



# THE HIGH MUSEUM OF ART ART LAB

Evaluation Study  
December 8, 2016



**HIGH**

HIGH MUSEUM OF ART **ATLANTA**

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# BACKGROUND & CONTEXT

# Purpose of the Study

- Experiment with and test activities and concepts for the upcoming Greene Family Learning Gallery reinstallation
- Learn from family visitors about what they would like to experience in a new family gallery

# New Learning Gallery Goals

Families will...

- feel the space has a welcoming design
- feel the High is the place for them
- see that that the High is a place where a child can be a kid
- feel the High is a place for interactive family fun
- feel empowered to visit the High with their children
- be motivated to return often
- experience a sense of discovery and curiosity
- join in creative, imaginative play
- make memories together and bond as a family



# EVALUATION DESIGN

# Evaluation Focus

Learn more about...

1. Families' **motivations** for visiting the High Museum of Art and its family learning gallery
2. Families' **perceptions of the activities** and concepts on view in the Summer Idea Lab
3. Families' **needs / wants for a NEW family gallery** at the High Museum of Art

# Methods

A mixed-method design was used, including:

1. Visitor response prompts
2. Combined in-depth interview and written questionnaire for individual activities
3. Card sorting activity, interview, and written questionnaire



# Data Collection

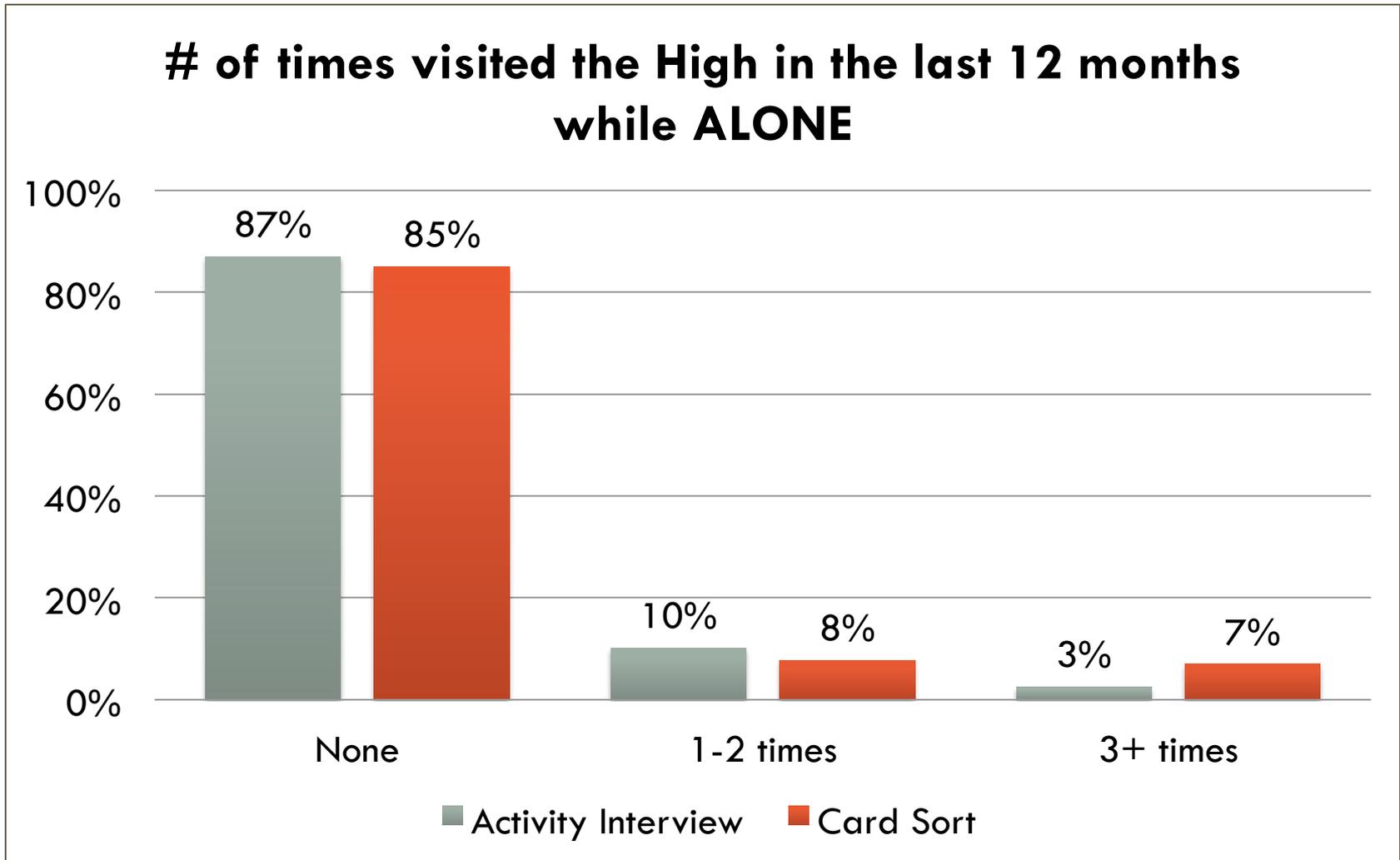
- High Museum staff, trained by Audience Focus evaluators, collected all of the data for this study
- Data were collected on the weekdays and weekends between June and September, 2016

	Activity Interviews (n=118)	Card Sort Interviews (n=52)
Weekday	37%	73%
Weekend	63%	27%

# Sample

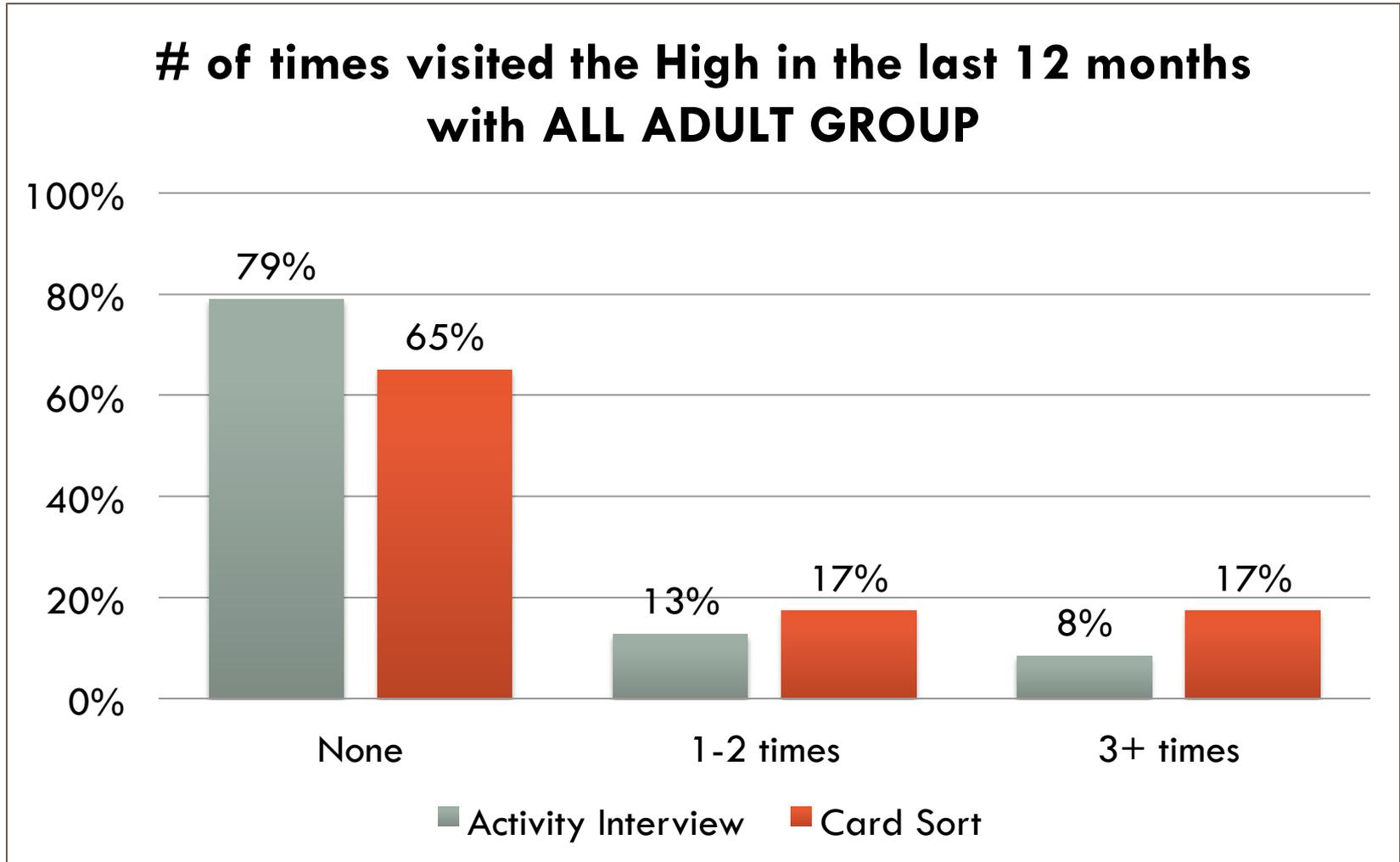
- 1. 973** Visitor response prompts were collected
  - 393 responses to *If I could design a new family learning gallery it would definitely have...*
  - 368 responses to *I bring my family to the High Museum of Art because...*
  - 212 responses to *The greatest challenge I face when talking about art with my family is...*
- 2. 118** Combined in-depth interview and written questionnaire for individual activities
- 3. 52** Card sorting activities, interview, and written questionnaires

# Sample – Prior Visitation to the High



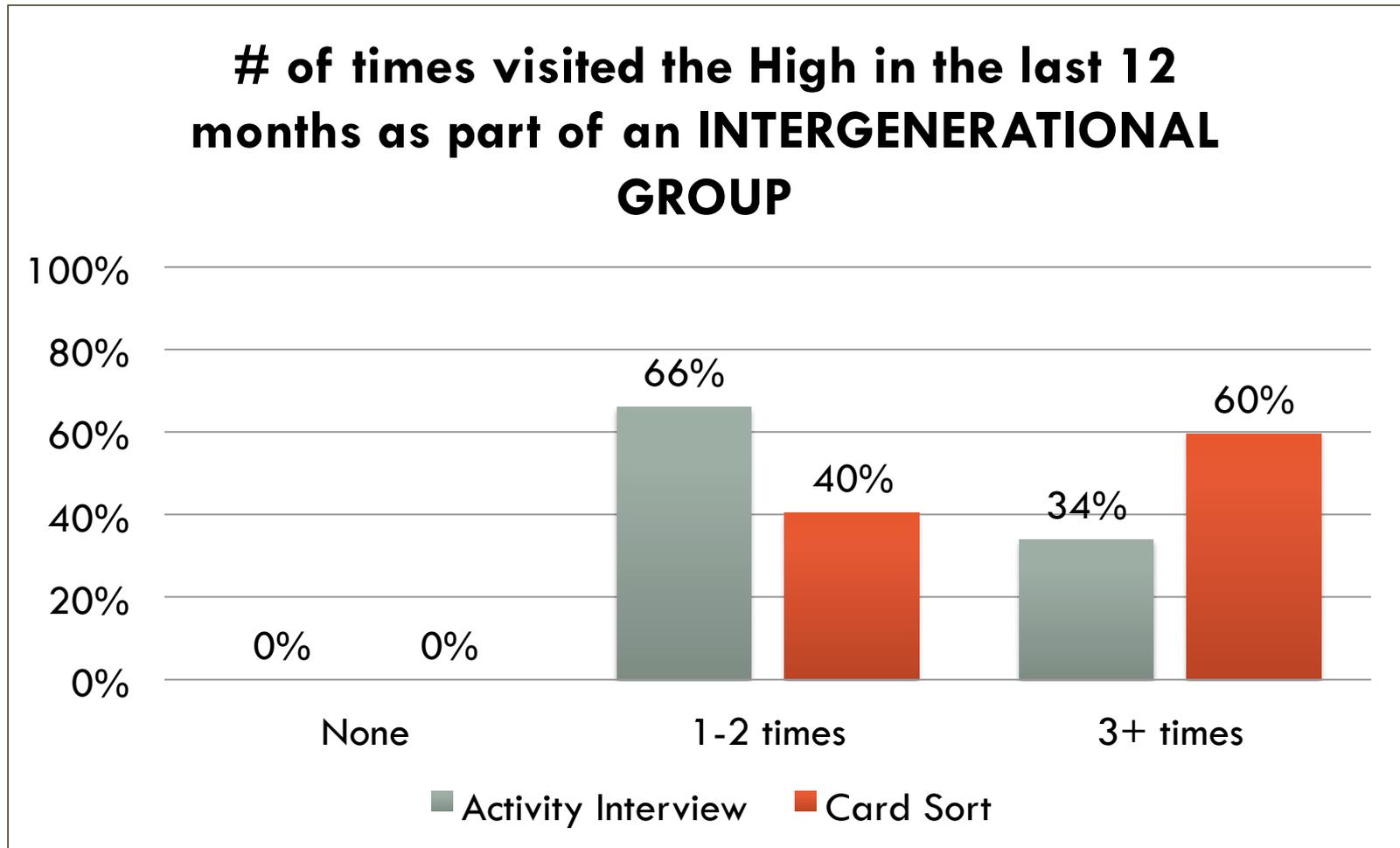
**\* Less than 20% of the visitors who participated in this study said they visit the museum alone**

# Sample – Prior Visitation to the High



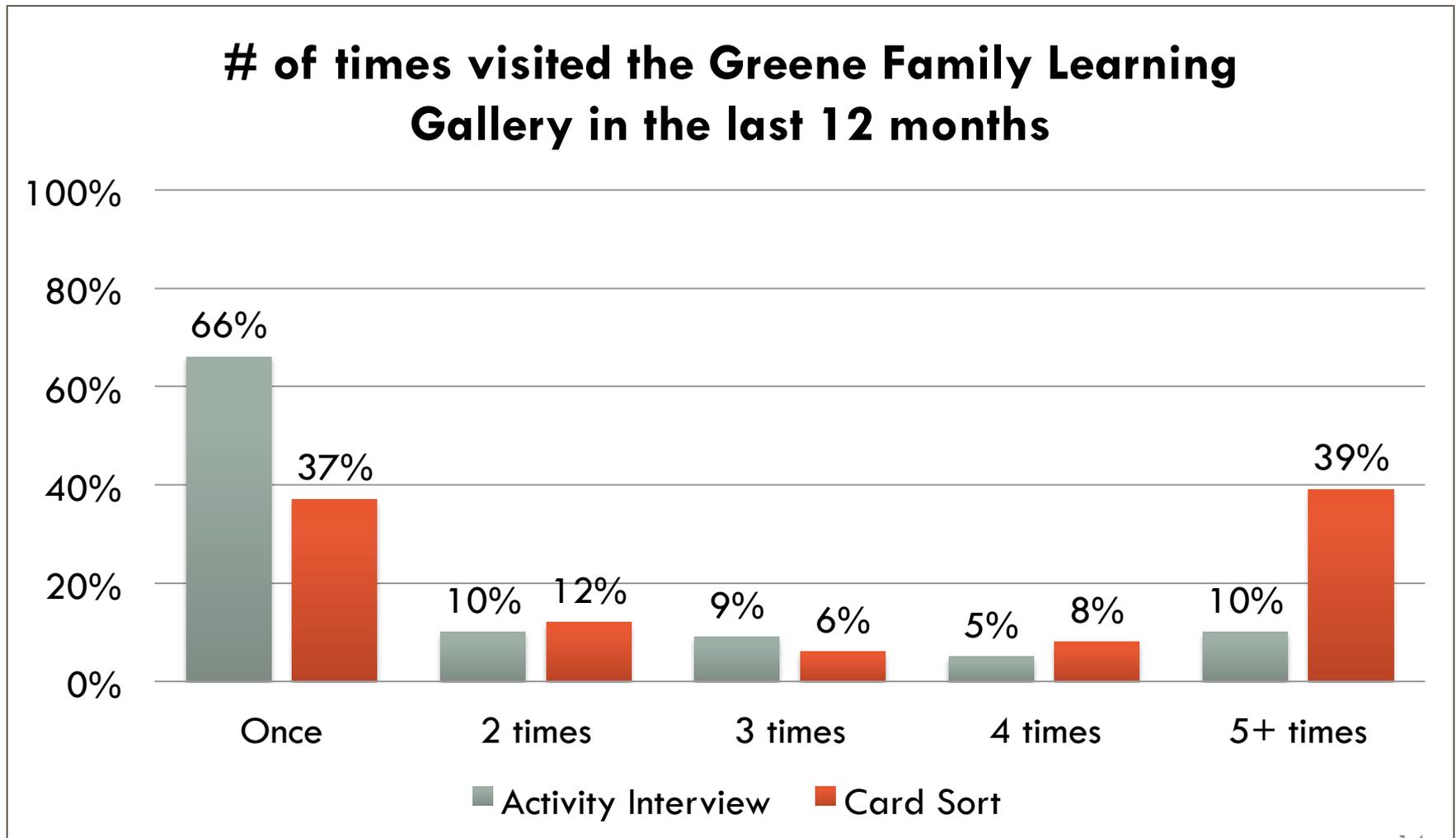
**\* Less than 20% of the visitors who participated in this study said they visit the museum only with other adults**

