



MINNEAPOLIS INSTITUTE OF ARTS

The Art Shows Through

During the 10 minutes on average visitors spent in the African Galleries, they were unequivocally positive about what they saw and their most memorable items were the art objects themselves. They used sophisticated and nuanced vocabulary to describe the exhibition, words like 'Fascinating', 'Dynamic', 'Timeless', 'Authentic', and 'Spacious'. A surprising number of visitors commented on the organization and design of the exhibits.

iPads and Map Had Long Stay Times

Approximately 30% of the visitors used at least one iPad while in the exhibit; 40% of the visitors used the Interactive Map. While the technology was not the most mentioned aspect of the exhibit, those that stopped to use the technology spent a significant amount of time there, up to 5 minutes on average with the iPads. The Map and the iPads had some of the longest stop times in the exhibit, ranging from 4 to 6 minutes on average. People who used the Map, the iPads, or both spent more time in the exhibit than those that did not use the technology.

Technology Users Stayed in the Exhibit Longer

Technology use did not "use up" time that could be spent on the art, instead visitors extended their stay to use the technology. Average stay time for those that did not use technology was 7 minutes and 40 seconds. For those that used some form of technology, the stay time was 11 minutes and 55 seconds. Ironically, one comment from a visitor who chose not to use the technology was that they wanted to "slow down". Instead, visitors who used the technology spent longer in the exhibition.

Technology Neutral

The visitors were noncommittal about the use of technology in the galleries. Those that did find them easy to use and the content interesting and useful, though they wouldn't necessarily be more likely to go to another MIA gallery just because similar technology was available. They were not opposed the technology in the galleries, and for the most part do not believe it is a distraction from the art. Technology in the galleries served neither as a driver nor a distractor, but a lens through which they could gain insight about the art.

African Galleries Reinstall: TDX Evaluation



Synthesis:

- MIA visitors will use technology in the galleries for interpretation and context of the art. They will spend a significant amount of time with the technology, and they will discuss and read aloud as they do so. Their primary focus remains the art and learning more about it.
- The strong use of technology does not detract from visitor focus on the art. It seems despite the visitors ambivalence about the technology, in the end the technology was transparent, allowing them to focus on the collections and their context. When visitors were leaving the gallery, the descriptions of their visit and highlights were almost exclusively about the art.
- Technology users within the galleries are more likely to stay longer. If MIA is interesting in increasing stay time, further introduction of iPad benches might be useful.
- MIA visitors aren't against having technology in the galleries, nor are they early adopters and advocates for the use of the technology for interpretation. Further incorporating iPads will not necessarily bring visitors to new galleries.