

# Research on Three Art Museums' Strategies for Collaborative, Interactive Gallery Interpretation and Implications for The Ringling

- Introduction: I proposed a two-part research and evaluation project for Summer 2015 – a museum-based visitor study at The Ringling, where our **Museum Education & Visitor-Centered Exhibitions** program offers Fall semester coursework/internships. The visitor study focused on family and repeat-visitor experiences and preferences for engaging with the European permanent collection of the Art Museum, which **will** soon undergo a reinstallation. To complement the visitor study, I conducted case study observations at European art museums in United Kingdom, Netherlands, and Denmark that are known for visitor-centered exhibitions and permanent collection installation strategies.

## • Research Questions:

1. How do families experience The Ringling Museum of Art?
2. What kinds of interpretation strategies would families like to engage with in The Ringling Museum of Art? What interpretation strategies entice repeat visitors in general?
3. How does a European art museum team work together to create visitor-centered, interactive experiences during interpretive planning? What challenges do they experience?

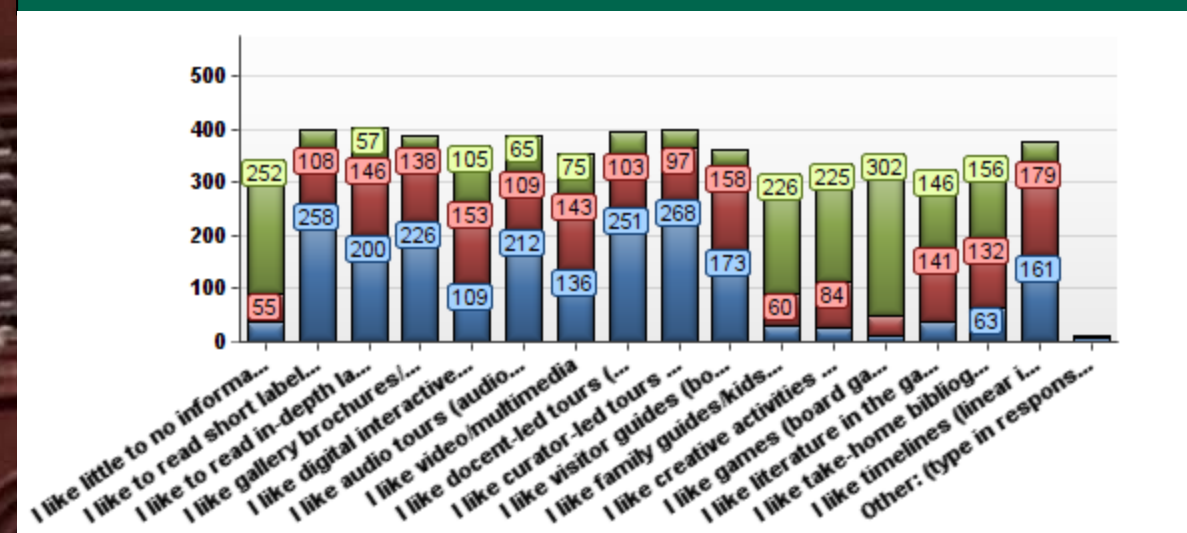
### Supplemental Questions:

1. What European practices make sense for The Ringling and other U.S. art museums to include during interpretation planning?
2. How are European practices similar and different from U.S. art museum teams engaged in visitor-centered, interactive interpretation planning?

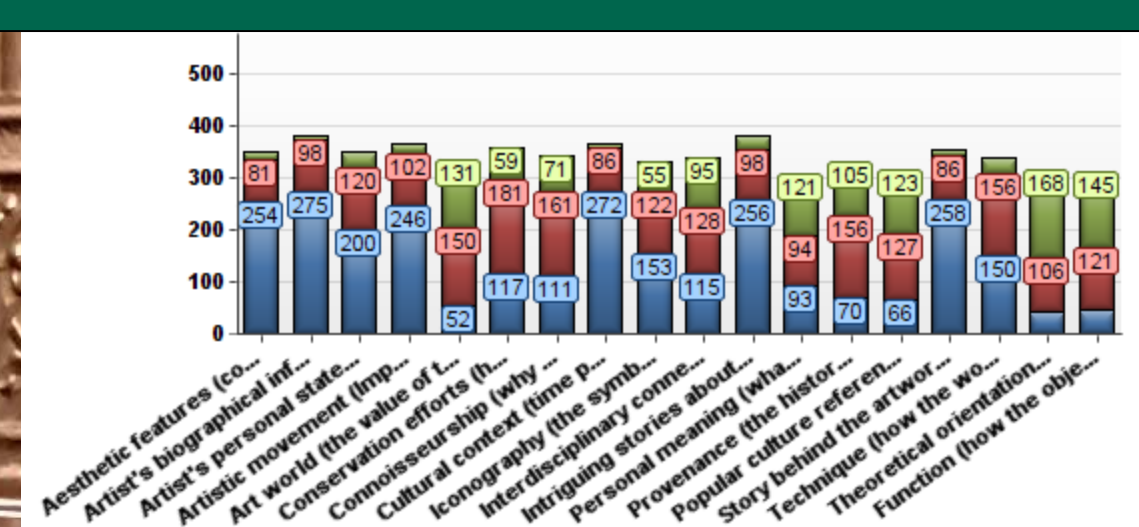
- Methods/Data Collection: Museum Staff Interviews, Parent/Guardian Museum Visitor Interviews, Gallery Observations, Repeat Visitor Survey (Member Survey)
- A summary of your results: Families are looking for hands-on activities in the galleries with child-friendly interpretation. Repeat visitors (survey) reflect the demographics of Sarasota – older adults – who may be less likely to advocate for family-friendly interpretation. When observing galleries in European Museums, all age groups benefited from interpretive strategies, lo-tech to hi-tech.

How do you most like to interact with art when you visit the Museum of Art Galleries?

(Blue=Most Like; Red=Somewhat Like; Green: Least Like)



What features of artwork do you most like to learn about?



In addition to presenting findings to The Ringling, components of this research will be featured in my upcoming co-edited book, *Visitor-Centered Exhibitions and Edu-Curation in Art Museums*, with Pat Villeneuve.

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