# Sample – Prior Visitation to the High

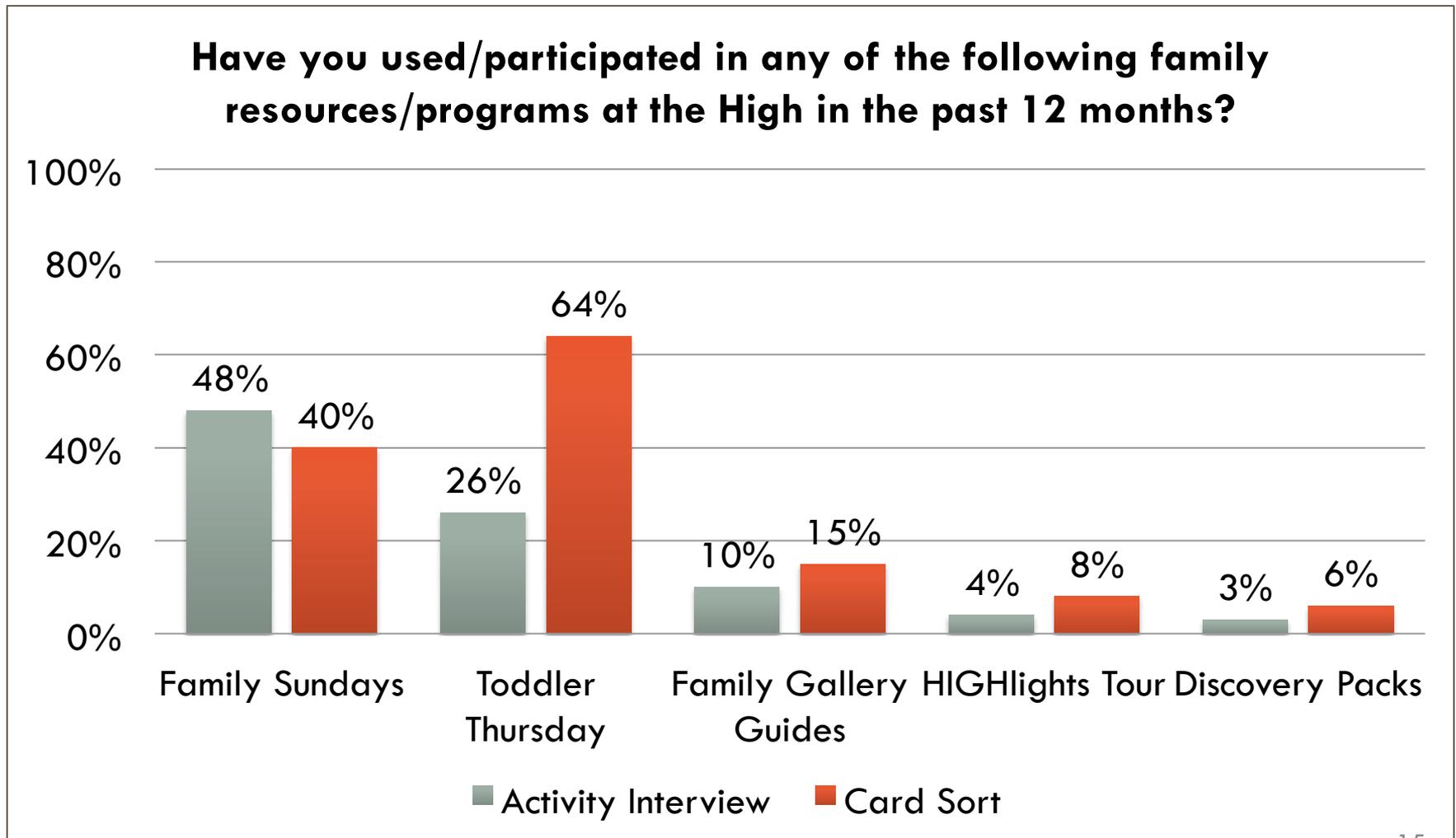


**\* Visitors interviewed for this study almost always visit as part of an intergenerational group.**

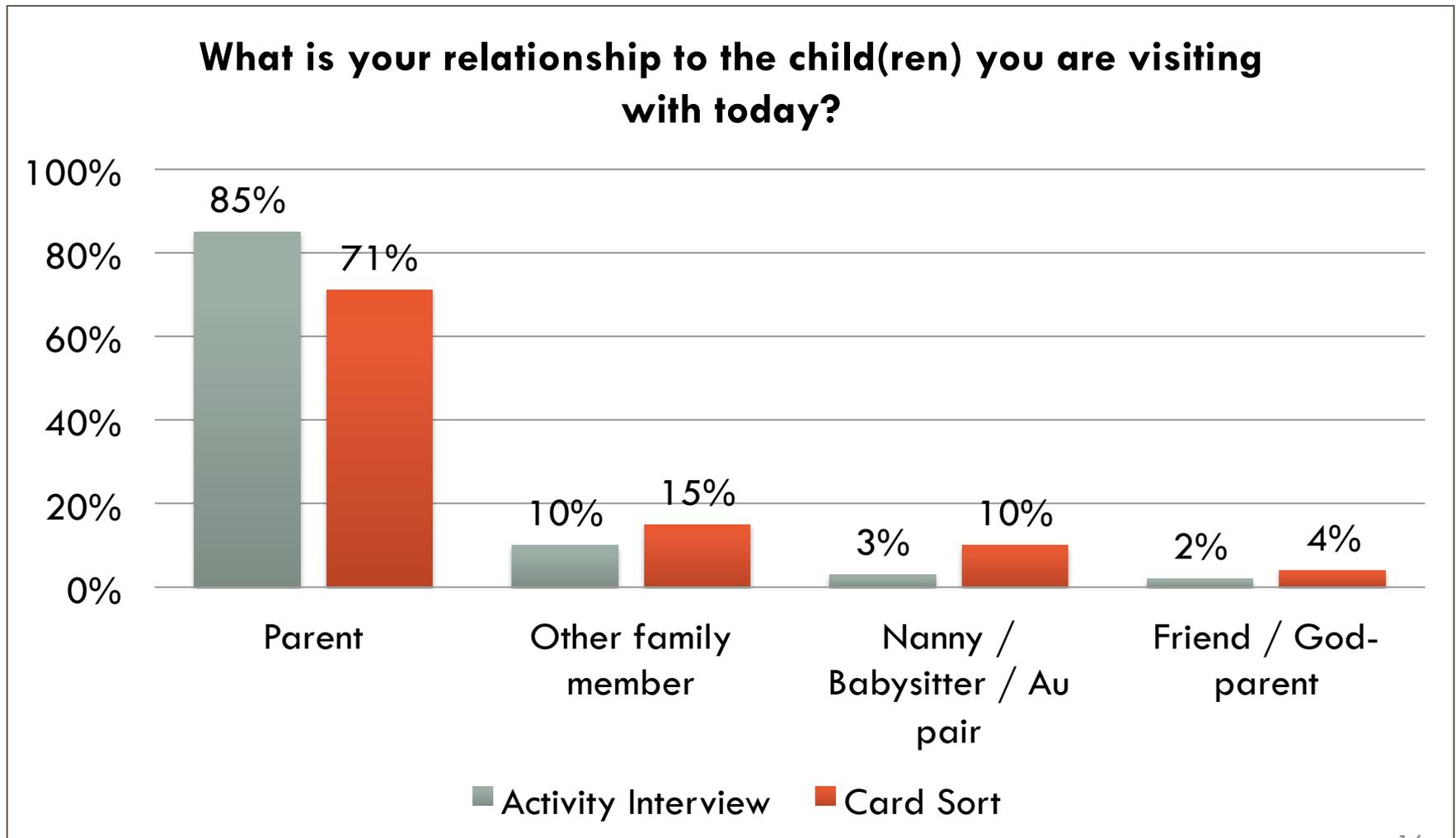
# Sample – Prior Visitation to the Greene Family Learning Gallery



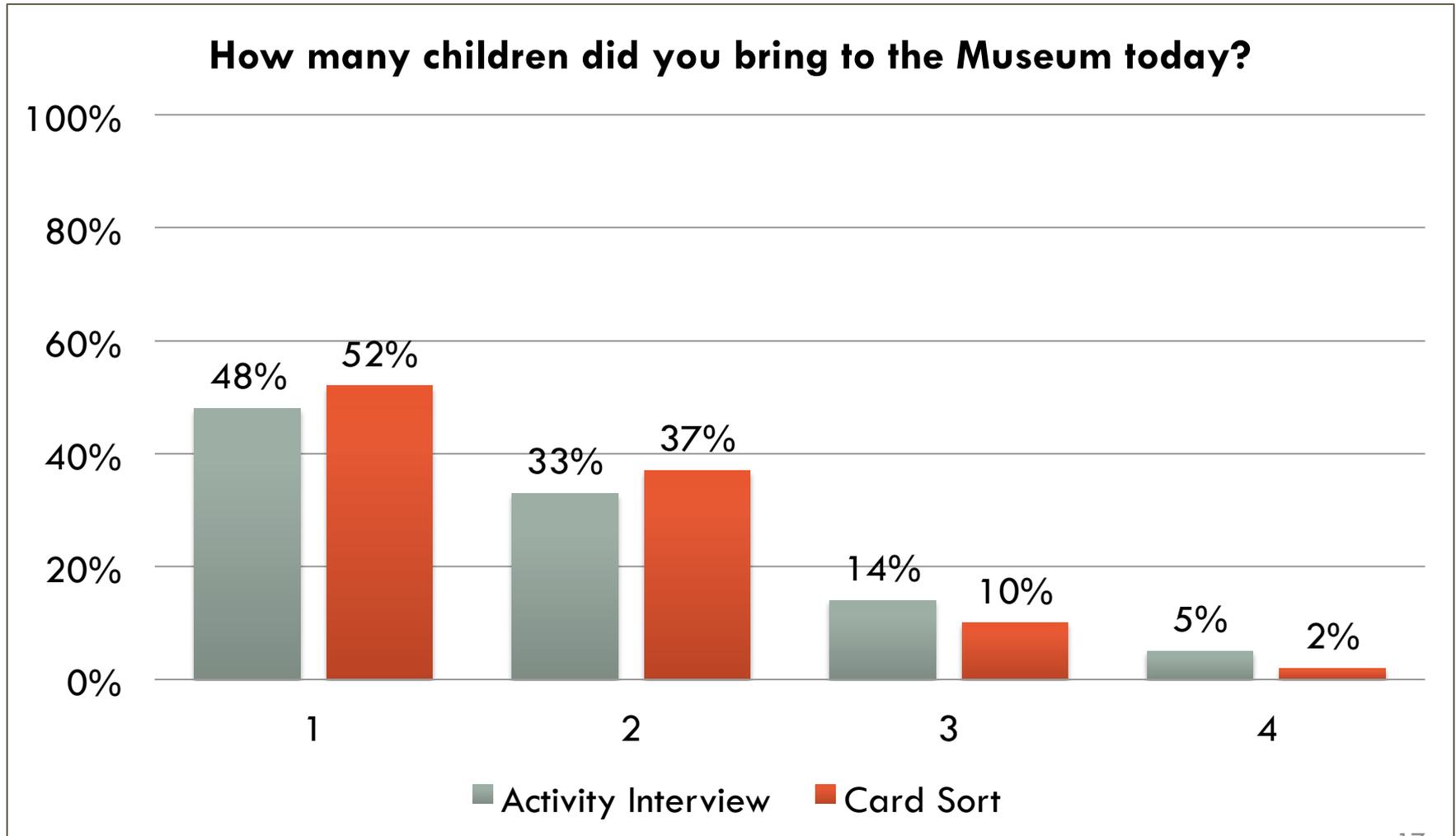
# Sample – Participation in / Use of Family Programs & Resources



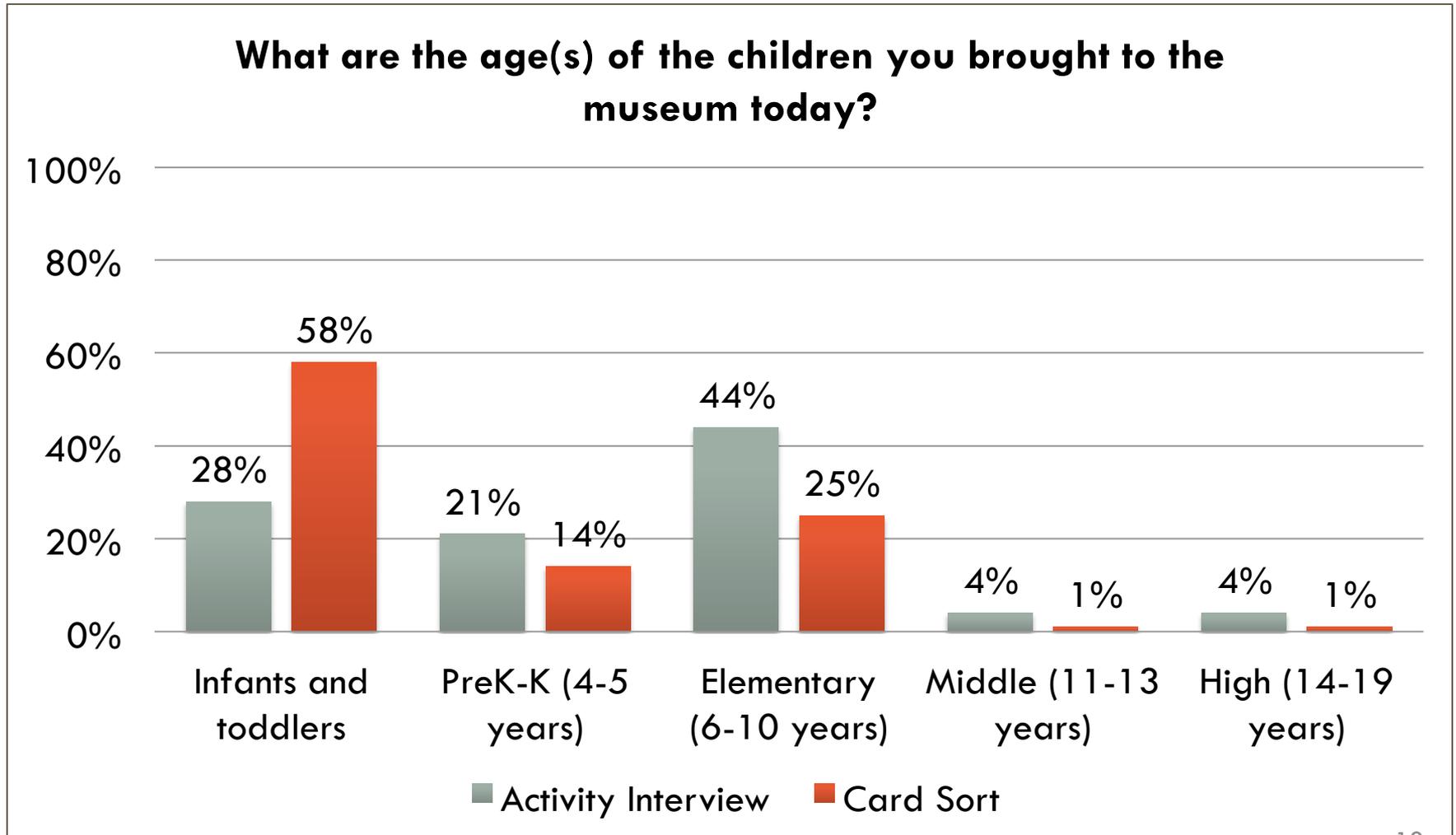
# Sample – Nature of Adult/Child Relationship



