers near new exhibits
- Few pieces had low/no vision written on their plaques for people using the app
- Ask me volunteers were helpful
- People took pictures of art and rarely took pictures of descriptions
- For the most part, visitors follow the path made for them throughout the exhibits
- Visitors in groups often talk or discuss art to one another
- Groups often split to look at different pieces but remain in the same space and travel from one exhibit to another together
- Visitors often observed art pieces for about 30 sec but if they read the description, it would be around 1 minute.
- While observing art, visitors cross their arms, lean on one foot, and tilt their head.
- When people were in groups, they would often whisper to one another and point at the artwork

Documentation of Process

Alli Hishikawa's Observations



COMMUNICATION

visitors talking to each other whisper quietly & lean into each other when looking at the artwork

- Two ladies discuss a painting of Mt. Rainier, trying to determine which side of the mountain the painting is depicting
- little girl observing 'Puget Sound on the Pacific Coast' "They made it calm & peaceful but the inside is a storm"

SAM Ambassador

- training → "bottoms so ppl will approach us"
- When somebody is looking @ something I'll give a snippet of info.
- look @ their body lang. to see if they want to talk or be left alone
- try to tell ppl how to go through the gallery
- people are confused sometimes b/c they think they're on the 2nd floor
- if out of time, want to tell ppl what's exclusive to SAM
- Italian, porcelain room you won't see in other places
- exhibit on body language
- trained on body language
- engaging w/ art visitors, training regarding engaging inclusion

Jody

Website

- ↳ see community engagement
- ↳ schools come
- ↳ hands-on classes
- ↳ olympic sculpture park
- ↳ engage ppl of all ages

- decent class → always in training → 2+ yr extensive training
- tours throughout museum
 - ↳ show docents how to perceive 2D artwork from another angle
- artwork was like the 50 inch TV of the day → imagined art & discussion

Annie Xia's Observations

1

Where: SAM - 3rd Floor

When: Sat Jan 26th 12:37 PM

- Standing while reaching about sculpture of chair while periodically looking around at other parts of the art
- Walks to display case of silver pots and goblets
- Stares at each piece while glancing at info blurb
- Walks to another display case across the room to look at a boat sculpture
- Walks out main opening of gallery
- Gesturing with one hand while swinging hat with other.
- Walking with a man
- Goes up to large painting of a man
- Leans in close to other guy while talking to him
- Walking slowly while talking to man and twirling hat
- Exits out main entrance and immediately moves to a different painting
- Glances at it for a few seconds before continuing to walk around gallery
- Stands near paintings makes comments to

2

two other people

- Moves to another painting
- Talks about the artist
- Reads information on side of art piece
- Turns around to look at display case with boat
- Looks at painting while party walks away
- See's other girls walking away and quickly follows
- Walks into new exhibit on Asian art
- Stares at display cases of artifacts and pottery
- Party walks slowly and looks at different things while staying as a unit
- Reads information on tea ceremony outland to other ladies
- Other girl takes out phone to take pictures of artifacts in display case (younger)
- Talks about art while other girl takes pictures of her with art
- Walks slowly rarely pauses for a long time
- Talks about a sculpture and its context to friends
- Japanese history exhibit (Asian Art)
- Stands and watches video play on the ground of the exhibit with photos of different culture
- Music plays from video

3

- Enters next exhibit - Australian art (Wolpiri people)
- Points at painting and says "Oh, this is beautiful!"
- Painting is of white dots on black canvas



- Enters exhibit on native American art
- Takes a seat on a bench to observe art around her
- Younger girl is hunched over not looking at the art
- Stands up and walks up to sculpture to read into blurb - exclaims to other girls that it's a "forest dish" and proclaims to tell others about what she's read
- Other girls are seated still while she walks to new display case
- Stands and stares for a few seconds before