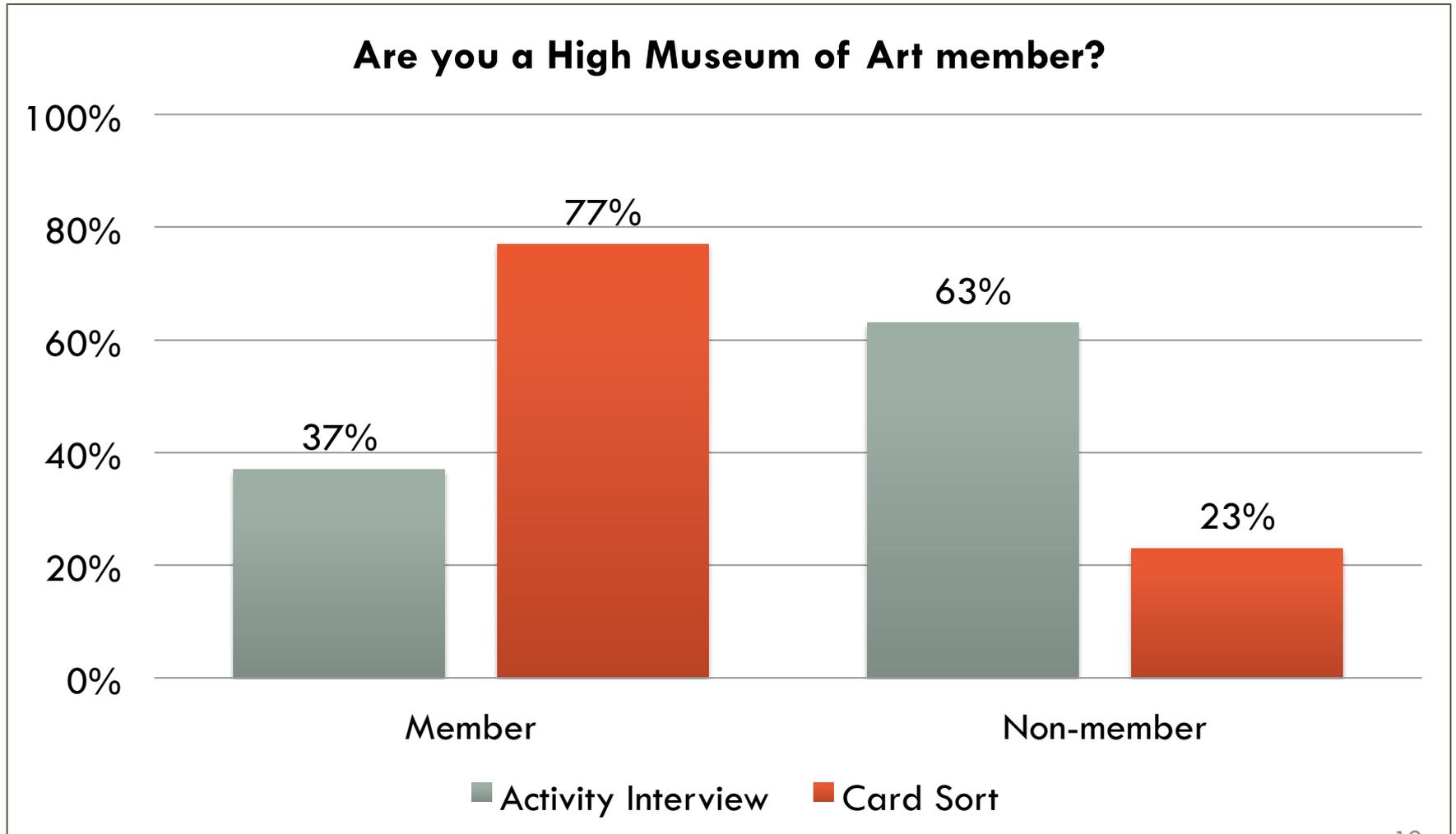
# Sample – # of children in group



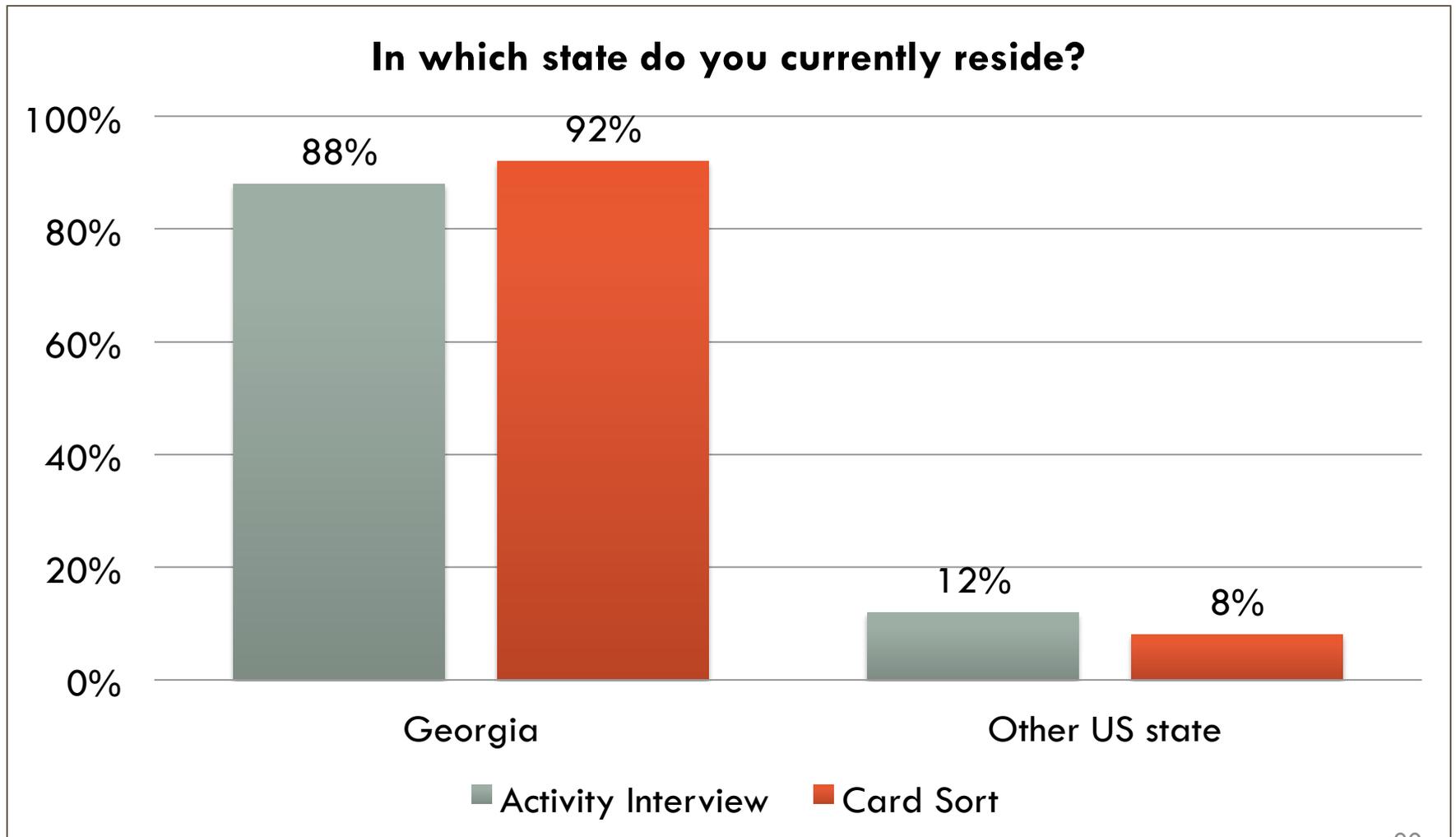
# Sample – Age ranges of children



# Sample – Membership

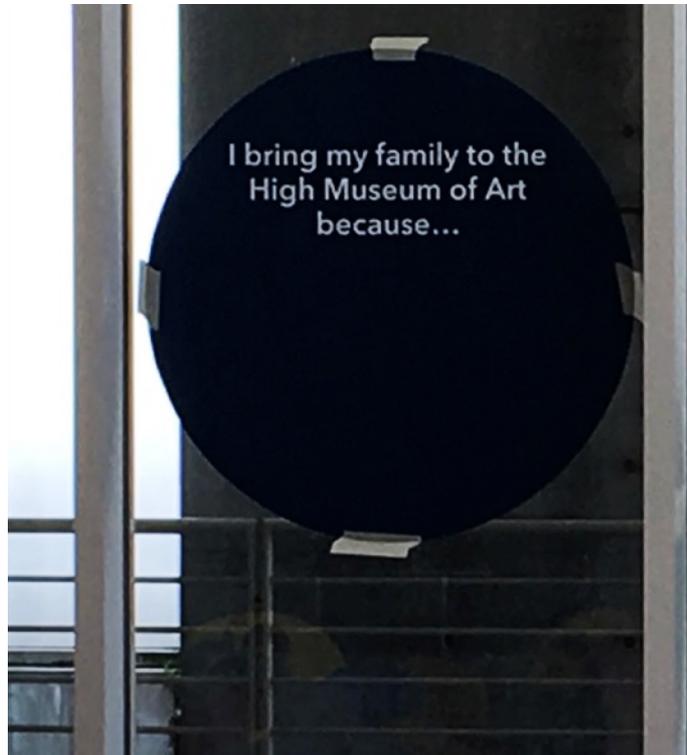


# Sample – Local vs Out-of-State





# RESULTS & DISCUSSION



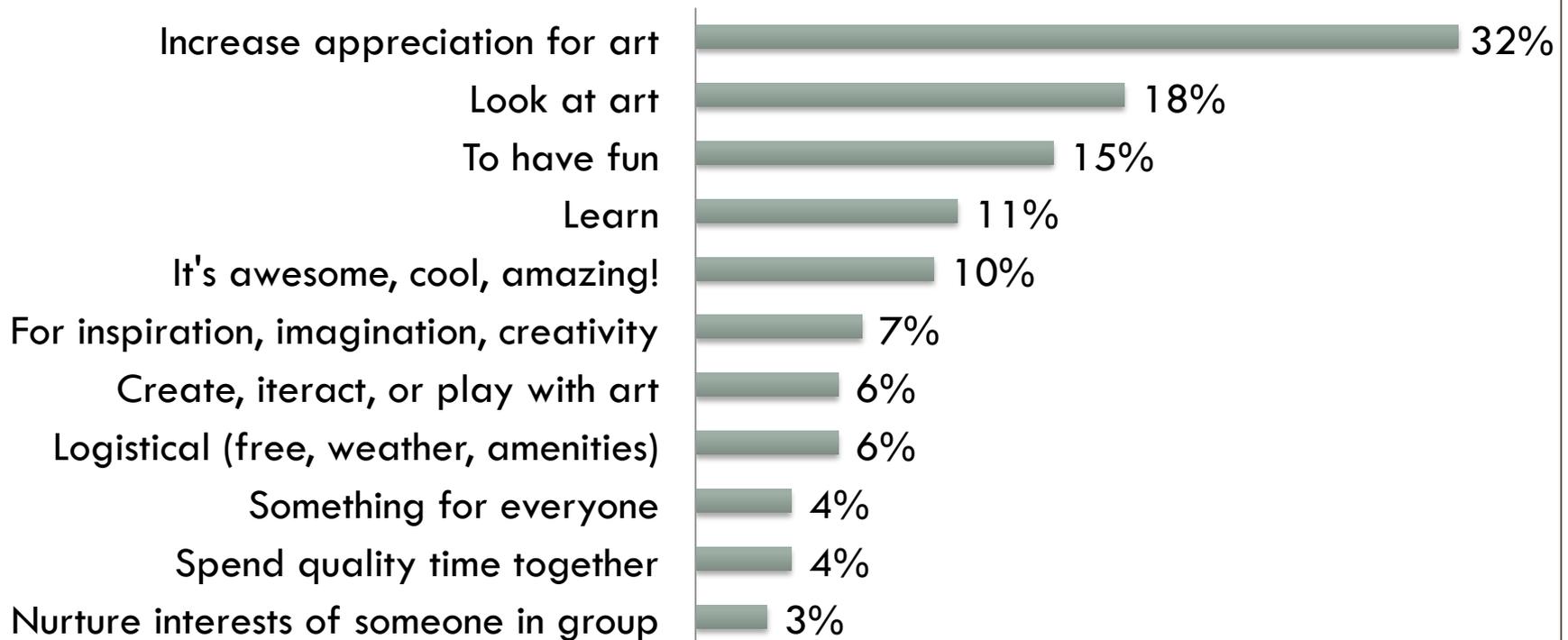
# MOTIVATIONS FOR VISITING THE HIGH MUSEUM OF ART AND ITS FAMILY LEARNING GALLERY

# I bring my family to the High Museum of Art...

1. To increase our appreciation art
2. To look at art
3. To have fun and enjoy ourselves
4. To learn more about art
5. Because the High museum is awesome, amazing, etc
6. For inspiration, imagination, and creativity
7. To create, interact, or play with art
8. For logistical/practical reasons (free, weather, amenities)
9. Because there is something for everyone (age appropriate)
10. To spend quality time together as a family
11. To nurture the interest(s) of our child(ren) or someone else in the group

# I bring my family to the High Museum of Art...

**Distribution of responses to the visitor feedback prompt:  
I bring my family to the High Museum of Art because...**



# Selected Visitor Responses to the Category: *Increase Appreciation for Art*

*My parents don't think I'm getting any culture watching Peppa Pig*

*They should appreciate art more and learn about the importance of historical and modern art*

*Exposure to culture and things important to our lives and the arts*

*Children learn an appreciation of contemporary art, children's art, native art and therefore the many voices participating in our world*

# Selected Visitor Responses to the Category: *Look at Art*

*We love sneakers and  
Eric Carle!*

*I enjoy the cool, rotating  
exhibitions*

*I want to see the  
fashion of an artist*

*We love seeing fun,  
funky, amazing and  
great exhibits*

# Selected Visitor Responses to the Category: *Have Fun*

*My kids are happy  
and engaged during  
their visit*

*It is fun*

*It is a fun  
activity*

*Fun for the  
family*

# Selected Visitor Responses to the Category: *Learn about art*

*They can learn new things*

*We can learn about new things*

*To learn about art*

*Understanding of art  
helps us understand the  
history of being human*

# Selected Visitor Responses to the Category: *Positive Perceptions of High*

It's amazing

It's a nice thing

It's awesome

# Selected Visitor Responses to the Category: *Inspiration, Imagination, Creativity*

*You get to be creative  
with a boundary of  
imagination*

*It is exciting and  
innovative and creative*

*Be creative*

*We love creation,  
freedom of expression,  
freedom of thought and  
free choice*

# Selected Visitor Responses to the Category: *Create, Interact, Play*

*My little sister likes to play in the play room*

*We get to do crafts and have fun*

*I enjoy seeing the new exhibits. I also enjoy having art classes*

*We love the outdoor sculptures, exhibits for the kids to climb on and interact*

# Selected Visitor Responses to the Category: Practical / Logistical

*Good indoors activity  
during bad weather*

*I can only afford to  
bring my family when it  
is free*

*I like the park*

*Need to get out of the  
house*

# Selected Visitor Responses to the Category: *Spend Quality Time Together*

*It's always an opportunity to learn new things and to be together in an environment that we normally hang out in*

*We love to spend time together, see art, learn, make art, play with techniques, explore, we share our passion of art. Wish we can afford the highest level of membership that give access to a closer approach. We like to learn the process of making art and behind the scenes. we enjoy it all!*

# Selected Visitor Responses to the Category: *Something for Everyone*

*Everyone can experience something new and different*

*It is wonderful to find an activity that the children enjoy as much as the adults!*

*The scavenger hunt in the Eric Carle exhibit was excellent – enough to keep children interested but not too complicated*

*They have great exhibits that are child friendly. We like the toddler room*

# Selected Visitor Responses to the Category: *Nurture Interests of Someone in Group*

*[Child] loves art and is  
going to be an artist*

*My mom is an artist*

*Child wanted to come*



Puzzle Activity



Animation Station



Ism-lzer



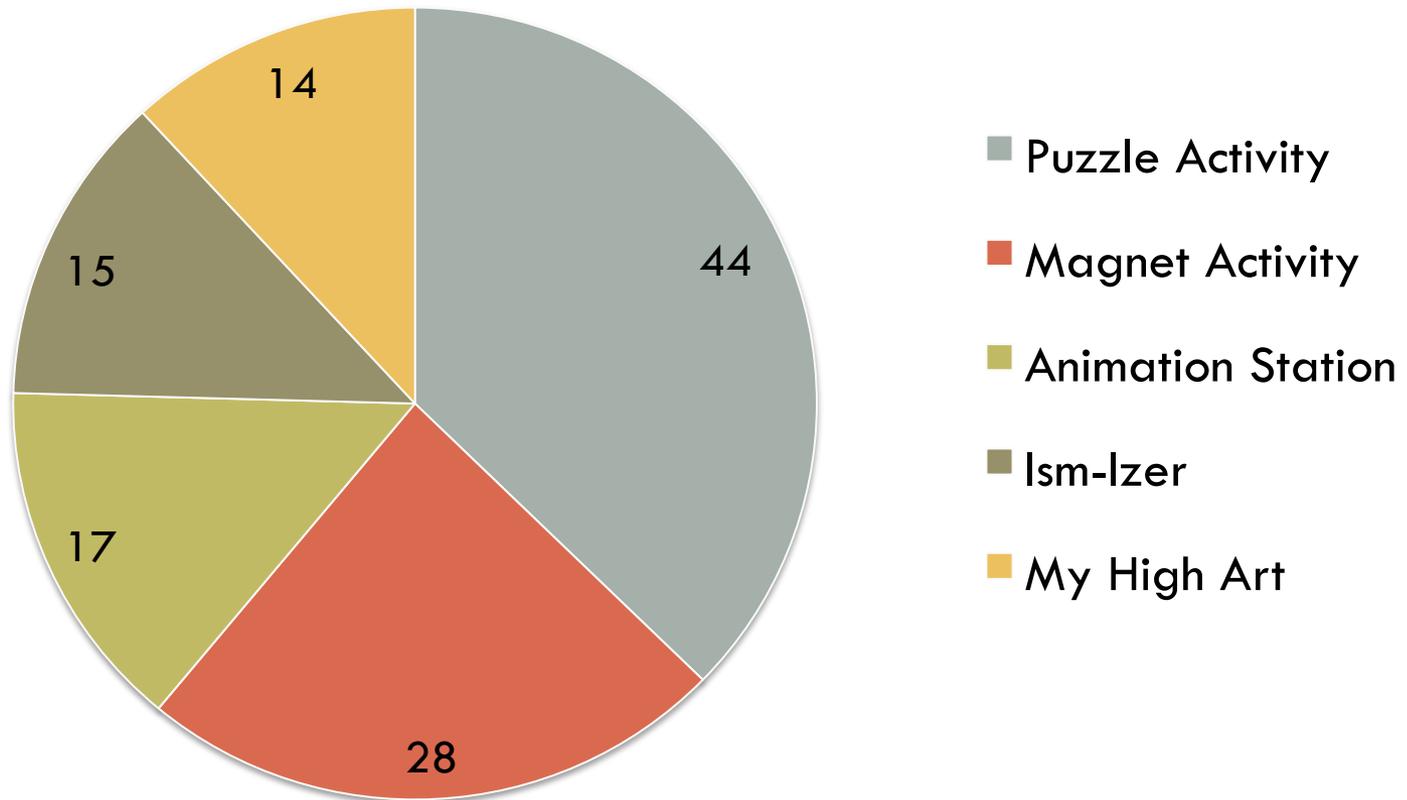
My High Art



Magnet Activity

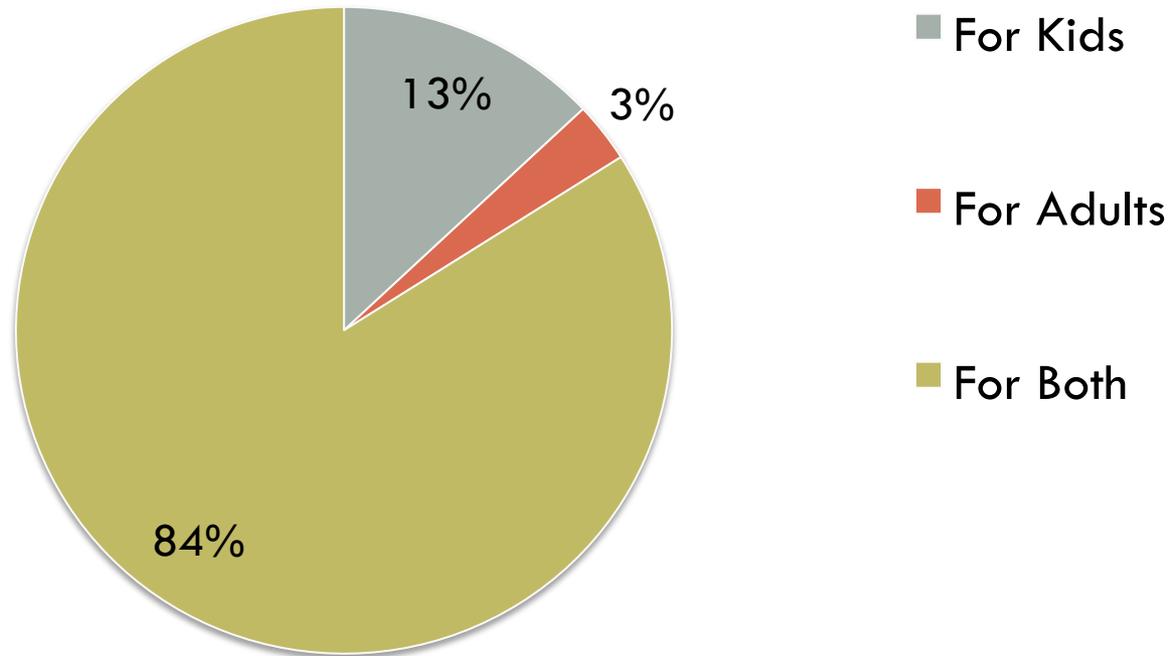
# PERCEPTIONS OF ACTIVITIES AND CONCEPTS ON VIEW IN THE SUMMER IDEA LAB

# Distribution of Activities in Sample



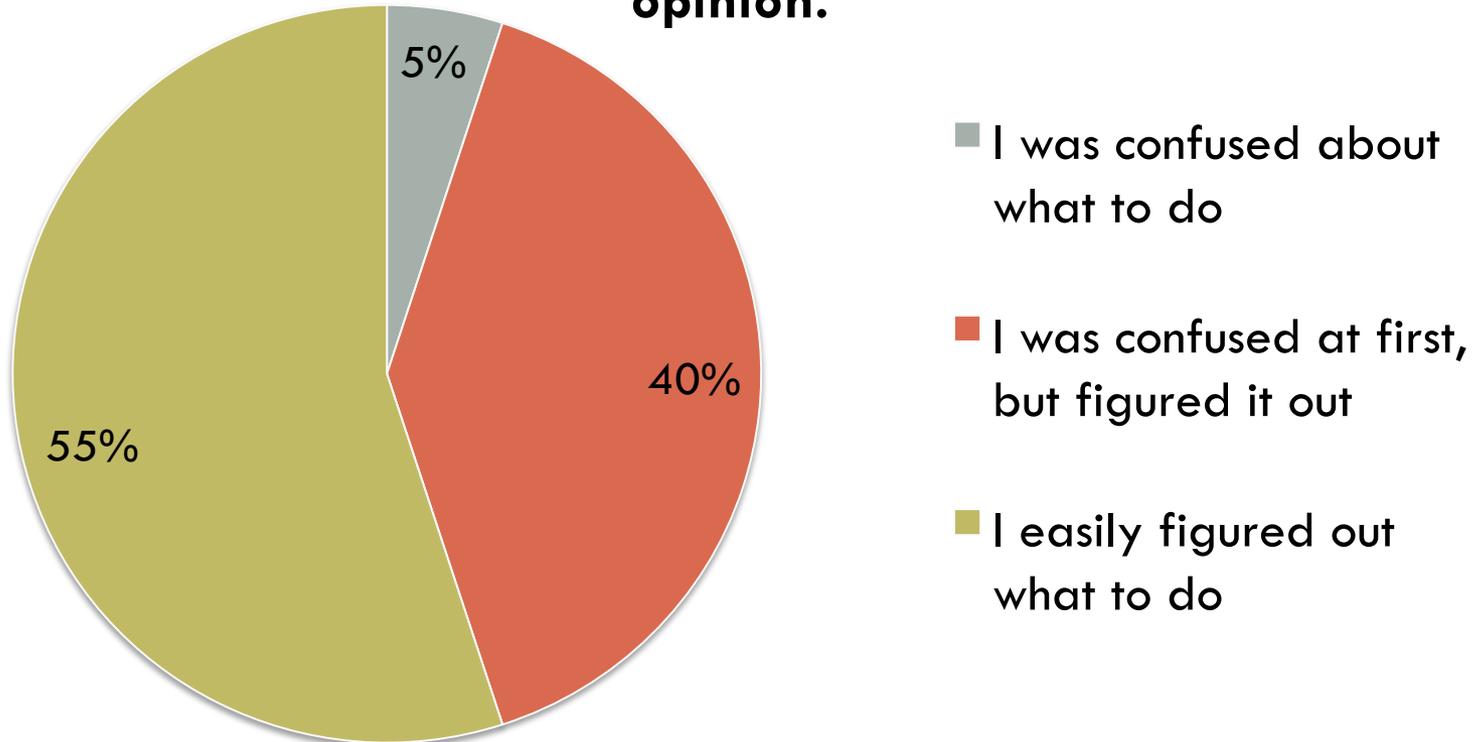
# For adults, for kids, or for both?

Would you say that the activity you just experienced was designed “for kids,” “for adults,” or “for both?”



# Confusing? Easy to figure out?

**We want to know how easy it was to figure out what to do at the activity. I'm going to read a list of choices and you can select which one best describes your opinion.**



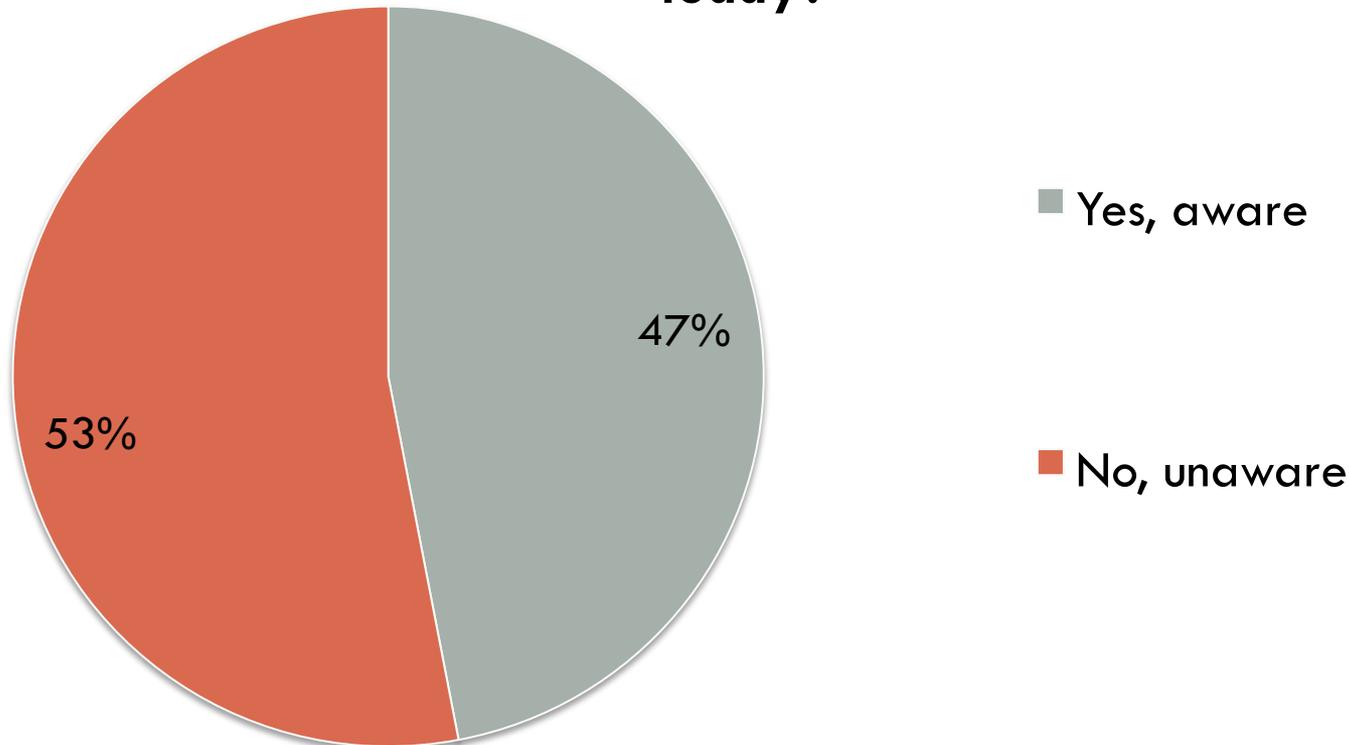
# Suggestions for Making Activities More Intuitive

- Add signage that has short, easy-to-follow instructions
- Have examples of what others have created for inspiration (e.g. pictures, models, diagrams)
- Have a short video instruction
- Staff demonstration
- Puzzle pieces needs to be more physically manageable / stable (e.g. grooves in the floor that people can build from)

**\*\*Some visitors said they liked that you had to figure it out on your own**

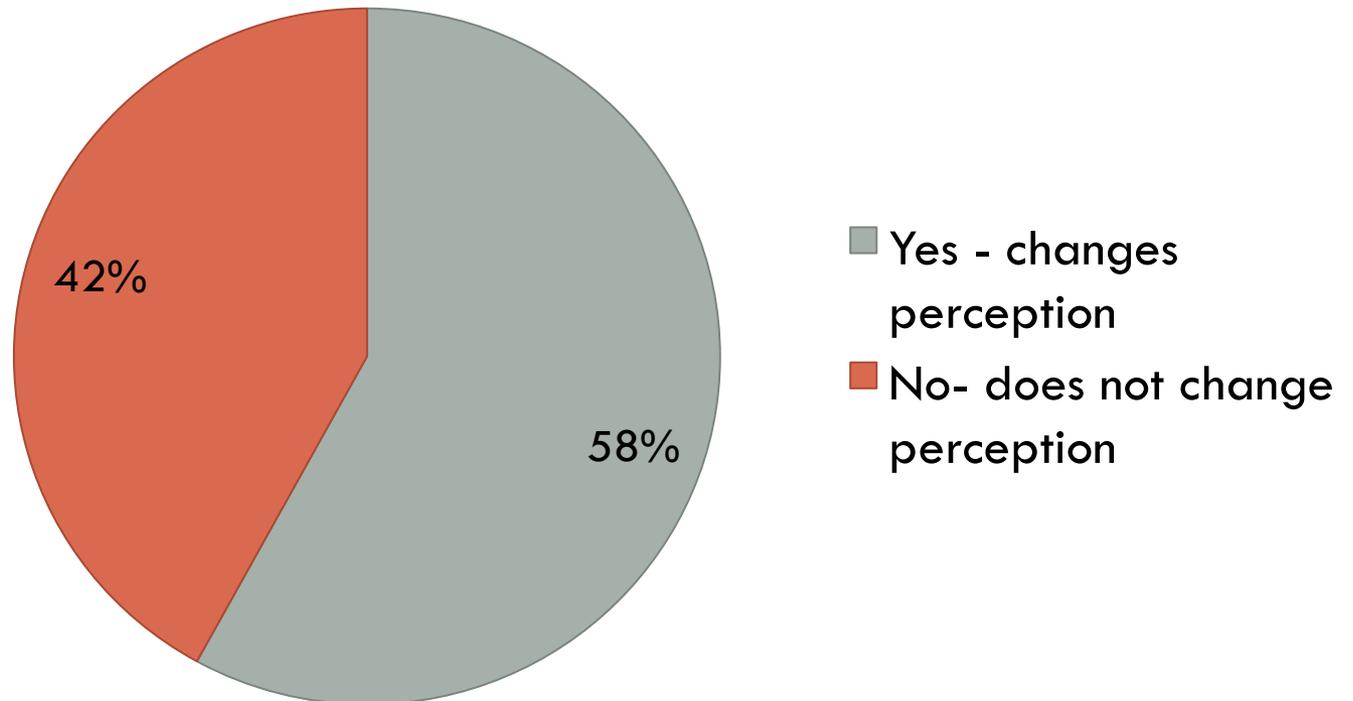
# Aware that a local artist worked with the High Museum to create the activity?

Were you aware that a local artist work with the High Museum to create the activity you just experienced today?



# Does awareness change perception?

**Does knowing that the activity was created by a local artist change the way you think about the activity, or the High Museum more broadly?**

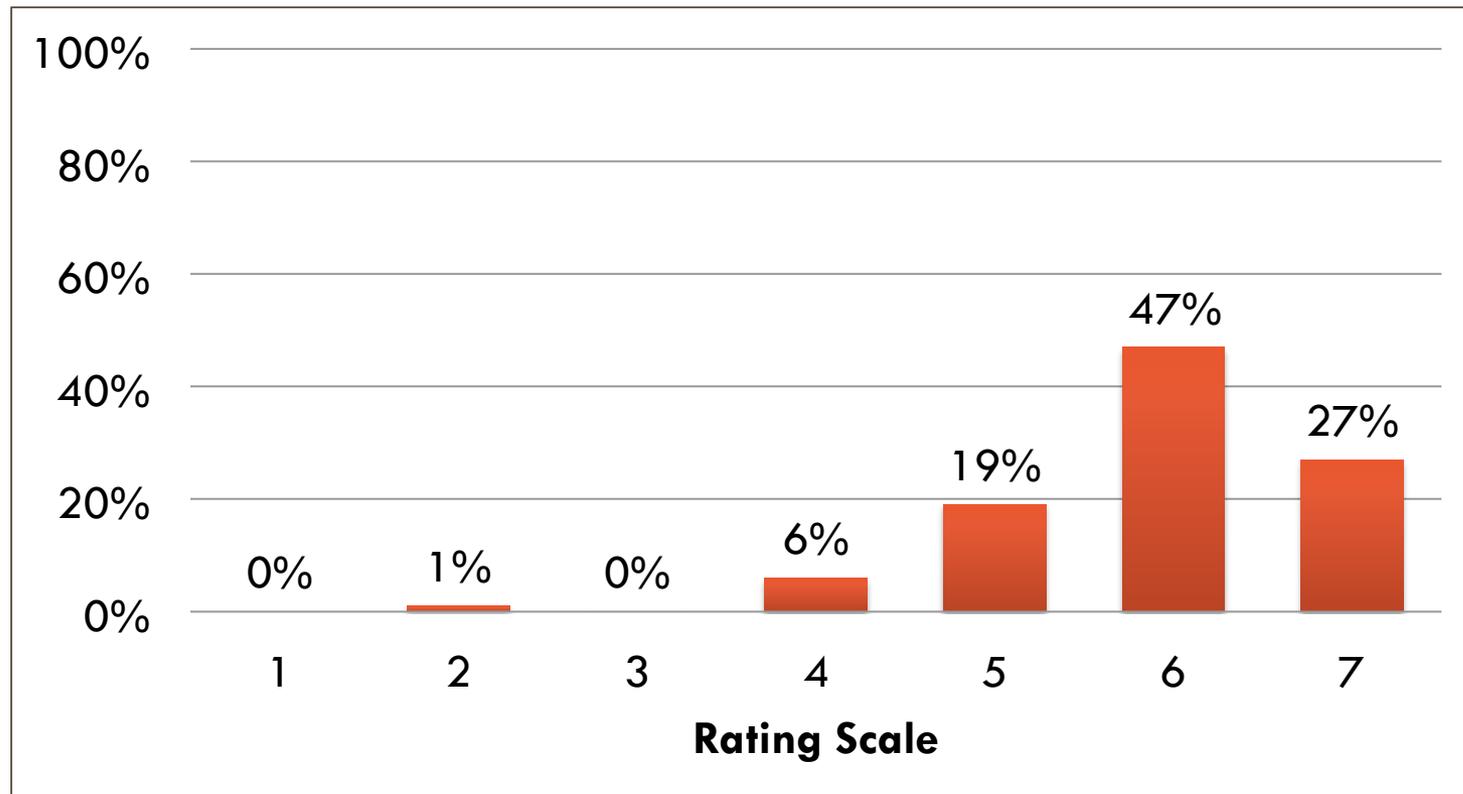


# How does awareness change perception?

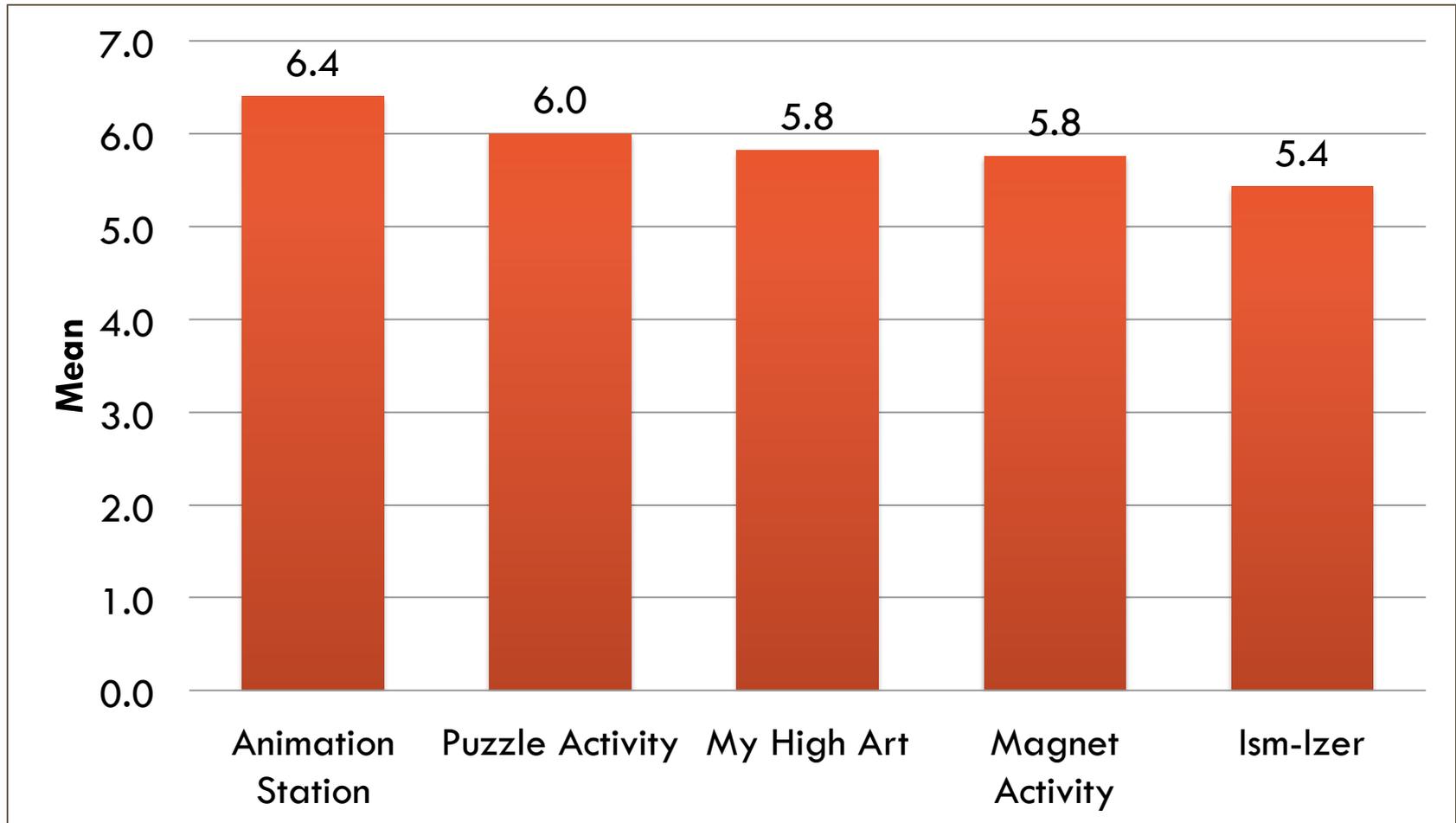
- *I like it more! Knowing an artist designed this definitely makes it cool.*
- *It adds history, energy, makes it come alive!*
- *Because I'm a fan of investing in local artists.*
- *Made me want to come here first - this is honestly great!*  
*\*\*Esteban (artist) was in Art Lab.*
- *It's neat - more meaningful.*
- *It makes it more meaningful. A sense that the museum is helping the local community, which to me is always positive.*
- *More palatable, it's not just some affluent art but art from Atlanta. It's cool that the artist gets this platform too*
- *What stood out for me was that the artist was local. This really shows the museum's commitment to the community!*

# Interest in Engaging in the Activities

**\*Visitors' mean rating of their interest in engaging with the activities overall was a 5.92**

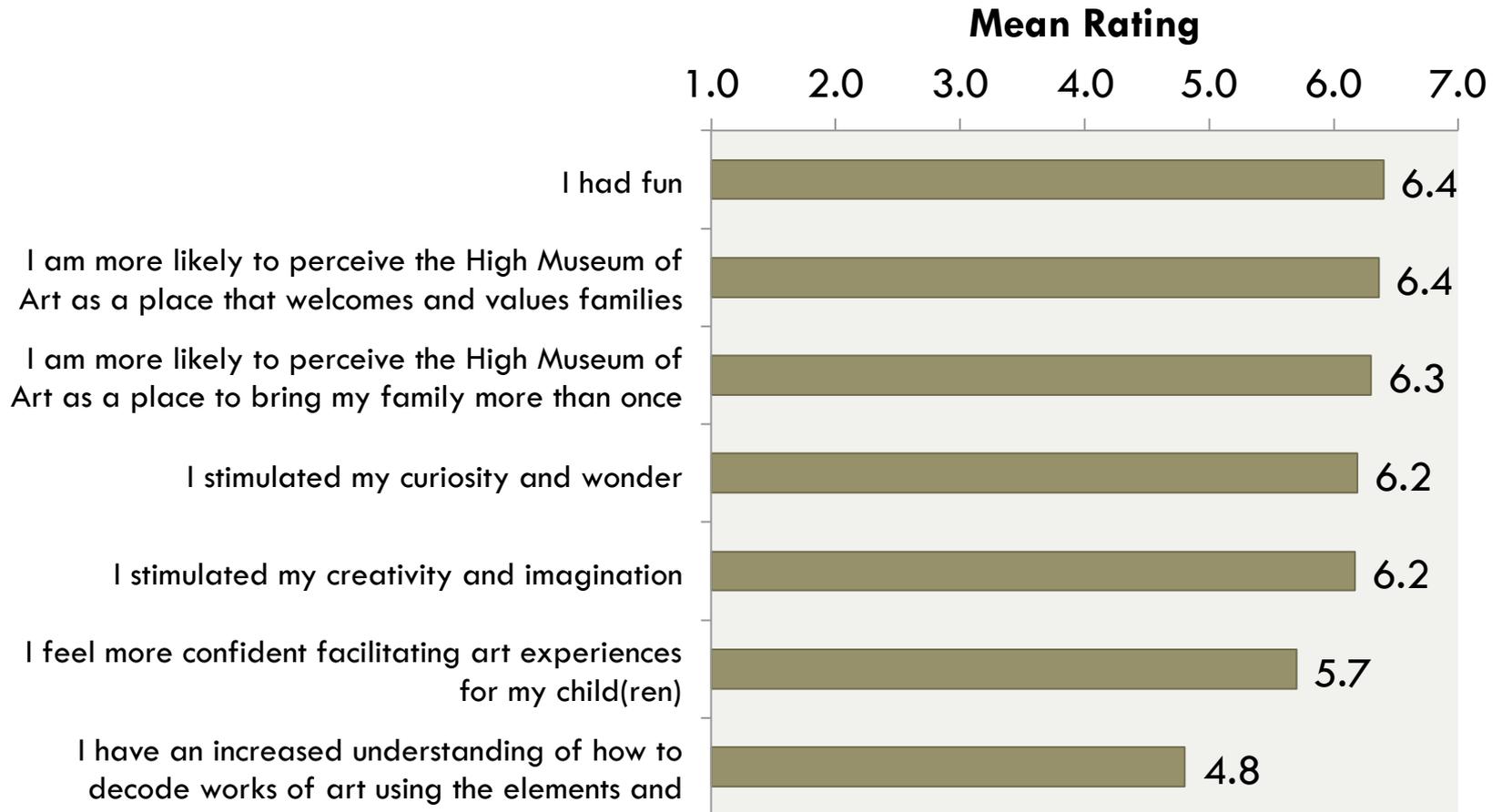


# Interest in Engaging in Individual Activities



# Outcomes

**Rate the degree to which the following happened for you as a result of your experience with the activity.**



# Significant Findings of How Visitors Rated Outcomes for Different Activities

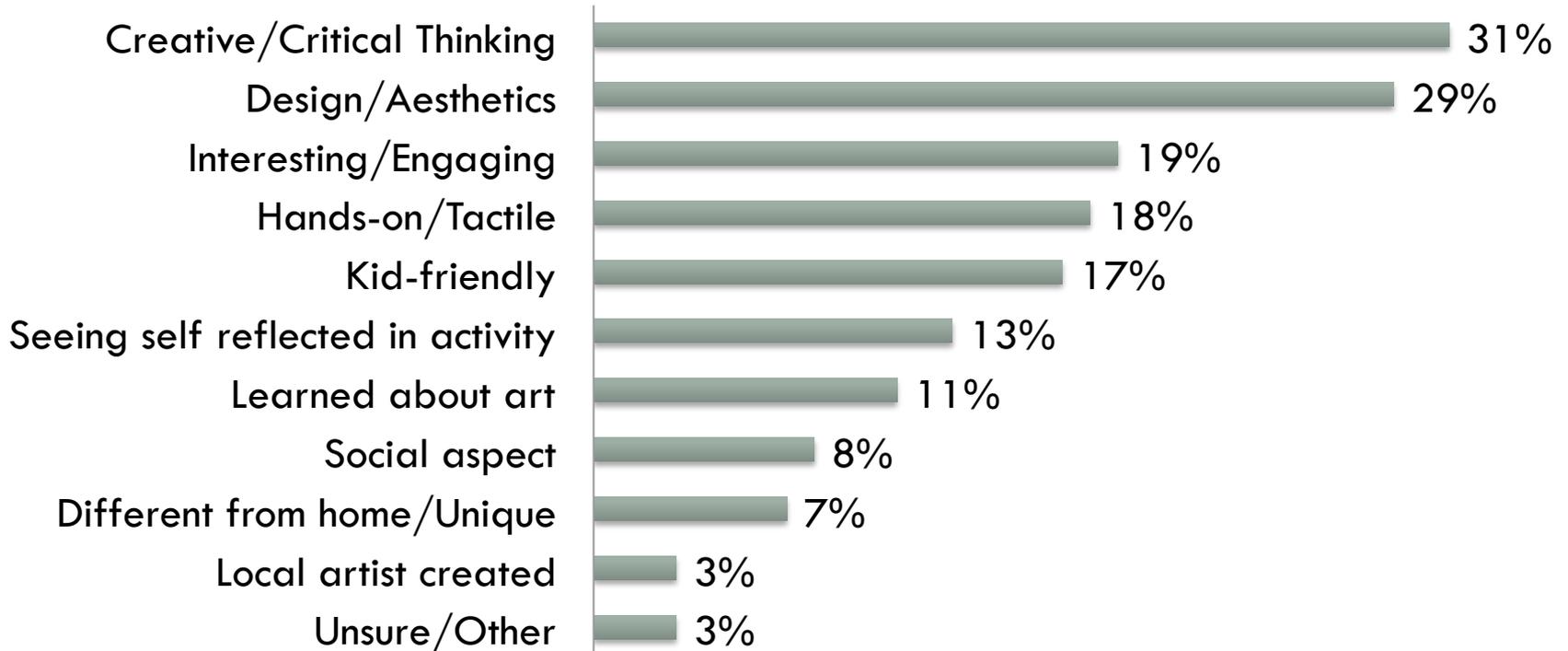
- ✓ **Animation Station** had the greatest impact on stimulating curiosity and wonder
- ✓ **My High Art and Animation Station** had the greatest impact on stimulating creativity and imagination
- ✓ **Animation Station and Ism-Izer** had the greatest impact on visitors saying they had fun
- ✓ **Animation Station and Ism-Izer** had the greatest impact on visitors' understanding of how to decode works of art

# What I enjoyed most about the activity was...

1. Creative / Critical Thinking
2. Design / Aesthetics
3. Interesting / Engaging
4. Hands on / Tactile
5. Kid-friendly
6. Seeing self reflected in activity
7. Learned about art
8. Social aspect
9. Different from home / Unique
10. Local artist created
11. Unsure / other

# What I enjoyed most about the activity was...

**Distribution of responses to the open-ended question:  
What did you enjoy most about the activity?**



# Enjoyment Across Activities

Comparative tests found that visitors were significantly more likely to enjoy:

- ✓ Animation Station as being something “Unique / Different from Home”
- ✓ Magnet Activity, Animation Station, and My High Art as having good “design/aesthetics
- ✓ Puzzle Activity, and to a somewhat lesser degree the Magnet Activity and Animation Station, as stimulating creative/critical thinking
- ✓ Seeing themselves reflected in the Ism-Izer and My High Art activities
- ✓ Magnet Activity and Animation Station as being kid-friendly
- ✓ Learning about art at Ism-Izer

# Creative / Critical Thinking Skills

*That it allowed for creativity.*

*– Puzzle Activity*

*That you can pull things apart and move them, and that the instructions were not very direct.*