4

walking back to bench

- Party all walks out the entrance they came from

Nachelm Family Foundation Reading Area

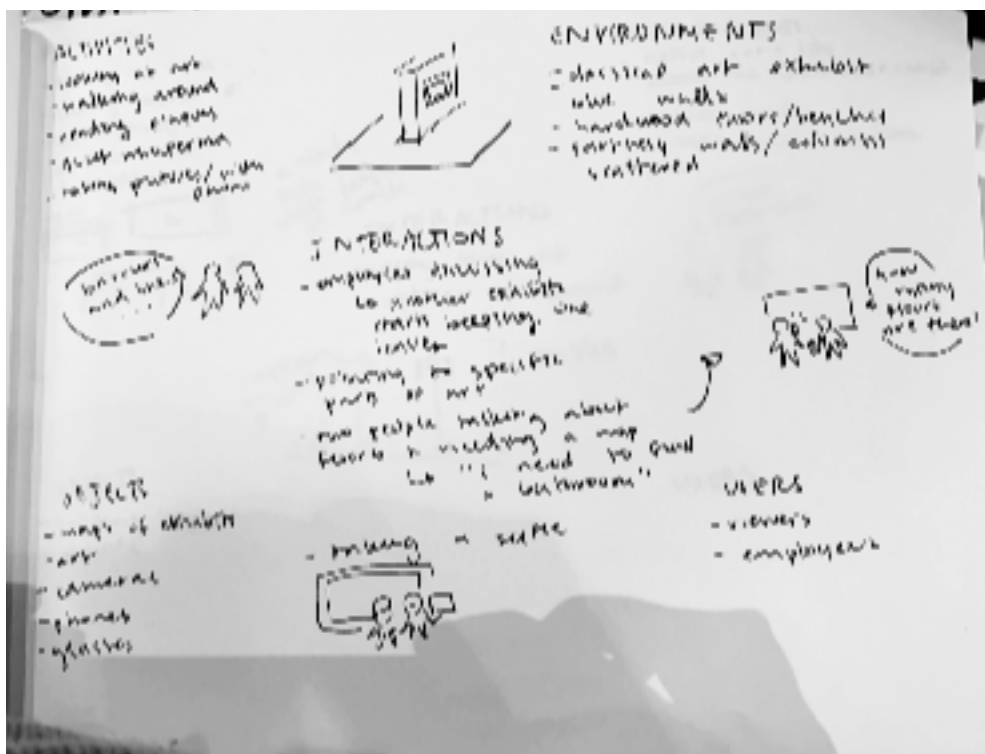
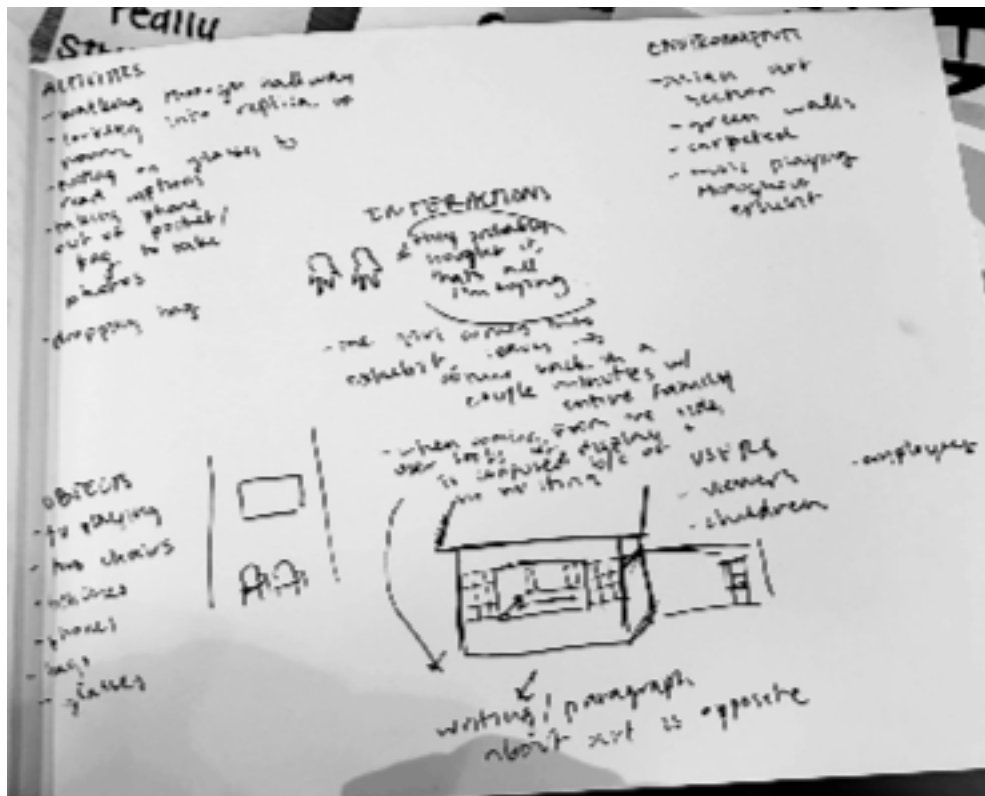