*The children were able to find their own way.*

*- Animation Station*

*Feeling creative and trying something new.*

*- Animation Station*

*That there was no direction to it - you could do whatever you wanted. No right or wrong answer.*

*- Magnet Activity*

# Design / Aesthetics

*I like the space. I feel like it's not stuffy but inviting. I like how the guard is behind the space so that people feel invited to interact, touch, and explore the stuff. The colorful things makes me want to play with the items. The location is incredibly ideal! Honestly, if it had been anywhere else I wouldn't have gone in. - Puzzle*

*I like the patterns and the yellow screen (very attractive).*

*– My High Art*

*She said it's the same like that outside. It's magnetic, so it easily sticks and unsticks.*

*- Animation Station*

*The size. Very - you know bigger than normal tiny magnets and they connected in interesting ways. They mimicked the sculptures and had lots of elements like the letters, odd shapes, fun colors.*  
*- Magnet Activity*

# Interesting / Engaging

*It's nice because it gets them involved with art without being messy.*  
- My High Art

*It made my kid stop for a second (stop wiggling). It was neat to see the process of it changing to different styles. — lsm - lzer*

*It kept my children entertained.*  
- Magnet Activity

*It gives you an interesting piece to share that's a little more original. Breaks up the monotony of parents taking pictures of their kids at the museum.*  
- Animation Station

# Hands-on / Tactile

*Hands on. The connecting between looking at art and being an artist; it kept his attention.*

- Puzzle Activity

*That it was hands on  
- Puzzle Activity*

*It's interactive.  
Definitely. — Ism-lzer*

*The hands on piece of working with art, and to be able to be creative with another artist's art in your own way.*

- Animation Station

# Kid-Friendly

*It's great for my kids at least to be able to see the full scale sculptures outside, and then to recognize them in here and be able to manipulate them. Really cool. – Animation Station*

*I did not have to worry about them breaking anything like you might during a typical museum visit. I don't have to sit here and hold them back or say no or feel like we're being a disturbance. This activity is easy for little ones to interact with because they're small, easily movable pieces but not too small. – Magnet Activity*

*That my two year old - I wasn't worried about him ruining or breaking anything. He was invited to just explore and I didn't have to be concerned. - Magnet Activity*

# See Self Reflected

*Seeing ourselves as different types of paintings. - lsm-izer*

*Um, when you move it moves. Obviously it mimics your motion. It's good for kids because they can see that too.  
- lsm-lzer*

*Personalize. She could e-mail it to preserve it (but I didn't get the e-mail yet).  
- My High Art*

# Learned About Art

*I like that it used tech for his age group. Often it's too rudimentary or over his head. They're still kids, just bigger. They want to explore too. This is a good time to get them to like art. – Animation Station*

*It shows my kid how art has different feels and different looks. It doesn't have to be straight lines to create a beautiful work.  
- lsm-lzer*

*I do think the opportunity to make the learning about art accessible. They're more prone to do it because they're a part of the exhibit.  
- lsm-lzer*

# Social Aspect

*It was an activity we could do together and a fun way to get in there and involved.  
- Magnet Activity*

*Working together with my son. – Puzzle Activity*

*We'll definitely us doing it together. – Puzzle Activity*

# Something Different / Unique

*That they're magnets. I really like the shapes of them and the colors. It's not something that you see everyday (interactive magnet walls). – Magnet Activity*

*Its original and it's based on someone else's artwork. - Animation Station*

*Something about it - the uniqueness. – lsm-lzer*

# Created by a Local Artist

*A local artist worked to design it, that makes it interesting. It kept us entertained for a while.*

- Puzzle Activity

*Meeting the artist! That was really cool.*

- Puzzle Activity

*The hands on piece of working with art, and to be able to be creative with another artist's art in your own way.*

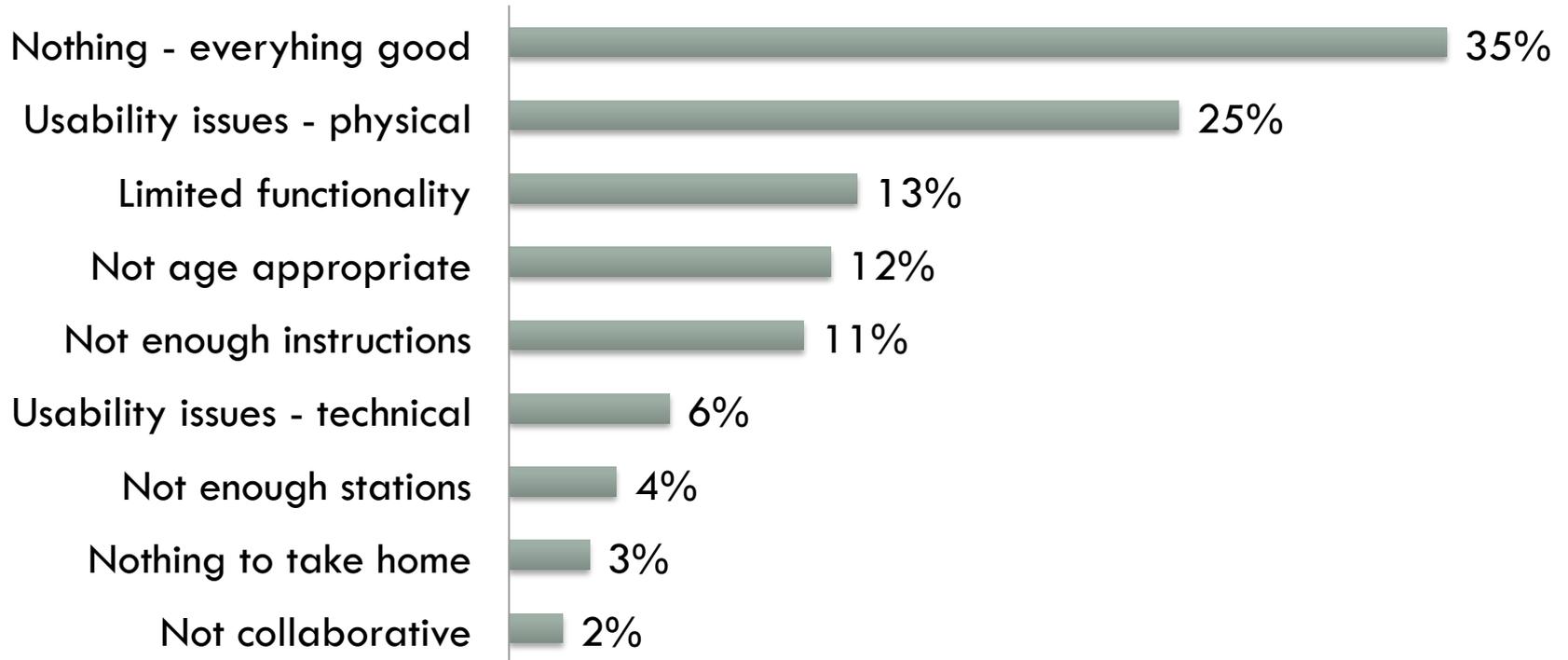
- Animation Station

# What I disliked about the activity was...

1. Nothing – everything was good
2. Usability Issue – Physical
3. Limited functionality
4. Not age appropriate
5. Not enough instructions
6. Not enough stations – crowded
7. Usability Issue – Technology
8. Nothing to take home
9. Not collaborative

# What I disliked about the activity was...

## Distribution of responses to the open-ended question: What was one thing you disliked about the activity?



# Dislikes Across Activities

Comparative tests found that visitors were significantly more likely to dislike:

- ✓ Technical usability issues with *Ism-Izer* and *My High Art*
- ✓ Physical usability issues with *Puzzle Activity*
- ✓ Nothing to take home at *Ism-Izer* and *My High Art*
- ✓ Only one *Animation Station*
- ✓ Limited functionality at *Magnet Activity* and *Animation Station*

# Physical Usability Issues

*I guess for my kids age - they don't have the motor skills to do it alone. The pieces are big and too heavy to manage for 4 and 6 years old.*  
- Puzzle Activity

*The only thing, it was a little difficult to take off, like the magnets were*  
- Magnet Activity

*It was hard. It there was some way to stand the pieces up like a base or something, I don't know. But even between the two of us [referencing other adult] we struggled.*  
- Puzzle Activity

# Limited Functionality

*It isn't very deep or engaging. The only element is just to move the magnets around. It would've been cool to be able to build something out of the magnets or had some more clear directions to what the goal was.*

- Magnet Activity

*It's pretty "one-off". The kids don't really grasp the alphabet aspect. They got bored with it easily.*

- Magnet Activity

*I think maybe the camera holder could have given the option of making a landscape frame (since everything is horizontal aspect ratio). That would have been nice.*

- Animation Station

# Not Age Appropriate

*I guess for my kids age - they don't have the motor skills to do it alone. The pieces are big and too heavy to manage for 4 and 6 years old.*  
- Puzzle Activity

*Maybe the height. For her age (she's petite for her age), she has to stand up on the little step stool.*  
- My High Art

*Inability to do it. As an adult of my age, not being able to successfully build one means I can't expect her to really enjoy it or stay engaged for long at all.*  
- Puzzle Activity

# Not Enough Instructions

*Difficult at the beginning. It would've been better if given starter options on how to begin your sculpture*  
- Puzzle Activity

*Maybe the uncertainty about using it at first that we didn't know it was moveable*  
- Magnet Activity

*Made me feel old because it took me a minute to figure out. Other than needing more explanation, I didn't dislike it at all.*  
- Animation Station

# Technology Usability Issues

*Um, just that it wasn't quite intuitive as to what you were choosing the color of.*

*- My High Art*

*You can't pause it. It would be nice to pause it, and look (so that it's not always moving).*

*- lsm-lzer*

*That Instagram wouldn't work. I think that because there's so many options on the table, the background gets cluttered, and so his movements are not easily seen. He doesn't understand stop motion. He's hard headed - wants to do it his way. I would want to do it again to show him.*

*- Animation Station*

# Nothing to Take Home

*I would like to be able to print off what they made or have something to take home.*

- My High Art

*The fact that we couldn't keep the pictures.*

- lsm-lzer

*I wish we could have saved a picture off of it.*

- lsm-lzer

# Only One Station

*here should be more than one [station].*

- Animation Station

*That there's only one of them, because really they wanted to go back, and there was a long line.*

- Animation Station

# Not Collaborative

*Um well not working on sharing skills, like any normal kid environment it's important for them to learn to share like any team working activity.*

*- Puzzle Activity*

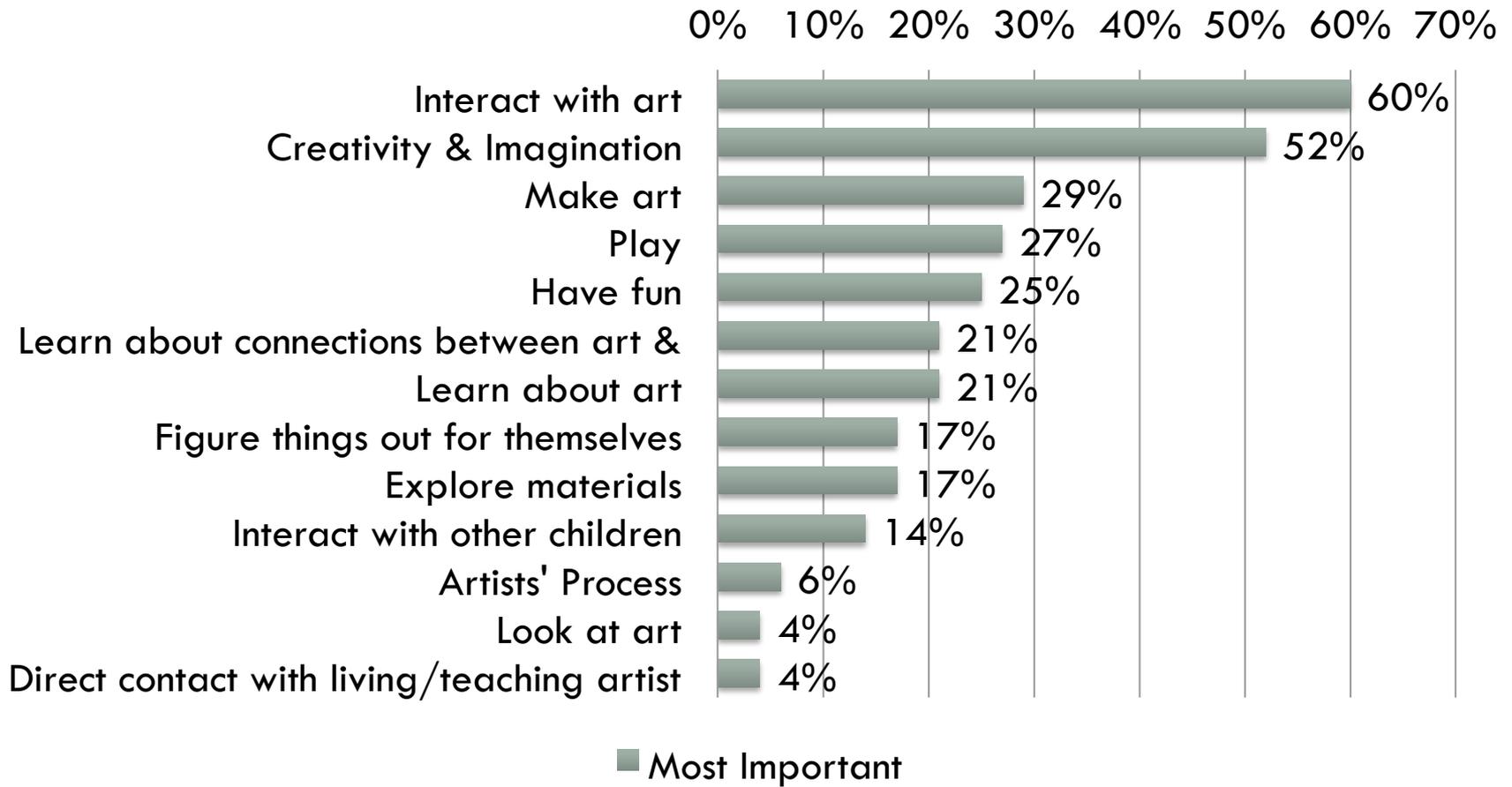
*I don't want to necessarily compare, but it wasn't as collaborative as that one (points to sculpture activity).*

*- Magnet Activity*



## **FAMILIES' NEEDS / WANTS FOR A NEW FAMILY GALLERY AT THE HIGH MUSEUM OF ART**

# Parents' perceptions of the most important needs for children



# **60%** said interacting with art (e.g. touch it, climb on it, slide down it, etc) is **most important for their children**

- *Kids at this age learn best by interacting!*
- *He wants to pick things up, climb things, and explore. We need a place where everything can be touched.*
- *The sensory part of it seems very important. Touch it, climb it, engaging with all the senses*
- *Play is such an integral part of their existence, so important, not being able just to look at it, but also touching it, feeling it, and being part of the experience. Part of this play is interacting with the shapes, colors, and using their sense with the surrounding activities.*
- *This is a different, special place in the High. Since we spend a lot of time telling them not to touch things, the flip is good. The preschool age group is not as good a sitting and listening as they are at touching and doing.*
- *It's nice for kids to be able to touch or interact with the art. It increases their interest, and allows them to have some connection with the art.*

# **52%** said using their creativity and imagination is most important

- *Being creative and imaginative builds self-confidence, helps them experiment, and allows the child to have their own voice. There is so much that she does that is prescribed by adults, in being creative, she can take the lead and be who she is.*
- *Just that's what they love to do and a play space at a museum is unique for that reason.*
- *I think it's important because I think from there they will have fun but we don't just come here for play time. Using their imagination and creativity fosters fun!*
- *It's important to make art. It's messy at home, we want to do it here. There are too many video games these days...*

# **29%** said making art is most important

- *That's why we care - he's almost three. That gives him something to look forward to. You can bring it home, show it to his parents. There's artwork hanging in his room from a clothesline. He can create and get messy, and he learns about art while doing it.*
- *If you have a controlled environment, as parents, we can aid our kids in activities. When it comes to supplies or creativity, it helps to have assistance. We can learn as adults and children.*
- *I have a three year old, so she's really into drawing, painting, and doing things with her hands. It depends on the age range though.*

# **27%** said play is most important

- *Play is how [toddlers] thrive. When [they are] able to move and touch things.*
- *[My children] LOVE coming to the High because it's so kid friendly and a fun place to play. Play is more important to them than making art even.*
- *Because play is the whole basis on how kids learn.*
- *Interacting with art as a means to play or using the imagination is really important. Having places that we can go that aren't typical kid's play places - that have more educational value to add mental stimulation beyond a playground is great.*

# **25%** said having fun is most important

- *I want to set her up as a life-long art lover. She just needs to have positive experiences and good memories. We can get to the hard stuff later.*
- *If they're not having fun, nothing else can follow. I just want them to experience art how they want to. Everything follows from that.*
- *When you bring the kids here, you don't want them to be like, "uggghhhh." You want them to have interactive stuff, and want them to want to come here.*

**21%** said learning about art is most **important** (e.g. how it's made, where it's from, elements and principals of art)

- *There's an exhibit I remember with paint... You could pull out the drawers in the gallery and they held different paints the artist used and maybe different painting techniques? Her brother loved that.*
- *That is why I bring them to a museum in the first place. Interacting with visual culture and expression is so important!*
- *This is something unique, that you could only get here at the museum. I would pay for her to go deeper into how art is created.*

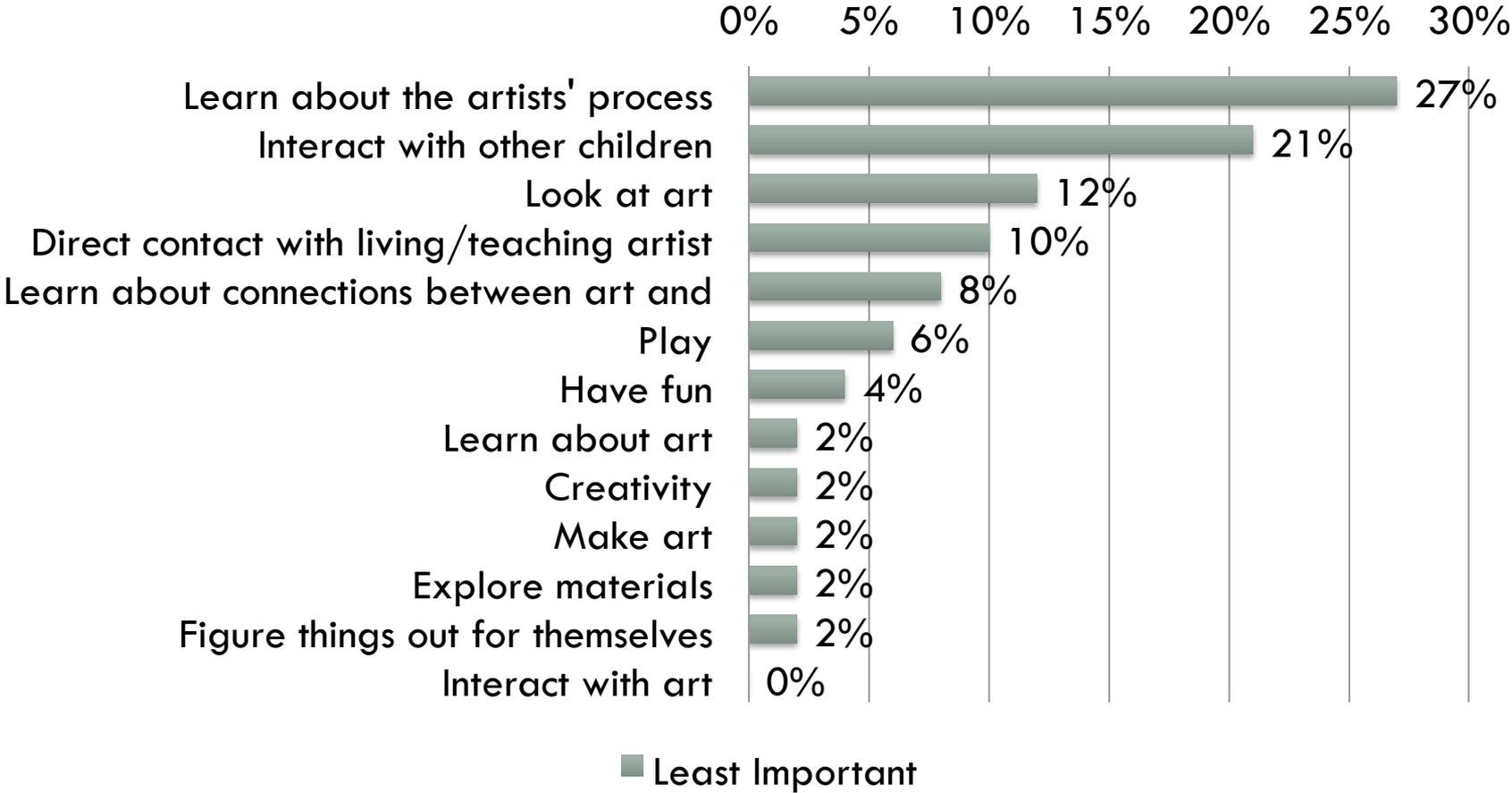
# **Another 21% learning about the connections between art and the world around them is most important**

- *This encompasses all of the other options. Interacting with other kids - that's great. Seeing and learning and being able to make those connections while interacting and playing is so great and the reason we come here so often.*
- *I want them to learn and connect because I've been bringing kids here and you can tell them something but not make them interested because they don't have the background. So when you go to another space they can make the connections.*
- *The world is chaotic, it's a way for them to sort out their feelings and express how the world works through art*

# **17%** said figuring out things for themselves is most important

- *I don't like for them to be spoon-fed information. I want them to use their own brain and curiosity to think and experience the consequences from their own experiences.*
- *This is the way they'll learn the fastest. Families tend to hover; it does a disservice to their child. It's so important to make their own decisions and learn from them. As an art teacher that is especially important to me*
- *I like this one. If families pay too close attention, sometimes, this curtails their ability to figure things out for themselves. We protect them too much. In the U.K. there's a junkyard playground that allows for interaction and teaches about hierarchy, and how to play with things that are not toys.*

# What do parents perceive is least important for their children?



# **27%** said learning about artists' process was least necessary for children

- *An artist's process for toddlers is a little over their heads.*
- *He's too young to learn about that.*
- *They're not at that abstract phase yet to understand where the artist is coming from. You still have the crafts, right? For the under 3's, they're not very interested in others personal stories.*
- *It depends on how old your child is. I don't know if she's interested in how they created their art. It's more touching and seeing it - that's more interesting for them.*
- *Learning that is a cool bonus but not something we're focused on when coming here.*

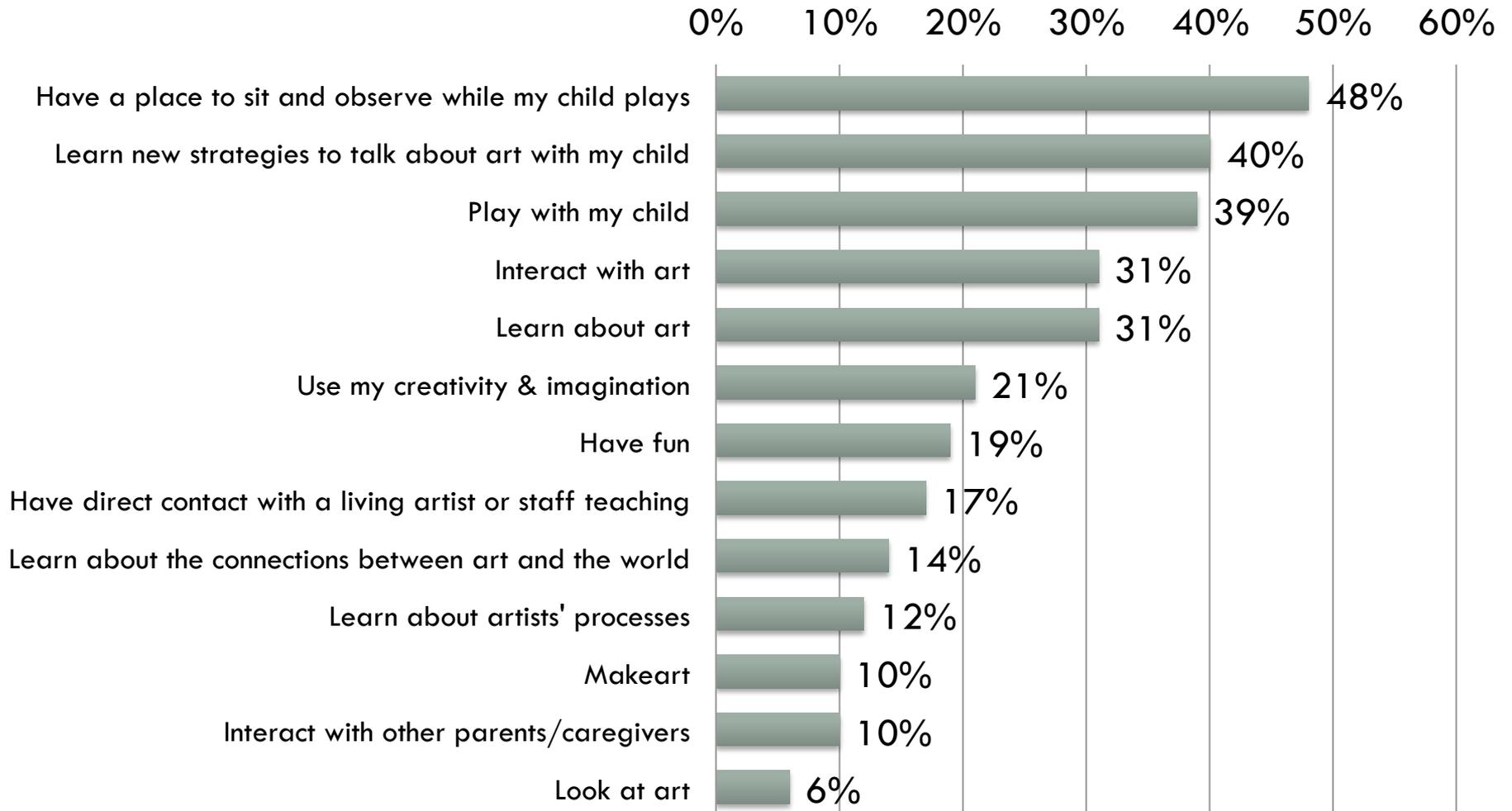
# **27%** said interact with other children was least important

- *I value self discovery over making friends. Kids these days are destructive and I value a quiet place where they can make discoveries on their own.*
- *Most children interact with other children every day at school (or siblings), so I don't know that interacting here would be all that important. They have enough interaction.*
- *The kids we bring are still in the parallel play stage.*
- *We get chances to interact with other kids other places, so that's not our main goal for coming here. I mean it's important too but not unique to a Family Space at the Museum.*

# **10%** said meeting a living/teaching artist would be least important for their children

- *My kids (four and eight) wouldn't understand how cool that is, or they don't care about it enough. If you had a demonstration, maybe...but an artist might not be interested in giving a demonstration that kids could do.*
- *With his attention span, I don't think he would have the opportunity of being in contact with the artist. He doesn't have the attention span to sit and listen through what an artist has to say at his age.*
- *She's just too young.*

# What do parents perceive as their greatest needs?



# **48%** said having a place to sit and observe while my child plays independently is most important

- *I just like to sit and watch my kid play and I like that this is a fun place to do that.*
- *I like watching them play and hearing them talk among themselves, because between parents and children, you're typically telling them what to do/think. To see them engrossed in something and hear what's going on is neat.*
- *One thing I love is that there is one entrance and exit. This is safe. I know the environment is safe and they won't run out and I love the windows to the outside. Sometimes I'm involved, sometimes I'd rather rest and give them safe space. Parents are tired.*
- *Because I like for him to feel comfortable enough that I don't have to hover over him. I like that he can play alone or with other children and there are places that I can sit with other moms.*
- *It's important for them to play independently, but obviously safely, and to observe them from a distance to encourage imaginative play.*
- *That's when they make their own connections*

# **40%** said learning new strategies to talk about art with my child is most important

- *You can never have enough strategies to bring art into your kid's life in an age appropriate way. I would love to hear the different perspectives on that.*
- *I like the idea quite a bit. The idea of, if you learn some strategies here, you could make more productive use of the museum.*
- *It's important to be able to talk about art, because art is really important. Sometimes it can be hard to make it interesting. I'm looking to make it fun.*
- *This would help us make art accessible for children.*
- *It's important for me to be able to learn how to talk to her about the wonder and beauty of art without being a bore.*
- *I like this one because this will give me ideas for other activities at home, or just outside of this space.*

# **39%** said playing with my child is **most important**

- *Because that's the whole basis of how kids learn, for being here as family I want to be playing with her.*
- *That's my job! They love to spend time with me.*
- *It's a different way to play with my kids. Here they have different kinds of activities. I like the different imagination and creations - it seems to inspire me more for the different things I could do with my kids.*
- *When I go back to work I won't have as much time to play with my child so coming here and interacting with art and playing with him here is important*

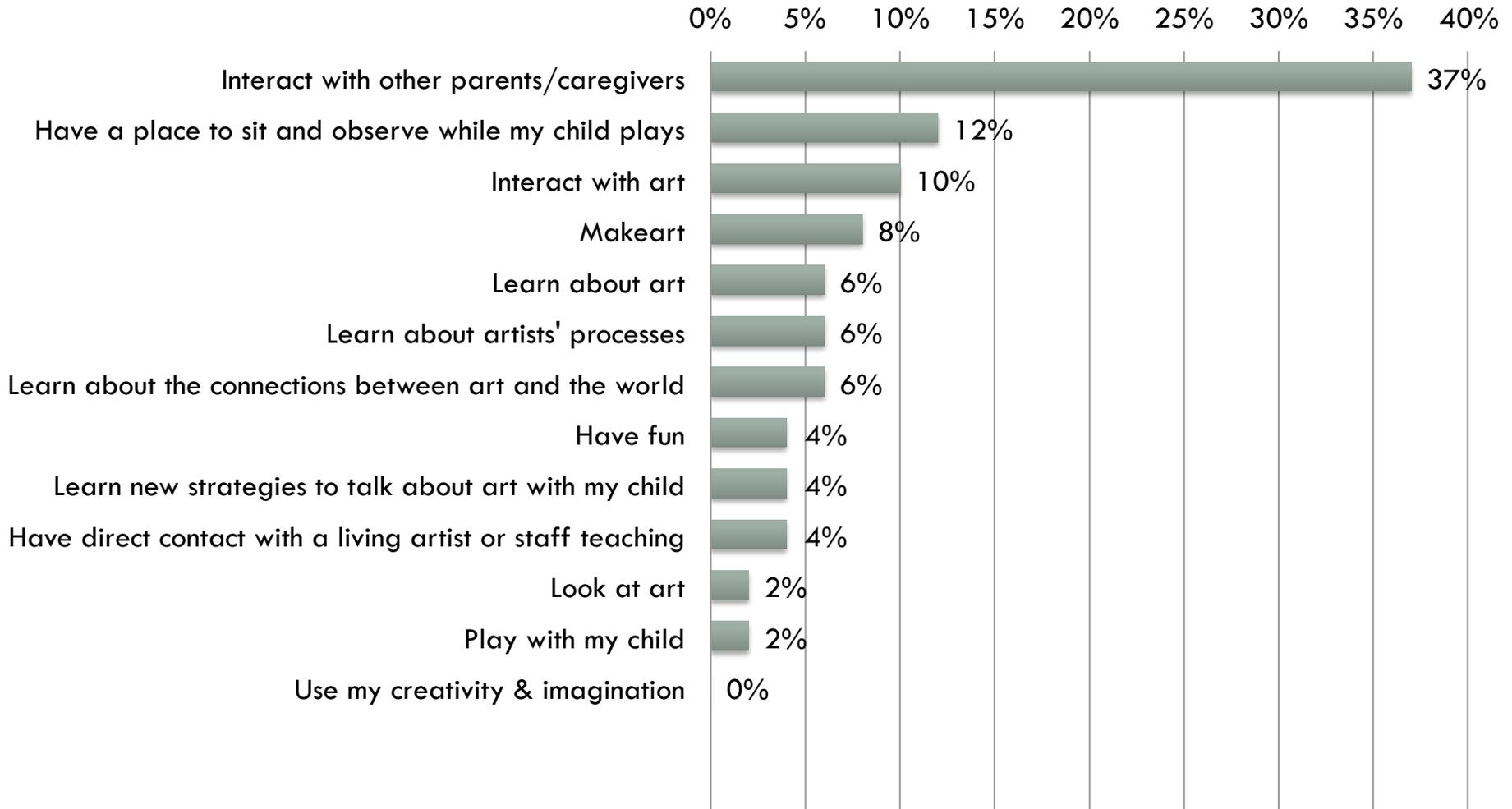
# 31% said learning about art is most important

- *Learning about art - that's why you come to a museum. With kids or not that's what I hope to get out of it. Some exhibits geared towards kids have been better than others, like Eric Carle - I love that picture of him with the broom. Now at home when I read them his stories I have a different thing to take away.*
- *For me the most important one is just to learn about art. I love coming here and feeling like I'm learning something new, especially contemporary art where you need the context to understand it.*
- *There's a broad horizon and so much to learn. Having the opportunity to push myself to think out of the box is important to me.*

# **31%** said interacting with the art is **most important**

- *He still talks about the bus (the Mo Willems), because at this age it's all about climbing and touching. If there's something here he remembers, it's easy to bring him back.*
- *Them being able to manipulate things - yes.*

# What do parents perceive is least important for them to experience as parents?



# **37%** said interacting with other parents is least important

- *Interacting with other parents is good and all, but we come here to spend time together and learn about the art.*
- *More about spending time as a family - not with others.*
- *It just happens or it doesn't. If I run into someone, I'll chat.*
- *I can do that other places.*
- *I don't have time to talk with other adults when I am here with 3 kids. I am totally focused on them.*
- *I have social anxiety and seek out a quiet and relaxing space rather than making friends with other adults. This space gets quickly over stimulating with the noise. I'd prefer a fully carpeted space, or the use of quieter materials (foam blocks over wood)*

## **12%** said having a place to sit and observe their children while they play is least important

- *I don't need a babysitter. We're not going to come here so someone else can watch him. I work all week. Weekend time is important to spend together.*
- *I want to interact at this point.*
- *I want to completely interact with them. It helps sort of focus their play when they're learning about art. They won't get it independently.*
- *At her age, I am not comfortable with her playing alone.*

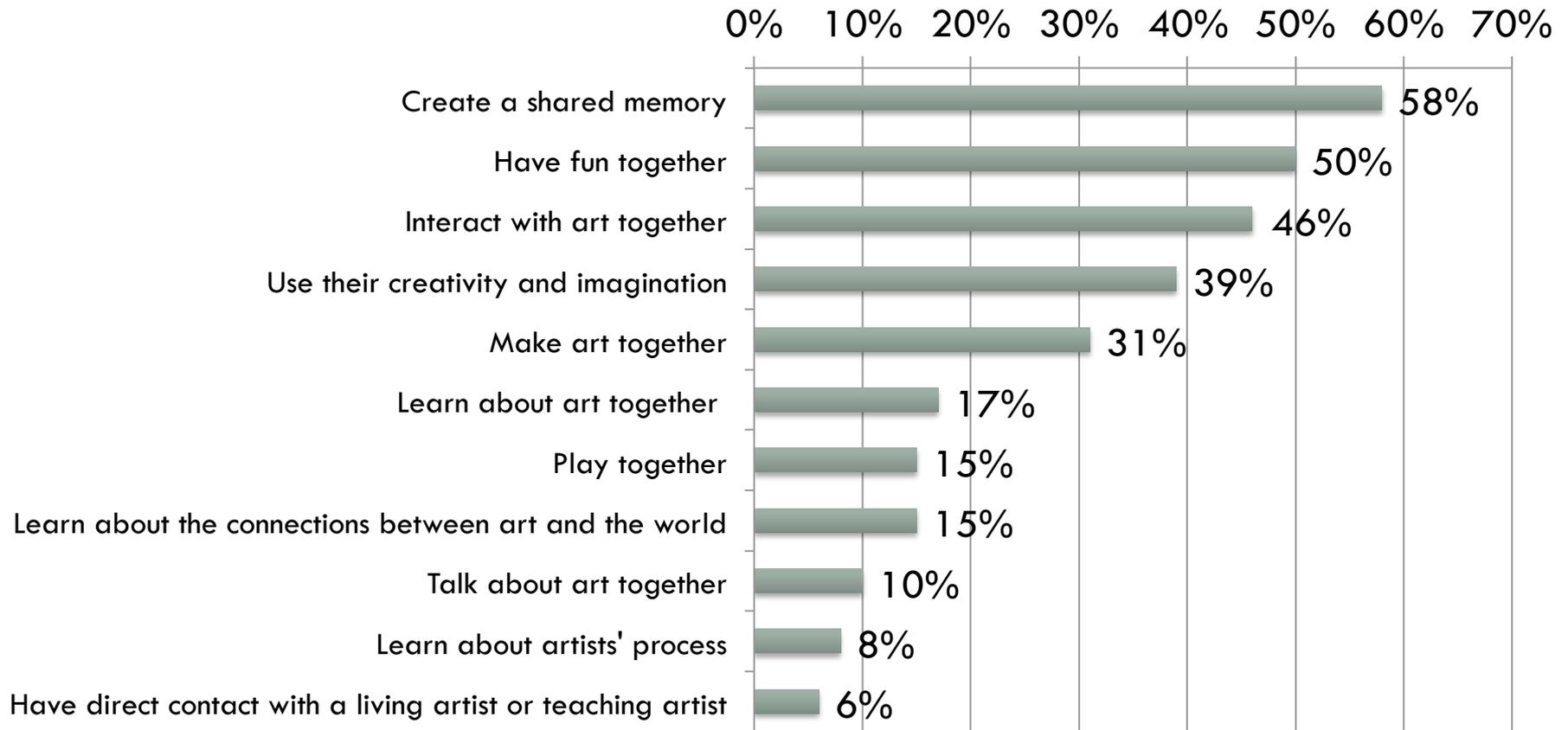
# 10% said interacting with the art is least important

- *This is not as important because I'm focusing on the child (it wouldn't intrigue me).*
- *I feel like I could do this in the museum. I wouldn't necessarily need that in the play space.*
- *As an adult, you don't necessarily have the drive to touch, feel, climb, whatever - you're used to observing from a distance.*
- *Why I came here wasn't for me it was for my kid so I don't need to it's more for him*
- *I don't feel like I necessarily need to touch it. I won't feel like I missed out on something if I can't touch it.*

## **8%** said making art is least important

- *My main reason for coming is to see and explore the art (not make the art). My son is a hands on baby. Personally, I'm not as hands on (it's important to me, but not as important).*
- *I can do that on my own time.*
- *We do that at home anyway. He's so young, his attention span is pretty short.*
- *Making art is most important for my child, not necessarily myself*

# What do parents perceive is most important for their families?



# 58% said creating a shared memory together is most important

- *Creating that shared memory in this kind of space is just something I value and want them to as well.*
- *Early childhood is when their first memories are made. I want it to be in a space like this.*
- *Part of what gets me to come here, to be a member, is to have her having a memory of coming here and seeing the art museum as an accessible and welcoming place*
- *Creating a shared memory. I mean that is why we all do this. I mean I was younger my parents took me to museums so that's what we're doing*
- *Really important to me because these are the things I want to be our family's values. This is about to sound kind of intense, sorry, but I kind of look at myself as the matriarch of our family and I want them to experience good feelings about art. I just find it so important and I want that to come from me. My husband will occasionally come to the museum but its usually me bringing the kids.*

# **50%** said having fun together is most important

- *Having fun together - accomplishing everything we came for. As long as they're having fun they will carry more of the experience away with them.*
- *Coming here is all about having that time together and having fun together is evidence of creating a shared memory and playing together.*
- *I'm going to keep saying that word - no rules - imagination and creativity.*
- *Being together is what's important.*

# **46%** said interacting together is most important

- *Because it's play, but it's more than just play.*
- *Interacting with art - yes we specifically chose the High Museum to do a membership. Being able to interact with art for her age group and coming Sundays when you guys have family stuff has been great.*