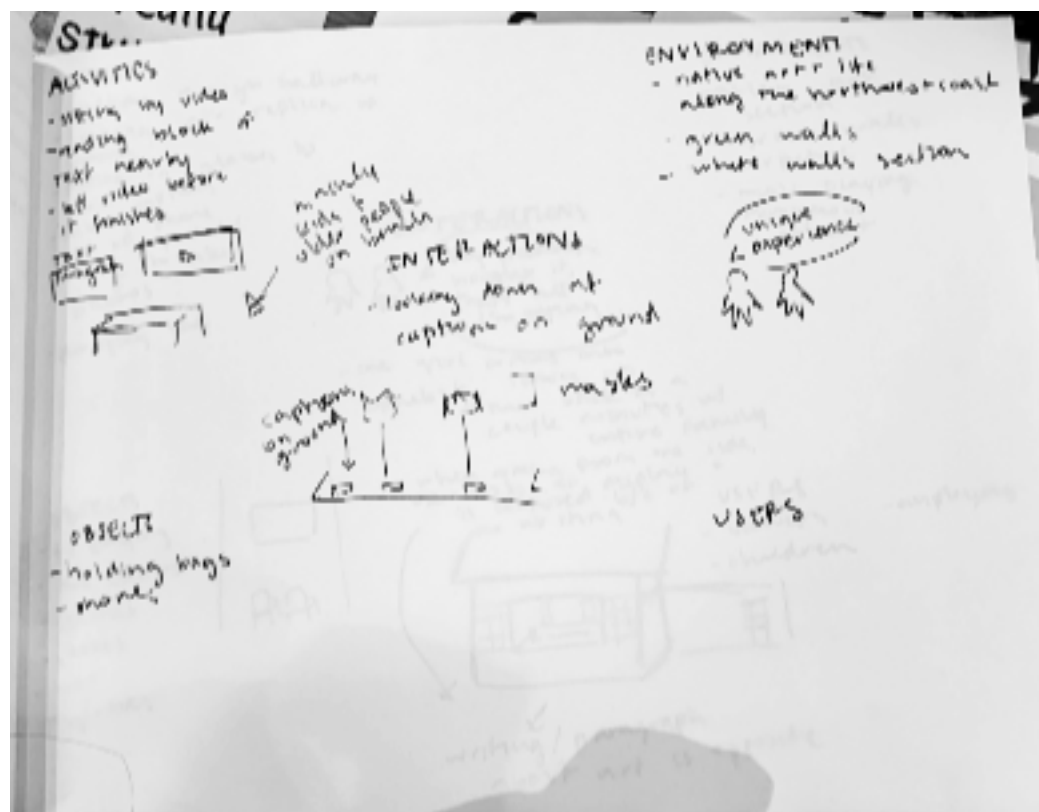
- Stares at painting and points and gestures while talking to friends
- Looks at sculpture for a few seconds
- Stands with others to talk
- Younger girl drinks from drinking fountain before entire party walks back into same exhibit and through the entrance to the next one



— the path I followed them on

Vishaka Nirmal's Observations





Alex's Observations

SAM Art observations

- People seem to be talking about interpretations, not related to info plaque
 - 3133, 3134
- Quiet exchanges
- Posturing for angle for smartphone photo
- Many pairs
- Videorecording of painting → to highlight elements?
- Many don't stop at each exhibit
- Interactive short video display w/ paper pamphlet - 3138
- With physical/historical exhibits, descriptions are rarely read
 - Actual artifact is much more popular
- No set path through the museum
- Keep a SAM map as an artifact!
- Videos are rarely viewed in full
- Individuals more inclined to watch if just starting
 - No idea how far it is
- Overwater, people of the salish sea
- General age range: adult (older), families, couples
- 'New' sticker, 3144
- Low/No vision only on some 3145
- Reading descriptions "seems" to be an individual task, w/ sharing of what they read
- Wait but then someone else is sharing
- Photos are rare
- Ask Mr person coming up to clusters
- There is a plan even though it doesn't seem like it
- Smartphone app
 - Tools for ambassadors
- ~~They discuss~~
- Training so ppl will approach them
- Reading body language
- Accommodates larger visits (20+)
- Docents class? Looking at photos through a paper frame
- Seems to be more people taking pics of modern art
- Video prohibition
- Ppl largely take photos of art, not captions

Documentation of Conducting Observations



Pictured: Vishaka and Annie

PC: Alex



Pictured: Annie, Alli, and Vishaka

PC: Alex



Pictured: Alli PC: Alex



Pictured: Annie, Alli, and Vishaka

PC: Alex



Pictured: Alex

PC: Vishaka