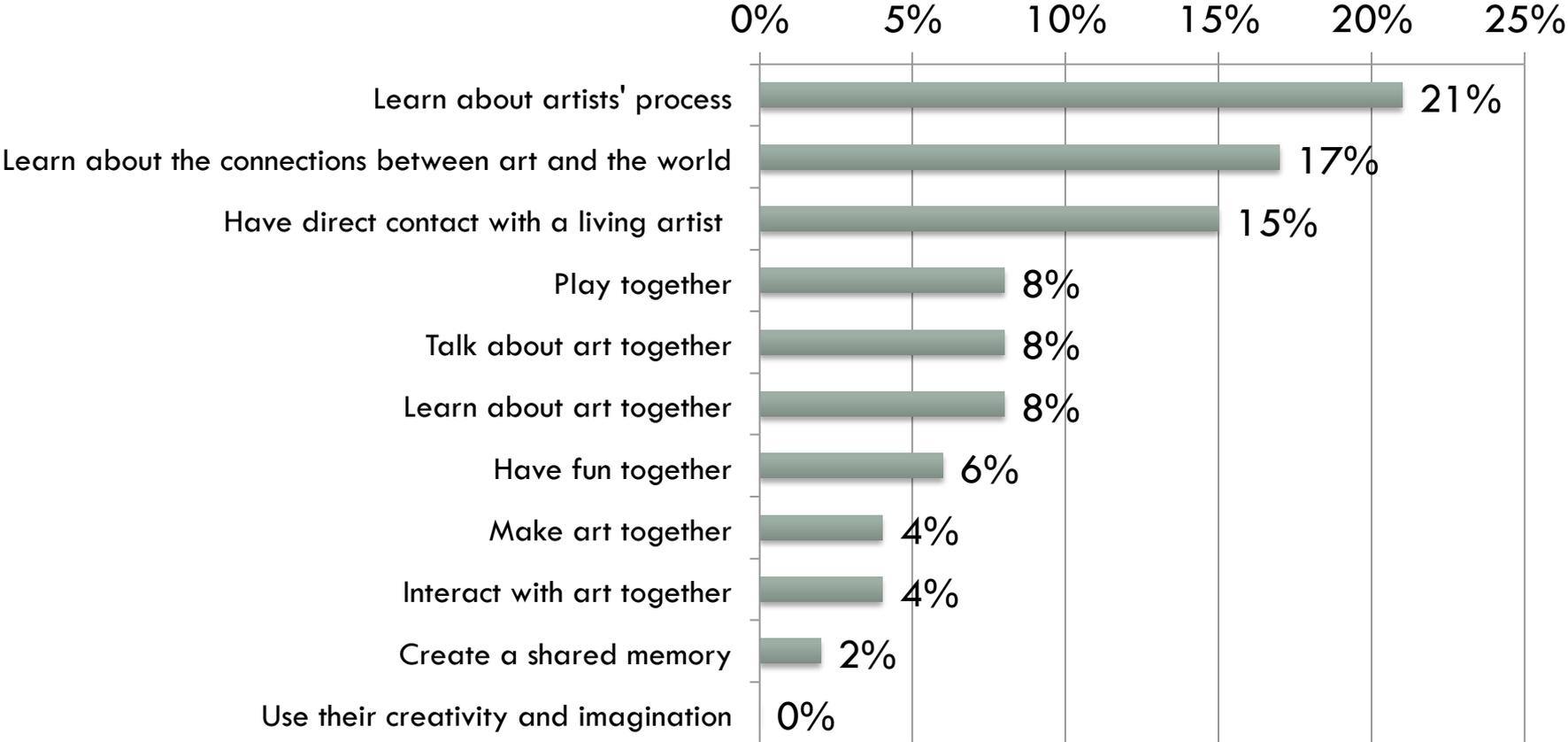
# **39%** said using their creativity and imagination together is most important

- *We're able to do activities together outside of our home and just focus on that activity - to use our imagination and creativity to sharpen our skills and focus. It's not just for children - it's also for adults and families (you never have to give up).*
- *Again, children are impressionable. If you bring out the untapped potential by helping them to discover their creativity, it would be beneficial for the child and the family.*
- *As a family, it's good. It's the most important. It's also allowing us to have fun together, and to create and share a memory.*
- *For us to learn new ways to foster her creativity as a family unit would be great.*

# 31% said making art together is most important

- *We come to the family day stations. They like to make the sand art, necklaces, or play the instruments. I enjoy that most of all - the family days.*
- *Since I am an art teacher I want him to get joy from making art so in a space where we could do that together is valuable*
- *Our family as a whole - my husband is an engineer (he's very hands on and loves to build) - and my son is the same way (he puts together things, and takes things apart). This is good father and son bonding time. The family activities are good for our family as a whole. I enjoy the artistic part.*
- *It's good for the whole family if we have artwork or crafts together. We have fun in the process too.*

# What do parents perceive is least important for their family?



# **21%** said learning about artists' process is least important

- *They're too young.*
- *Understanding an artist's process has nothing to do with me or the memory I'm here to create with my child.*
- *This is more important if it's just me and my wife. For the family, it's not going to register.*

## **17%** said learning about the connections between art and the world around them is least important

- *I don't think it's as important for us to learn about the connections as the other things you have here.*
- *For this younger group of kids, we're here mostly to play and make art (not to learn about it specifically). We'll get there, but we're still learning our words.*
- *It's a little too lofty of a goal for the kids of the age we were thinking about bringing to this setting.*

## **15%** said having direct contact with a living arts or staff teaching artist is least important

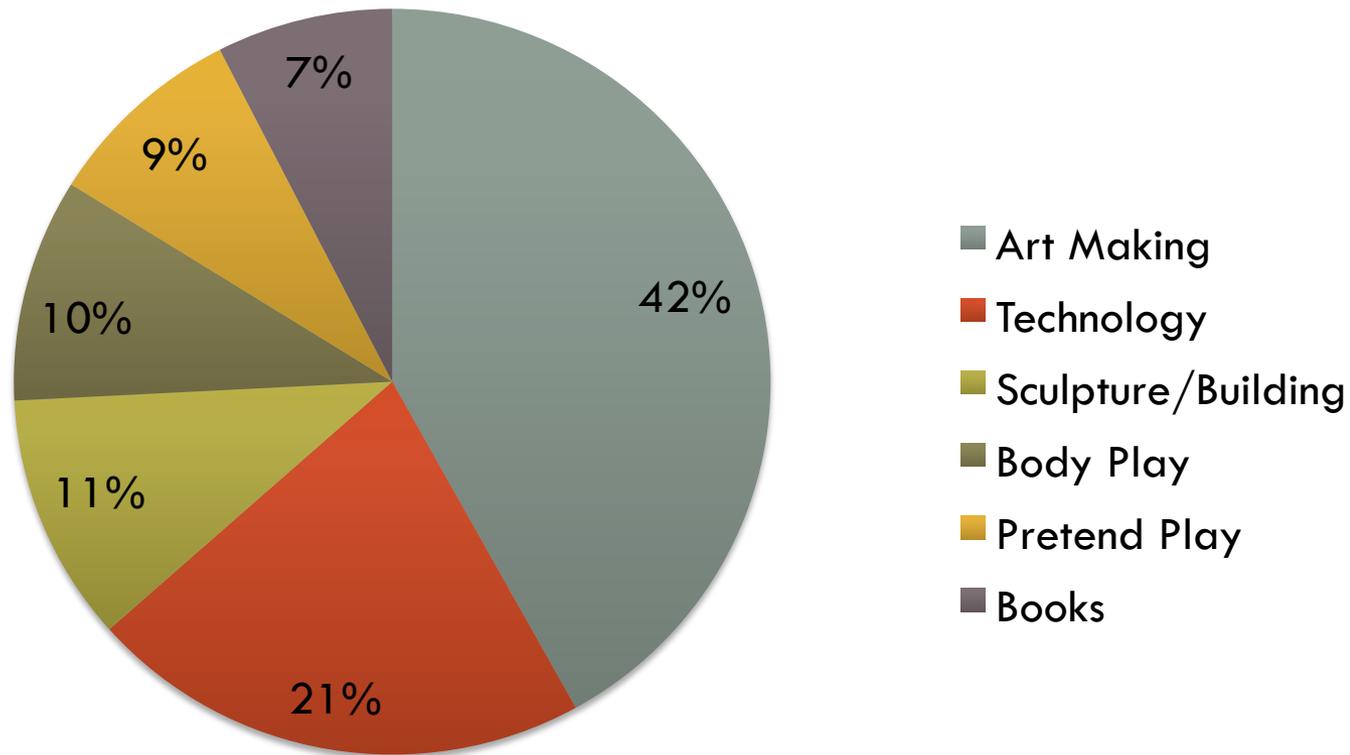
- *We don't need to have a professional artist. She is so young.*
- *Not anything against that, just out of all the options it's the least important. I had to choose.*
- *They wouldn't have the attention span to talk to them they would be like okay so what*
- *It's really important, but they don't really care at their age. They don't know the difference between Eric Carle or Mo Willems and at their age the direct contact would be meaningless. Maybe for 10 year olds that would be enriching but really no younger than 10.*

# If I could design a family gallery it would definitely have...

1. **Activities:** technology, art-making, games/challenge, sculpture and building, pretend play, books, and body play
2. **Content:** Suggestions for art-related content, as well as other subjects. Some suggestions for user-generated content.
3. **Interactive Art**
4. **Atmosphere:** Fun, playful, active, mind-bending, surprising, whimsical
5. **Design:** Unique, colorful/bright, good sound, ergonomic placement of objects/walls/seating, incorporation of nature/the outdoors
6. **Audience:** For adults and children, with specific activities for infants and toddlers and older kids/teens
7. **Creature Comforts:** food, seating
8. **The “impossible”:** hot tubs, waterparks, dinosaurs!

# Types of Activities

- A total of 148 comments were made related to suggestions for different types of activities.

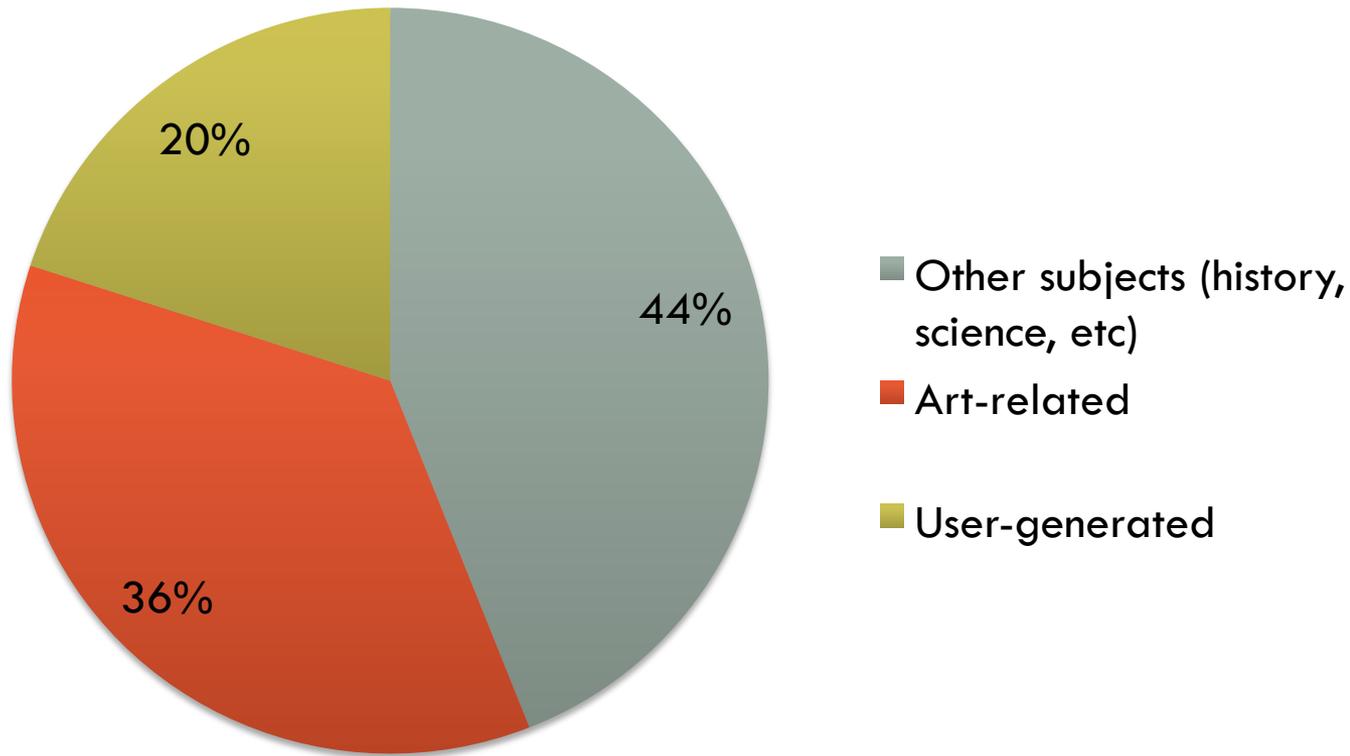


# Types of Activities

- **Art Making:** *You can make art on paper to frame; chalk exhibit; people make cool things; creation space with paints, torn paper, & wood; Finger painting*
- **Technology:** *A computer; Minecraft; movie; explanations and videos of artist*
- **Sculpture / Building:** *Metal bending sculptures; building; build your own sculpture with modeling clay; legos*
- **Body Play:** *Slide; rollercoaster, trampoline, swings, floor mats, baseball/football; climbing*
- **Pretend Play:** *Crazy dresses; artistic doll house with dolls that can bend and have yarn hair; caps*
- **Books:** *Library; books*

# Content Suggestions

- A total of 71 comments focused on content suggestions



# Content Suggestions

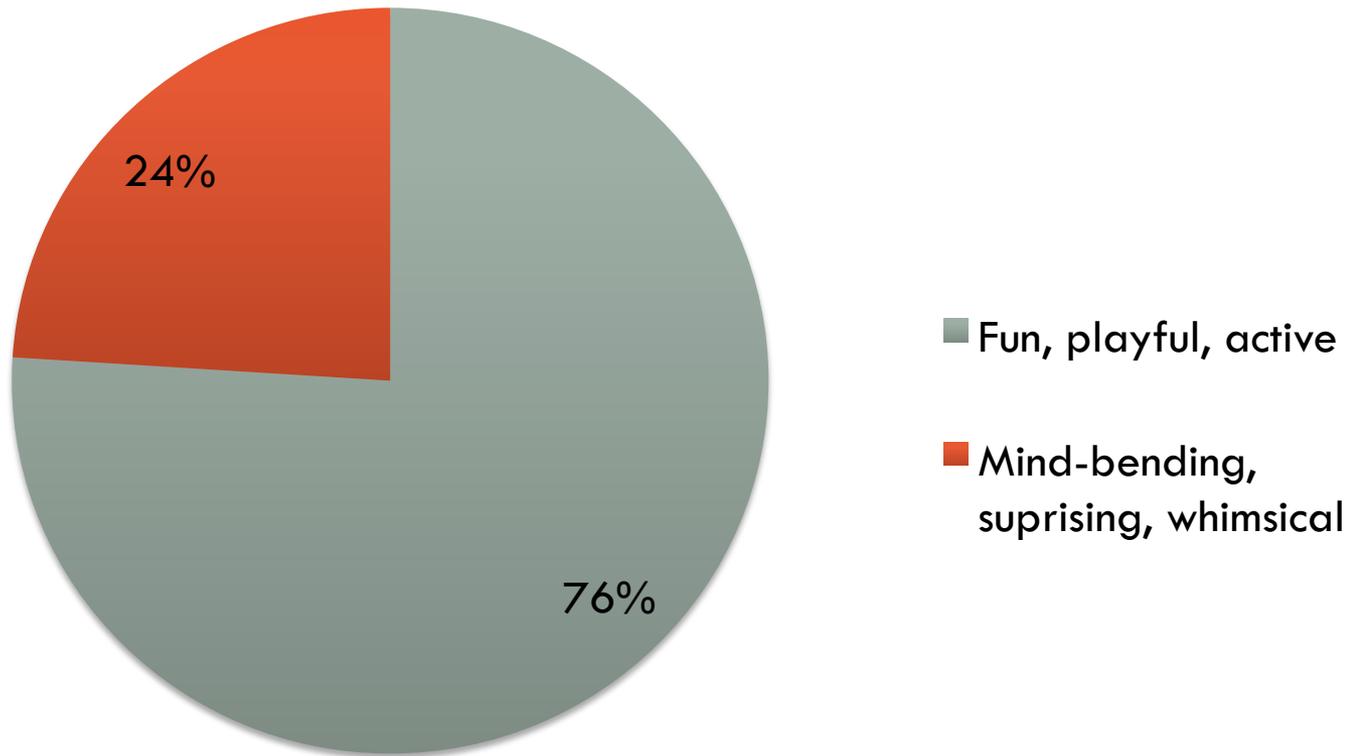
- **Other Subjects:** *History of toys, coins, games; model trains; bees; foxes; cars; Paris; the bible; I love horses, dogs, and gorillas; sharks, cats; creative writing; robots; art and science together*
- **Art-Related:** *Embroidery; a historical view of art, timelines, periods and artists; Something similar to the Tivio exhibit; Tiny pictures; More Vermeer*
- **User-Generated:** *A room where you can paint on the walls; A room where you could bring in your own pictures; Design your own room*

# Interactive Art

- A total of 64 visitors said they would like to see interactive art
  - *Interactive art*
  - *Kids need to touch, climb, explore [art] without being told no all the time*
  - *Art-inspired pieces to climb*
  - *Climbing structures over water or a mirror*
  - *More things like this [summer art lab]*
  - *More hands-on*
  - *More interactives*

# Atmosphere

- A total of 58 comments focused on the atmosphere or vibe of a new family gallery

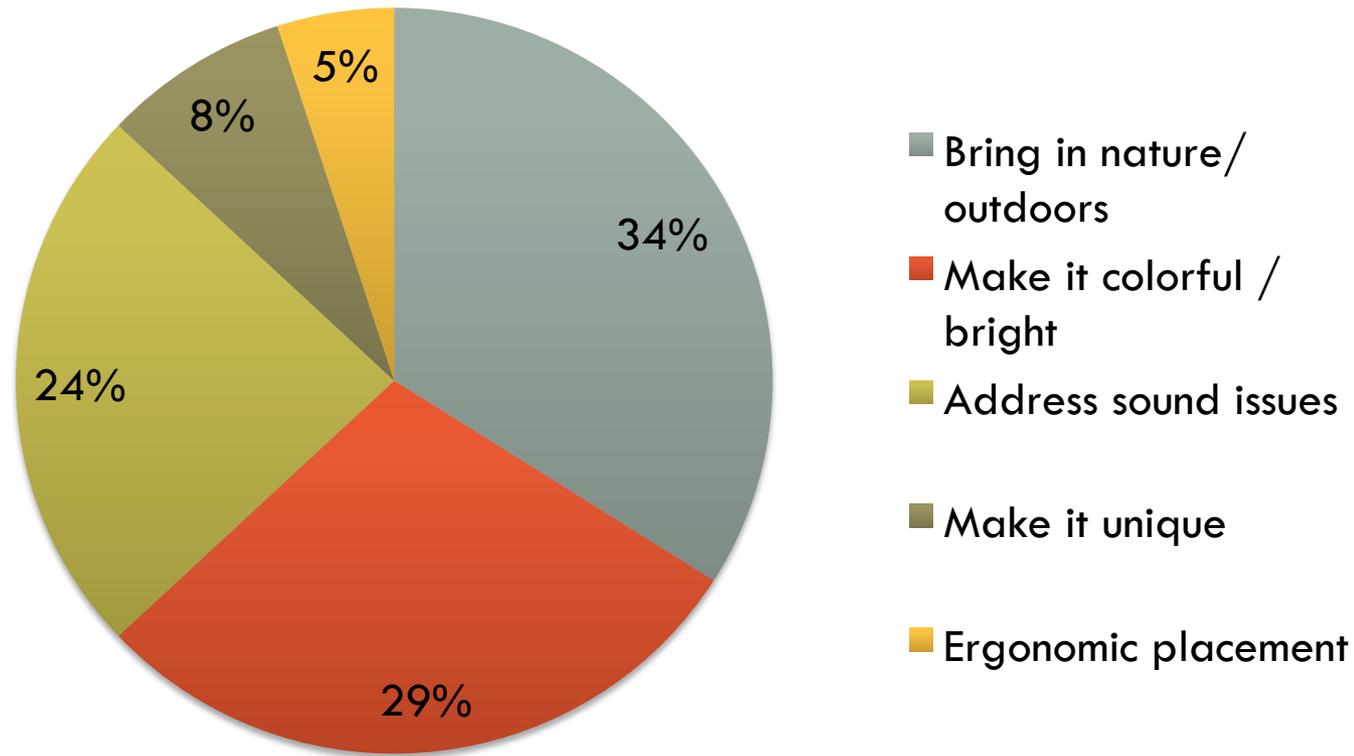


# Atmosphere Suggestions

- **Fun, Playful, Active:** *Fun; playground; play activities; lots of action; interactive play; active play areas*
- **Mind-bending/Surprising:** *Experience a change in perception and acceptance; an upside down room; sparkles; life-sized blocks; a swing not connected to the ground*

# Design Approach

- A total of 38 comments were made related to suggestions for the design approach in a new family gallery

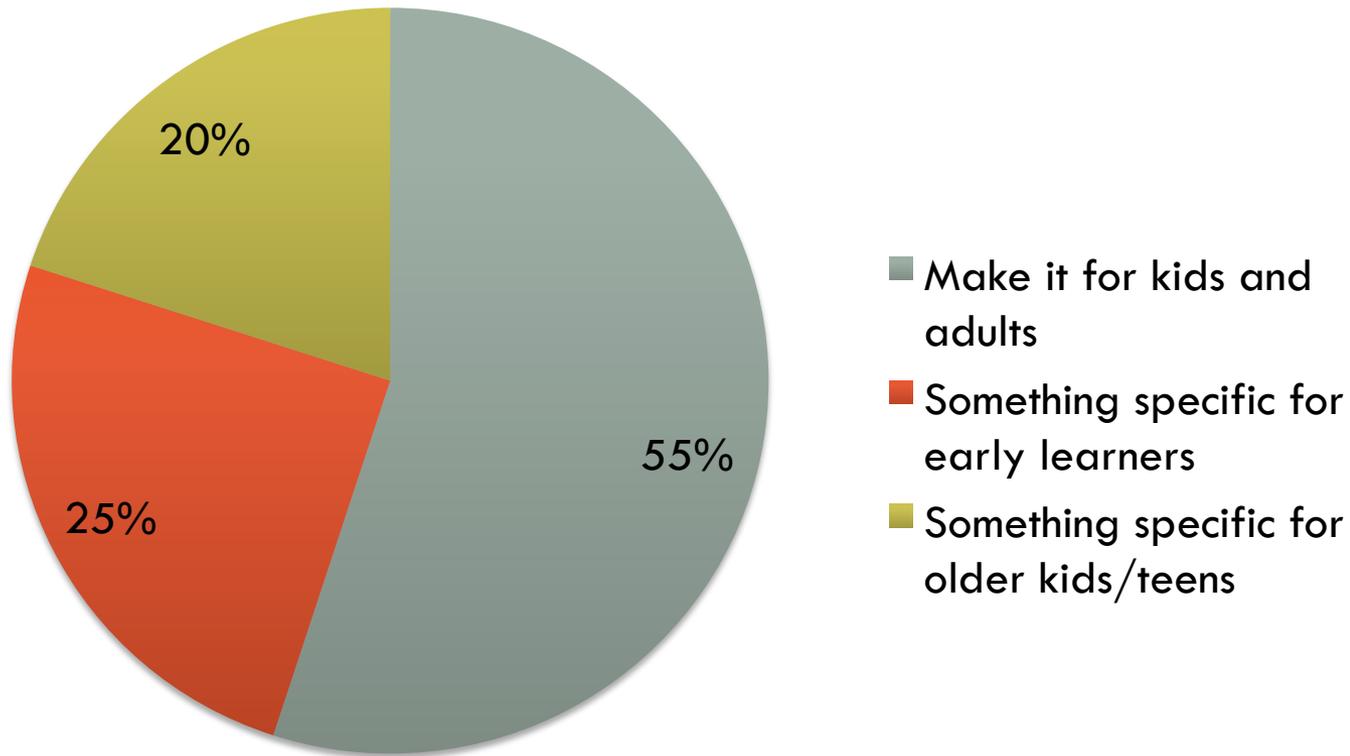


# Atmosphere Suggestions

- **Nature/Outdoors:** *Grass and colorful flowers; lake of color; water*
- **Colorful/Bright:** *Color; Cool lighting exhibits; a lake of color; red, purple, green, orange, blue; Only yellow because it is a happy color*
- **Sound:** *Sound absorption - sound is too loud; more vocal; music exhibit*
- **Unique:** *Unique design; New designs*
- **Placement:** *At child level; curated at height that child can see*

# Audience

- A total of 20 comments focused on audience

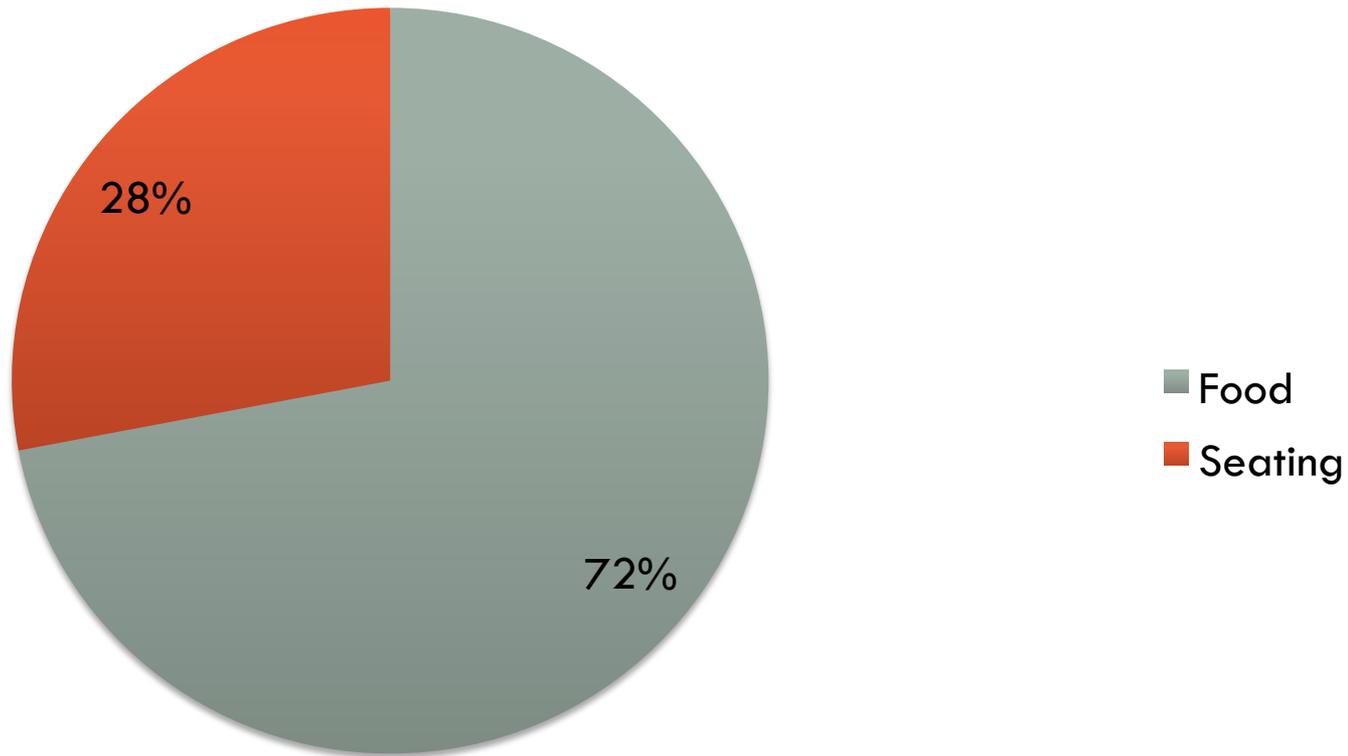


# Audience Considerations

- **For adults and children:** *So adults and kids can learn and have fun; for the whole family – 1 to 100; something for adults and something for kids – everyone has something to do!*
- **For infants and toddlers:** *More activities for families with babies; more interactive play for children 2-6 years old; A small area for kids 24 months to 3 years old*
- **For older kids/teens:** *More interactivity for kids/teens; Something for ages 9 and up; More for teenagers to do/interact with*

# Creature Comforts

- A total of 29 comments focused on creature comforts



# The Impossible!

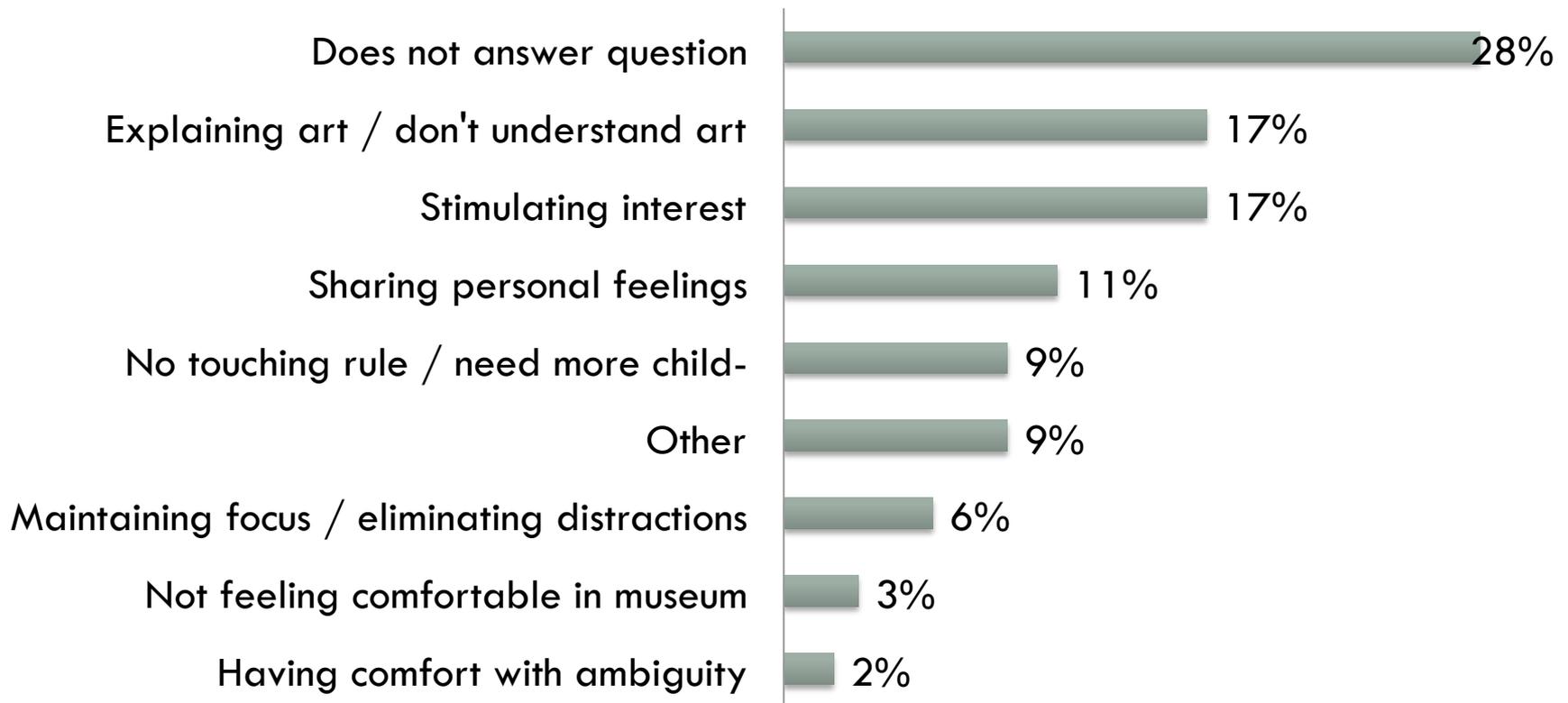
- A total of 17 visitors said they would like to see something that would be nearly impossible to include in a new family gallery
  - A waterpark
  - A petting zoo
  - An indoor playground and a bowling alley and an art trivia center
  - A huge bouncy room with a huge trampoline where you enter you jump into a bucket of paint

# The greatest challenge I face when discussing art with my family is...

1. Explaining art / understanding art
2. Stimulating Interest
3. Sharing personal feelings
4. No touching / need more child friendly interactives
5. Maintaining focus / eliminating distractions
6. Not feeling comfortable in museum / worried about disturbing other patrons
7. Having comfort with ambiguity

# The greatest challenge I face when discussing art with my family is...

Series 1



# **Don't' understand art well enough to explain it**

- *Explaining the materials*
- *They, like me, don't understand art and only come here when I am forced to*
- *Please have directions 1.2.3 step format to help us (adults) to direct the kids 😊 on how to create or design the activities such as the sculptures, thanks!*
- *They don't like to talk about or discuss the meanings of the works. They don't understand.*

# Difficult to stimulate their interest

- *Art gets boring sometimes*
- *They hate art*
- *That you don't have to like something to learn something*
- *“Are y'all finished? Are y'all done?”*
- *My family doesn't appreciate art as much as they appreciate music – they don't view paintings and sculpture like they do music, whereas I find them to be the same because they both inspire creativity*
- *That art is cool, not only because it is old and took a lot of work, but because it is inspirational and shows humanity. Art bridges between different cultures and languages and shows that we are all one human family*

# Difficult sharing personal feelings

- *No one gets me!*
- *How to make them feel how I feel when I think about the purpose of my art*
- *Explaining how I experience the art*
- *That I have a different opinion than everybody else and I don't want to be rude when they're completely wrong in my opinion*

# **No touching rule – need more kid-friendly exhibits**

- *Telling my sisters we can't touch or be close to the art*
- *They don't want to just stand quietly and passively look at stuff (alas)*
- *Art is by nature a visual, hands-off experience. This is inherently challenging with children. Constantly having to say no and be quiet and hands off takes away some of the joy for children. Having more hands on would be great.*

# Maintaining focus / eliminating distractions

- *Focus and staying on subject*
- *Attention span – young kids age 1 & 4!*
- *They don't listen*

# Not feeling comfortable in museum

- *Better acoustics (to stop little one's voices from echoing)*
- *Can't touch, can't talk too loud*
- *Keeping my kids quiet enough for other patrons*

# Comfort with ambiguity

- *For some reason art is so much harder than it seems and it is frustrating*
- *The creative process often leads down some odd roads – very odd but necessary*
- *I feel it's a little funny or maybe weird sometimes weird*



# CONCLUSIONS & RECOMMENDATIONS

# Current Visitation & Use

- The majority of visitors interviewed said they visit the High in Intergenerational groups, with only a small percentage saying they visit with other adults or alone
- All of the visitors interviewed said they have been in the Greene Family Learning Center. Those who were interviewed for the card sort activity were more likely to say they had been there several times
- Of the other family programs and resources, Family Sundays and Toddler Thursdays were the most popular
- Only a very small percentage of visitors said they have used the family gallery guides, HIGHlights Tours, or Discovery Packs
- Card sort visitors were much more likely to be members than those interviewed for the activities

# Social Makeup of Groups

- The vast majority of groups interviewed were parent/child groups. There was a small percentage of groups that included other family members, nannies, or friends of the family.
- Around half of the families were there with only one child, while the other half brought 2-4 children.
- The vast majority of the the children were age 10 or younger.
  - For the activity interviews, around half were elementary age
  - For the card sort interviews, over half were infants and toddlers
- Almost all of the visitors interviewed currently live in Georgia, suggesting the museum largely attracts and serves local family visitors

# Primary Reasons for Visiting the High

- In the visitor response prompts, visitors said they currently bring their families to the High with the intention to:
  - increase appreciation for art
  - look at and learn about art
  - have fun and enjoy themselves
  - for inspiration, imagination, and creativity and to
  - create, interact, and/or play with art
- During the card sort activities, where families were presented with similar choices and asked to select which were most important to them when bringing their children/families to the museum, parents prioritized:
  - creativity and imagination,
  - play, and
  - interacting with art

# Perceptions of Activities: Age Appropriateness

- The vast majority of visitors perceived the activities were designed for both children and adults
  - The only activity that was perceived as being more “for kids” than others was the *My High Art* activity

# Perceptions of Activities: Usability

- About half of the visitors said the activities were easy to figure out, while another half said they struggled at first but then figured it out
- Many visitors struggled with the Puzzle Activity, especially in getting the pieces to fit together and getting them balanced on the floor
- Suggestions for making the activities more intuitive included:
  - Adding short, easy-to-read instructions
  - Having examples of what others have made for inspiration and guidance
  - Including short, video instructions or a staff demonstrations
  - Making puzzle pieces more stable

# Awareness of Local Artist Involvement

- About half of the visitors were aware that a local artist worked with the High to create the Puzzle and Magnet Activities
- A little over half of visitors said knowing a local artist created the activity influenced the way they think about the High, including:
  - Increasing desire to come to the High
  - Seeing the High as more community oriented / supportive
  - Making the art more meaningful / relevant

# Interest in Engaging in Activities

- Visitors rated their level of interest in engaging in the activities highly (mean 5.92 out of 7-point scale)
- Comparative tests did not show significant differences between the activities in terms of how visitors rated the activities – All of them were rated above a 5.4.
  - Animation Station was rated the highest at a 6.4

# Outcomes

- Visitors rated most of the intended outcomes for the activities highly
  - *I had fun and I am more likely to perceive the High as a place that welcomes and values families* were rated highest
  - *I have an increased understanding of how to decode works of art using the elements and principles of art* was rated lowest
- Comparative tests found:
  - ✓ **Animation Station** had the greatest impact on stimulating curiosity and wonder
  - ✓ **My High Art and Animation Station** had the greatest impact on stimulating creativity and imagination
  - ✓ **Animation Station and Ism-Izer** had the greatest impact on visitors saying they had fun
  - ✓ **Animation Station and Ism-Izer** had the greatest impact on visitors' understanding of how to decode works of art

# Most Enjoyable Aspects of Activities

Visitors most liked that activities:

- Encouraged creative and critical thinking, and
- Were well designed / aesthetically pleasing

Comparative tests found that visitors were significantly more likely to enjoy:

- ✓ **Animation Station** as being something “Unique / Different from Home”
- ✓ **Magnet Activity, Animation Station, and My High Art** as having good “design/aesthetics
- ✓ **Puzzle Activity**, and to a somewhat lesser degree the **Magnet Activity** and **Animation Station**, as stimulating creative/critical thinking
- ✓ Seeing themselves reflected in the **Ism-Izer** and **My High Art** activities
- ✓ **Magnet Activity** and **Animation Station** as being kid-friendly
- ✓ Learning about art at **Ism-Izer**

# Least Enjoyable Aspects of Activities

Visitors struggles most when activities had:

- Physical usability issues, and/or
- Limited functionality

Comparative tests found that visitors were significantly more likely to dislike:

- ✓ Technical usability issues with **Ism-Izer** and **My High Art**
- ✓ Physical usability issues with **Puzzle Activity**
- ✓ Nothing to take home at **Ism-Izer** and **My High Art**
- ✓ Only one **Animation Station**
- ✓ Limited functionality at **Magnet Activity** and **Animation Station**

# **Most Important Needs for Children in a New Family Gallery**

Parents said the primary needs for their children in a new family gallery are opportunities to:

- 1. Interact with Art**
- 2. Stimulate their creativity and Imagination**

Parents perceive that young children learn best by interacting, exploring, and engaging the senses.

Parents perceived the art museum as being a unique environment where creativity and imagination are more likely to be sparked

# **Least Important Needs for Children in a New Family Gallery**

Parents said the least important needs for their children in a new family gallery are opportunities to:

- 1. Learn about artists' process**
- 2. Interact with other children**

Parents perceive that learning about artists' process is not developmentally appropriate for young children

Parents perceived that they can take their children to other places for social interaction, so while nice, is not necessary

# Most Important Needs for Parents in a New Family Gallery

Parents said the most important needs for themselves in a new family gallery are opportunities to:

- 1. Have a place to sit and observe while their children play**
- 2. Learn new strategies to talk about art**
- 3. Play with their children**

Parents say they want to bring their children to a safe and comfortable environment where they can let their children explore and play independently

Parents say learning new strategies would help them communicate with their children about art both inside the museum and beyond

# **What do parents perceive as their greatest challenge when discussing art with their families?**

Parents said that:

- Not understanding or knowing how to explain art, and
- Stimulating interest

are their greatest challenges when discussing art with their families.

# Least Important Needs for Parents in a New Family Gallery

Parents said the least important needs for themselves in a new family gallery are opportunities to:

- 1. Interact with other parents/caregivers**

Parents say they can interact with other parents/caregivers in other environments. Many also say they come to the museum to interact with their children or families

# **Most Important Needs for Families in a New Family Gallery**

Parents had a more difficult time choosing just one most important need for their families. Responses were split between the following needs:

- 1. Create a shared memory**
- 2. Have fun together**
- 3. Interact with art together**
- 4. Use creativity and imagination**
- 5. Make art together**

Many parents emphasized the importance of creating shared memories, saying it is probably the main reason why they bring their families to the Museum

# **Least Important Needs for Families in a New Family Gallery**

Parents perceived the following as least important for their families in a new family gallery:

- 1. Learn about artists' process**
- 2. Learn about connections between art and the world around**
- 3. Have direct contact with a living artist**

Many parents felt that these topics would be too difficult for children to understand and were not the primary reasons why they come

# Families' Visions for a New Family Gallery

- Visitors envisioned a new family gallery that would include a range of activities, including new technology, art-making, games, sculptures and building, pretend and body play, and books
- They envisioned the content would focus on art, but also other subjects including history, science, and nature. Many children expressed an interest in animals in particular
- Many visitors said they want to interact with the art in an atmosphere that is fun, playful, active, and whimsical
- They envision bright and colorful spaces that have good creature comforts
- They also say the new family gallery should have something for both children and adults of all ages